Live Video How-To

Live video is an effective way at capturing your audience’s attention, both in the moment and after. When done right, it can be a simple way to expand your messaging potential. It’s not hard, but does take a little know-how. A very good tutorial on how to do this on a mobile device can be found on AdWeek. NPR also has a fantastic guide.

Look below for a step-by-step guide for a more streamlined process:

1. Download Facebook Pages Manager from the App Store or Google Play.

2. Log in to your Facebook account (Note: If you have a separate account for page administration, you will need to log into that account instead of your personal account).

3. Tap “Live” denoted by the camcorder icon at the top of the page.
4. Add a brief, detailed description of your video — who, what and where — and then hit “Done.”

5. Turn mobile device on its side. For professional events, horizontal video is preferred. Vertical video is not encouraged except for short updates. Hit the camera icon to go live.

6. When you are done, hit “Finish Live Video” and, when prompted to keep or discard the video, tap “Post.”

7. You are now done with your live video. Take the time to answer questions and respond to comments users have posted during the stream.

8. Tips:
   a. Mount the mobile device on a tripod, if possible, or prop it up using books or a case.
   b. If an event involves speaking and does not have a microphone, use an external mic if possible. Otherwise, get close to the speaker.
   c. Contextualize the space. If you can, include some of the background or audience so viewers understand the setting.
   d. Turn off the device’s ringer. A video will easily be ruined if you receive a phone call/text during the stream.
   e. Some mobile pages will not display the “Live” function upfront. Tap “Post,” then select “Live Video.”