



# THE WOWZA ULTIMATE GUIDE TO FACEBOOK LIVE STREAMING

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## FROM BROADCAST NEWS ORGANIZATIONS TO SPORTS TEAMS;

from churches to nonprofits; from celebrities to the enterprise, and everything in between—everyone is streaming video online, and it's capturing the attention of audiences everywhere. The top social media platforms now support live video, and ever-growing numbers of consumers are abandoning broadcast TV in favor of online streaming for entertainment, news and sports coverage.

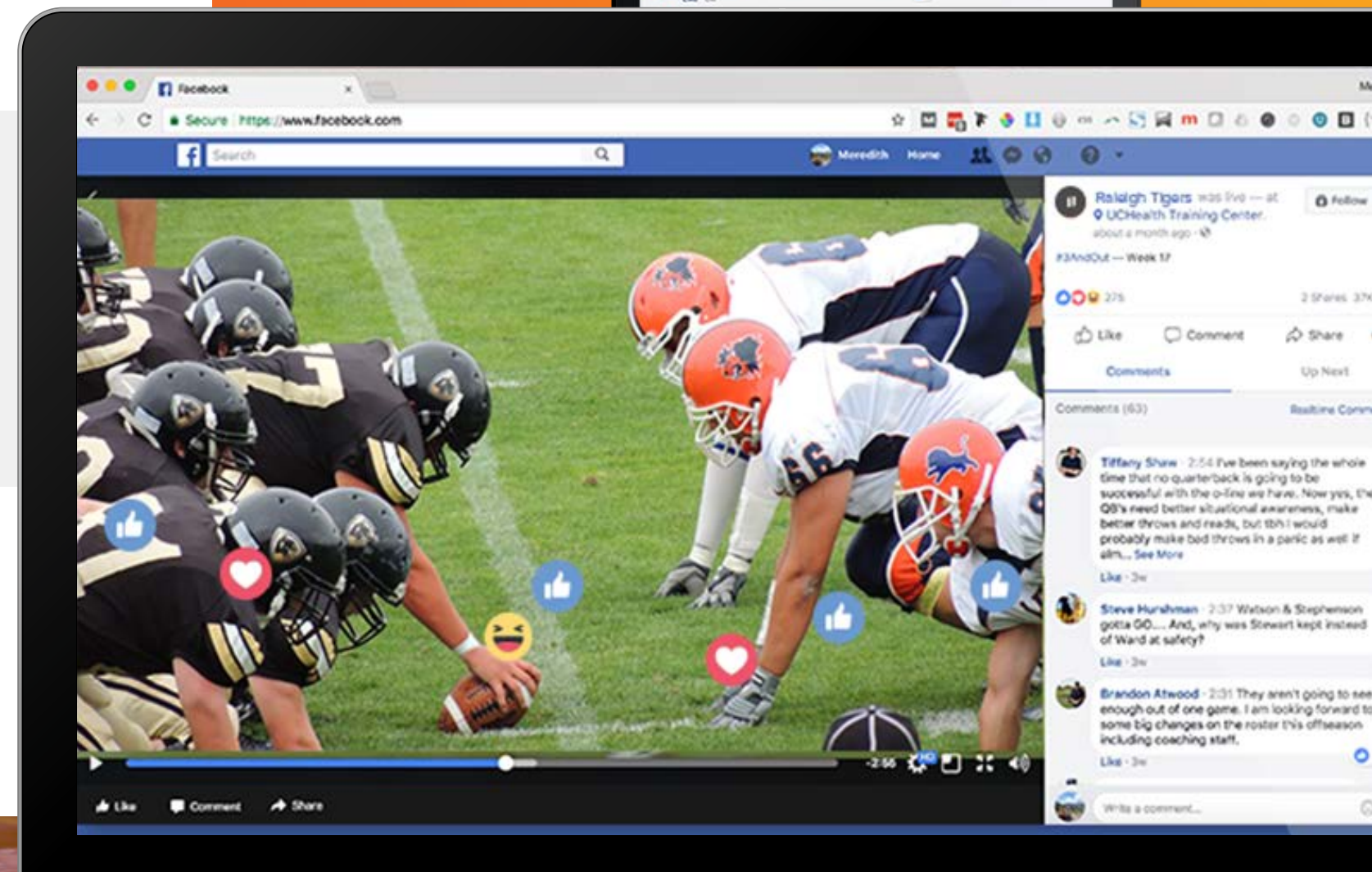
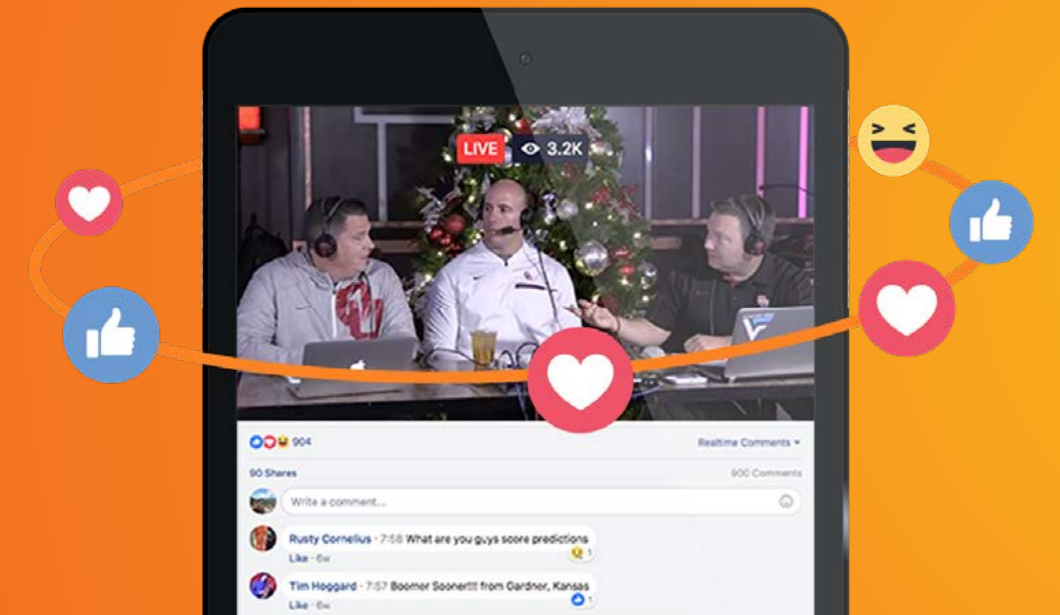
Determining that you need live-streaming capabilities is the easy part. Determining how to incorporate live-streaming video strategically and successfully can be much harder. There are many decisions you must make in terms of the platform you use, the equipment you buy and the content you create. So, where do you start?

In a nutshell: If you want to engage audiences online, **you need to stream high-quality video content on Facebook Live.**

If you're new to the world of live streaming, you may be wondering a few things:

- 1 WHY SHOULD I BE STREAMING VIDEO ONLINE IN THE FIRST PLACE?
- 2 WHY FOCUS ON FACEBOOK, WHEN THERE ARE SO MANY OTHER ONLINE CHANNELS?
- 3 WHY DOES THE QUALITY OF MY VIDEO MATTER, WHEN ANYONE CAN GO LIVE FROM THE FACEBOOK APP ON THEIR PHONE?

In this guide, we're going to answer all of these questions for you. We'll also give you some tips and tricks for getting started; walk you through how to create more successful and engaging broadcasts; offer advice on what not to do; provide examples of great content by industry and for influencers; and provide suggestions for integrating Facebook Live streaming into your production workflow.





# WHY SHOULD I STREAM LIVE VIDEO ONLINE?

In an era of short attention spans, nonstop notifications and constant content overload, video captures viewer attention and serves as a quick and easy way to inform your audiences. If you're not sold yet on the power of including online streaming video in your marketing strategy, the facts speak for themselves:

- Over half of marketing professionals around the world say video has the best ROI of any content type.
- Marketers who use video increase revenue 49 percent faster than those who don't.
- Among mobile video viewers, 92 percent share videos they watch with others.
- Including video on a landing page makes it 53 percent more likely to show up on page 1 of the search engine results—and can increase conversions by 80 percent or greater.
- Video on social media platforms generates a whopping 1200 percent more shares than posts with images and text combined.





## Why Should I Stream Live Video Online?

But not just any video will do—live streaming video offers much greater opportunities for connecting with audiences than VOD (video on demand). It captures viewer attention and draws them in, resulting in longer watch times and higher levels of engagement:

- On internet-connected TVs, the [average viewing time for live videos](#) is more than 42 minutes, versus just over five minutes for VOD. On desktop, live video viewing time averages 34.5 minutes, with VOD at 2.6 minutes.
- Seeing video of a live event [boosts brand favorability by 63 percent](#) among viewers on Twitter.
- After watching a live video of a concert or event, [67 percent of viewers are more likely to buy a ticket](#) to that event, or to a similar one.
- Users [comment on Facebook Live videos](#) at 10 times the rate of VOD, and watch them three times longer than non-live videos.

For consumers, the two [most popular online activities](#) are using social media platforms, and watching online video, respectively. Facebook Live takes the power of both of these pastimes and combines them in one uniquely engaging platform. In the next section, we'll dive deeper into why you should focus your publishing and promotion efforts on Facebook Live.







# WHY FOCUS ON FACEBOOK LIVE STREAMING?



## Why Focus on Facebook Live Streaming?

From [CNN](#) to [Starbucks](#); [Vin Diesel](#) to [Big Bird](#); everyone is going live on Facebook. And it's more than just a passing fad: [Facebook Live is now the most popular live-streaming video platform](#), surpassing streaming-video giant YouTube. Native video uploads to Facebook also [have a 10-times greater online reach](#) than YouTube links.

Why all the fuss about Facebook? For starters, it's the [most popular social media platform](#) in the world. Whether you're a social influencer, an international media company, a network news affiliate, a B2B organization or a consumer-facing company, the current and potential audiences you want to capture are already on Facebook.

With over two billion monthly users and counting, about [two-thirds of all U.S. adults](#) are on the platform. Facebook usage now accounts for [one in every six minutes spent online](#) on desktop, and one in every five minutes on mobile. That's why, in [a recent study we conducted](#) on Facebook Live streaming, reaching new followers and staying connected with existing ones were the top two goals of the video professionals we surveyed.

Facebook Live puts the ability to reach these massive audiences right at your fingertips. In this way, Facebook can be leveraged to engage with much larger numbers of new and existing viewers than even such video stalwarts as YouTube and Twitter, which have [1.5 billion and 325 million monthly active users](#), respectively, to [Facebook's over 2 billion-strong base](#).

What's more, Facebook Live offers built-in capabilities designed to attract and retain audiences. Viewers comment on live videos in real time, so hosts can conduct Q&As and instantly respond to feedback, creating an authentic two-way dialogue between viewer and broadcaster.

Viewers can also submit "Live Reactions," or real-time emojis, that float across the screen to indicate when they're happy, laughing, sad or angry about something the broadcaster is doing. This not only provokes reactions and feedback from other viewers, but allows the host to adjust their performance in real time if something isn't working, or is working especially well.



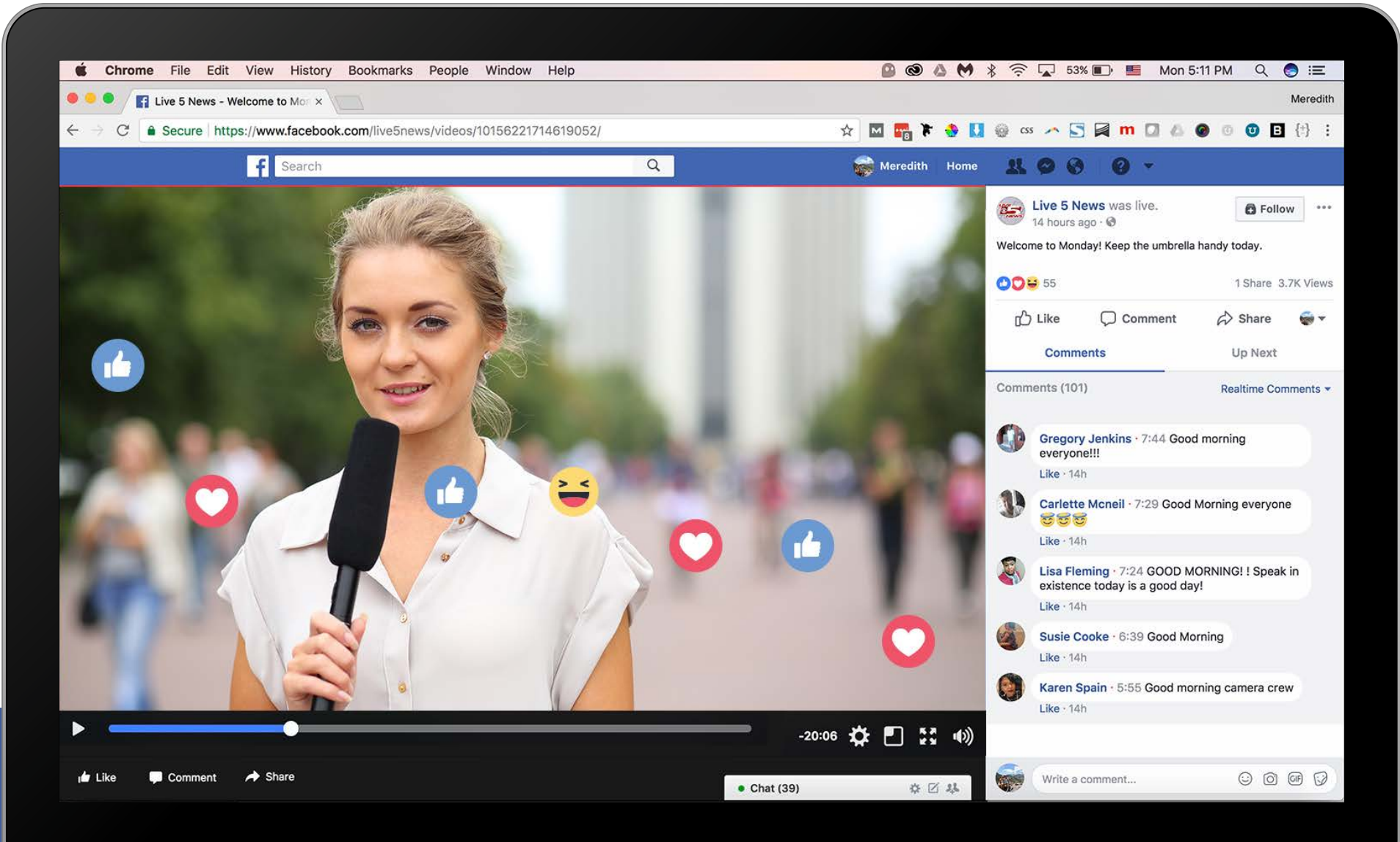


# Why Focus on Facebook Live Streaming?

Hosts may even conduct Live Reactions polls, where viewers submit floods of emojis to indicate their support for a candidate, issue or cause. Some Facebook Live broadcasters use this capability to conduct “choose your own adventure”-style productions in which followers determine what will happen next in the story. These types of interactions up-level engagement and provoke conversation among viewers.

In today’s oversaturated media landscape, it takes a [truly unique and interactive experience](#) to engage audiences. Creating follower-driven broadcasts that make them part of the action will help your Facebook Live sessions win viewers, raise awareness, establish authenticity and build trust—laying the groundwork for future sales, conversions or donations.

Facebook Live also offers an intuitive user interface (UI) for tracking the performance of live videos. Through Page Insights, you can [see video metrics at a glance](#), so you can focus on the video marketing tactics that really work for your audience. We’ll cover metrics in more detail later.



## FACEBOOK LIVE EXAMPLES WE LOVE

5062

1752

8012

9764

Sofia Vergara used a Live Reactions poll to get fan feedback on her best awards show outfit.





# DOES FACEBOOK LIVE VIDEO QUALITY MATTER?





# Does Facebook Live Quality Matter?

One common question we hear from video professionals is: *“Does the quality of my video really matter, when anyone can stream to Facebook Live with their phone?”* The answer is: Probably, but it really depends on your goals. See which of these goals of Facebook Live streaming best applies to you and your brand:



### I JUST WANT TO BE SEEN

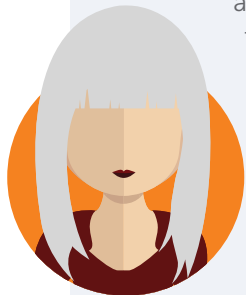
If you’re really just trying to have a presence on the Facebook Live platform, then quality is probably not as important. If you don’t have the infrastructure for a full production workflow, or you rely on a network of remote documentarians, going live on your mobile phone will provide the exposure you want without the extra investment.

### EXAMPLES

Independent organizations that want to raise awareness, such as retail shops, restaurants, nonprofits or churches.

Small sports or new journalism crews that need to capture ad-hoc footage out in the field.

School media departments.



### I WANT TO BE A STAR

If you’re trying to become the next Facebook Live star, make a name for yourself as an influencer or just establish a regular viewing audience for your streams, you can get away with lower video quality—at least, in the beginning. Once your viewership starts growing, you’ll need to step up your game. When your brand is built around your broadcasts, a stream failure can be catastrophic, and may drive fans away.

Reliable streaming is more important than ever with interactive content, such as fan Q&As. Delays or buffers can interrupt or even totally derail these types of conversations, where the idea is to mimic face-to-face communication as much as possible. You’ll also need a way to easily view comments and Live Reactions in real time, without looking down at your phone, in order to have an authentic, two-way dialogue with viewers.

### EXAMPLES

Aspiring influencers, musicians, artists or performers who want to build a steady viewer base.

Midsized to large businesses and organizations that are just getting started, but plan to invest time and resources in Facebook Live streaming.



### I WORK WITH, OR WANT TO WORK WITH, A RECOGNIZABLE BRAND

When you’re streaming on behalf of a recognizable brand, doing a high-profile influencer marketing campaign or looking for sponsorship opportunities, you absolutely, positively must send high-quality video to Facebook Live. That’s because the quality of your video is an extension both of your brand and of the brands you’re working with.

You’ll want to use professional video equipment, and your streams must be well-produced and delivered seamlessly. Dropped streams, buffering, visual glitches and poor audio negatively impact the name and reputation of all involved—which is the exact opposite of what brands hope to accomplish by going live on Facebook.

### EXAMPLES

Influencer marketing campaigns with major brands.

Concert and live event promoters and broadcasters.

Enterprise webcasting.

Interactive live streams with celebrities and established performers.

News and broadcast TV networks.



### I’M STREAMING AN EVENT THAT’S TOO BIG TO FAIL.

When you’re broadcasting a high-profile event, such as [a public address by the U.S. President](#), your stream absolutely, positively can’t go down. If there are issues that result in a poor audience experience, it’s the White House they’ll blame—and if that happens, guess who they won’t hire again?

Professionally produced events such as these rely on high-resolution video and streams that keep going strong, even when network conditions are less than ideal. And don’t even think about going live from your iPhone: Use pro-grade equipment, from cameras to lighting to your encoding and delivery solution.

### EXAMPLES

Government and political broadcasts.

High-profile concerts and performances.

Large-scale live events, such as red carpet premieres and major awards shows.

Breaking news coverage of large-scale emergencies and incidents.



# TOP 10 FACEBOOK LIVE BEST PRACTICES TO BOOST ENGAGEMENT AND REACH



## Top 10 Facebook Live Best Practices to Boost Engagement and Reach

So, you know you need to stream on Facebook Live — now, how can you leverage it to maximum effect? We'll walk through the top 10 best practices for Facebook Live streaming to engage your audience and draw new viewers to your brand.

### 1 IF THERE ISN'T A GOOD REASON TO GO LIVE—DON'T DO IT

Before you start streaming, think creatively about why you're doing it. It may be tempting at first to use Facebook Live for everything—but if there isn't a compelling reason to go live, then don't do it.

It's hard to successfully execute a live broadcast, so make sure the live element adds something of value. There are plenty of content types that are better suited for VOD.

According to our friends at Facebook, the best times to go live are when you have:

**DIRECT AUDIENCE PARTICIPATION.** Interactive content requires a live audience. The best reason to go live is when you want to create an authentic dialogue between viewer and broadcaster, or among your viewers. For example:

- Q&A or "ask me anything" sessions.
- Games and contests.
- Live polls.
- Viewer-driven content, the audience chooses the outcome.

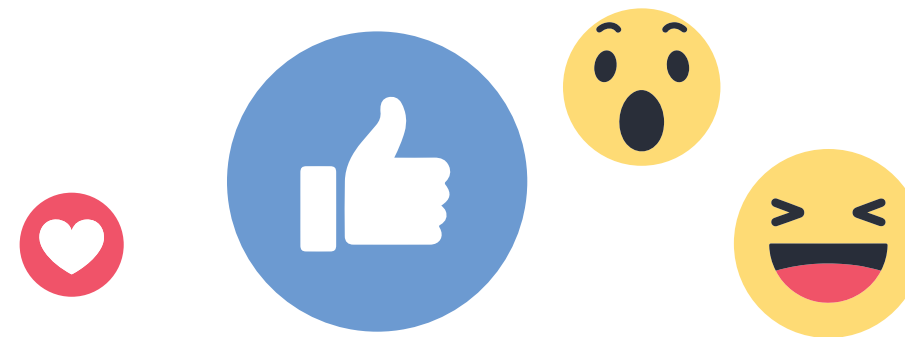
Talking heads are boring. If you're going to host a talk show, interview or demonstration, make sure to take questions and reach out to viewers along the way—don't save all the interactivity for the end.

**AN UNKNOWN OUTCOME.** If nobody knows how your live stream will end, viewers will be compelled to watch it live. This may include events such as:

- Sports games.
- Breaking news coverage.
- Awards shows.
- Election results.

Unless you're a mega-player such as Apple or Google, avoid "one-way" broadcasts where viewers can't participate, such as presentations or keynote speeches. Even if you're streaming a highly anticipated event, such as the release of the latest iPhone, only show the actual announcement live. Post the rest as VOD, so viewers can skip to the most interesting parts.

**A 'PRESSURE BUILDER.'** This is "deferred-gratification" content where the ultimate outcome is known, but viewers don't know when or how it will happen. It keeps viewers guessing—and the longer the outcome is delayed, the more anticipation and excitement will build, contributing to viral viewing.



### 2 KEEP THINGS MOVING

Every minute you're live, you should be doing something to keep viewers watching for the next minute. If you can't keep things moving, see point number one.

Live video tends to engage viewers longer than VOD, with the top Facebook Live streams running [15 to 20 minutes long](#)—but viewers have a growing number of live videos to choose from in their News Feeds, and you need to keep them involved and entertained. Make sure to:

**HAVE A PLAN, NOT A SCRIPT.** Figure out what you're going to talk about or demonstrate ahead of time, and plan to involve some kind of visual element—but don't script every word, or the broadcast will feel unnatural. Ad-lib and adapt to the current circumstances. Change topics or directions based on what's happening around you and how the audience is responding.

**PROVIDE CONTEXT.** Viewers will drop in and out during your live stream, and if they can't quickly tell what's going on, they won't stick around. Doing regular "resets," where hosts announce the program, guest and topic periodically for those just tuning in, is a broadcasting best practice.

You can also use your set to provide context; for example, a kitchen strewn with ingredients indicates a cooking segment, while two chairs facing one another suggests an interview.

**PRE-SOURCE QUESTIONS.** For Q&A or "ask me anything" segments, have a few questions pre-selected to prevent dead air or awkward pauses. Collect questions and the names of followers asking them through promotional posts in the days or weeks leading up the event.

## FACEBOOK LIVE EXAMPLES WE LOVE



The genius of [Buzzfeed's "Watermelon Explosion" live stream](#) was in its simplicity: Two people simply put rubber bands around a watermelon one at a time until it exploded. While the outcome was known, viewers didn't know when the explosion was coming; this "pressure builder" video quickly went viral, as follower excitement built with every additional rubber band. Today, the video has over 11 million views.



### 3 EMBRACE IMPERFECTION

Authenticity and unpredictability are the name of the game on Facebook Live. Things will inevitably go wrong—and as long as they don't shut down your broadcast, that's OK. Embracing imperfection can actually make your video more compelling.

**AVOID "QUIET ON THE SET."** "This old studio principle doesn't apply to Facebook Live. Encourage both on- and off-screen talent to talk, laugh and joke with each other. If your talent is a celebrity or influencer traveling with an entourage, invite them to join in for a more authentic dialogue.

**HOST GAMES AND ACTIVITIES.** On-screen activities are another fun way to add an element of surprise. Rather than jumping right into a Q&A session, play a game that online viewers can participate in, like truth or dare, Pictionary or "how well do you know your castmate." Make it a competition and give a prize to the follower who wins.

**JUST ACT NATURAL.** Don't try to dictate the action; keep things loose, fun and organic. If your message must be carefully controlled, you don't want to risk publicizing a failure or you don't want to open the door to critical audience feedback, then don't broadcast in real time.



### 4 PLAN YOUR FAILURE SCENARIOS

Again, unexpected situations, off-the-cuff audience reactions and even things going wrong can all be part of the Facebook Live fun—unless the thing that breaks is your live stream. When we say to embrace imperfection, we don't mean in terms of failed connections and poor quality; that's where "unpredictable" turns "unprofessional."

Planning your failure scenarios is one of the most important activities when using Facebook Live. If you try to start the stream and it doesn't work, you need a backup plan so the show can go on. Here's how to plan for failure scenarios:

#### ALWAYS HAVE TWO OF EVERYTHING.

What if your hardware, such as the camera, switcher or encoder, dies mid-broadcast? Have a backup piece of equipment or a fallback mechanism in place for every piece of your workflow—for example, a spare camera or a software encoder that's pre-configured to the proper settings.

#### HAVE MULTIPLE PLANS IN PLACE.

You may want to have different plans based on different failure points in the broadcast. For example, if it's near the beginning, maybe you just delete the post and start over. If it's halfway through, maybe you call out the issue and keep on trucking. At any point, have the proper permissions and passwords ready to go in case you need to reconnect.

#### REDUNDANCY, REDUNDANCY, REDUNDANCY.

Your setup should have enough built-in redundancy that your broadcasting venue could cease to exist, and the live stream would keep going. Keep a WiFi hotspot or bonded solution on hand in case the internet connection or the building power goes out. However, when broadcasting from large event spaces or crowded, high-profile events, bandwidth can easily get overloaded, even for bonded connections. In these situations, a satellite truck is an excellent redundancy measure. This allows you to send your outgoing live-stream offsite, bypassing the local internet connection and allowing encoding to be performed where service is more reliable.

#### TEST AND TROUBLESHOOT ONSITE.

Especially when you're streaming from a new location, test every part of your setup ahead of time. It's important to re-create the on-site conditions and work out the kinks. Know and check your:

If you're at a studio or live event space, have the audio-visual technician's number on speed dial. If you have a [24x7 support vendor](#), pre-notify them with your encoder ID number and other relevant information.

#### TEST AND TROUBLESHOOT CHECKLIST

- ☒ POWER SOURCE(S).
- ☒ NETWORK SPEED.
- ☒ SOURCE VIDEO.
- ☒ AUDIO LEVELS.
- ☒ PAIRING STATUS FOR EXTERNAL HARDWARE.
- ☒ EQUIPMENT AND NETWORK CONNECTIONS.
- ☒ ENCODER SETTINGS.
- ☒ SHOT FRAMING, LIGHTING AND FOCUS.
- ☒ SERVER STATUS.
- ☒ PLAYER FUNCTIONALITY FOR BOTH BROWSERS AND MOBILE DEVICES.

## FACEBOOK LIVE EXAMPLES WE LOVE



Mashable streams a daily Facebook Live show, "[Mash on This](#)," highlighting the latest news in culture and entertainment.

Our own weekly Facebook Live talk show, "[Going Live With Wowza](#)," touches on new products, trends and updates from Wowza and the streaming media industry as a whole.





### 5 REGULARLY SCHEDULE YOUR PROGRAMMING

Scheduling regular Facebook Live broadcasts can help you capture this platform's massive user base and build a loyal following. Among our survey respondents, the largest proportion stream weekly (41 percent), while 25 percent each stream daily and monthly.

**FORM A HABIT.** Whether it's a Facebook Live video or a broadcast TV show, you want viewers to get in the habit of seeking out your content at the same time every day, week or month. Make sure to schedule during a time when viewers are likely to be free, such as at lunchtime or near the end of the work day.

Build buzz. If you stream from a Facebook Page (rather than a personal profile), you can schedule your live stream within the Facebook Live user interface. This returns a URL you can use to promote the upcoming broadcast. A few minutes before your live stream begins, viewers can follow this link to join a virtual, pre-show "lobby," where they can talk to each other about the event.

### 6 BREAK THE FOURTH WALL

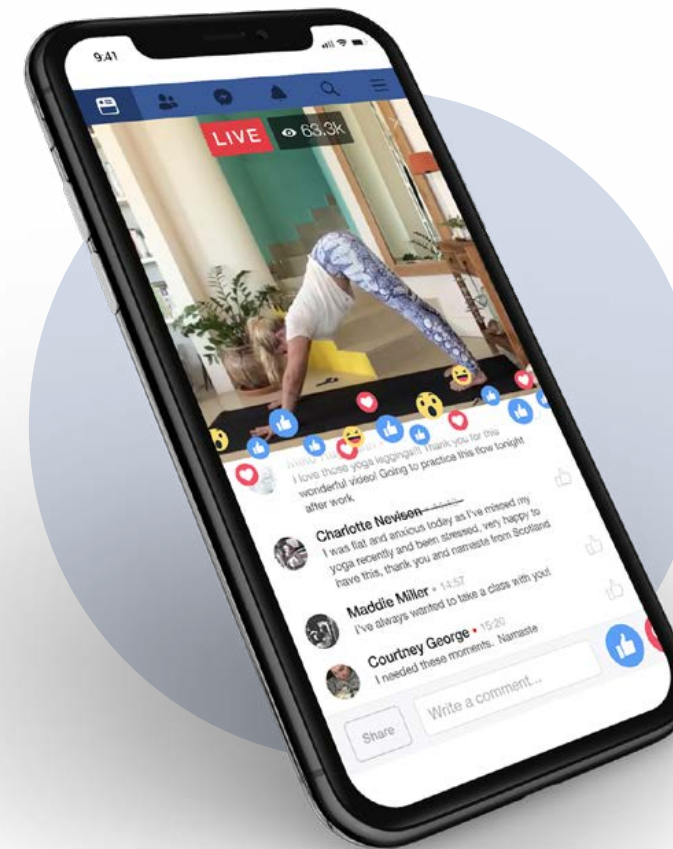
Forget what you learned in film school. Effective social video is all about "[breaking the fourth wall](#)"—speaking directly to viewers, looking into the camera and addressing them by name.

**ENCOURAGE CONSTANT ENGAGEMENT.** The whole point of Facebook Live is audience interaction, so take every opportunity to remind viewers that your broadcast is a two-way experience. Ask them what ingredient you should use in your recipe, what feature they want to see demonstrated or which shoes you should wear.

Remind them that you're answering questions posted in the comments field, and tell them you want to hear their opinions.

According to the social media marketers we talked to, if you're doing a live stream with film or TV actors, they may be used to being on camera—but not when there are actual people they can interact with on the other side. On-screen talent should speak directly to the viewers, not just to the moderator, the host or the other guests.

**MAKE IT PERSONAL.** Address followers by name when responding to their questions or comments. Connecting with people on an individual level demonstrates "access appeal": It shows that you're interested and available, even to those who don't speak up. And it encourages viral sharing when ecstatic fans post your shout-out on their own networks.



Just make sure you respond quickly to feedback. The personal connection works both ways: Ignore a viewer's question, or leave them hanging too long, and they may feel personally snubbed.

Establishing personal connections can drive close relationships with viewers that build your brand's reputation beyond the web. According to one social media expert, their weekly Facebook Live stream has created extremely loyal followers who recognize and talk to the broadcasters at conferences and live events.

## FACEBOOK LIVE EXAMPLES WE LOVE



- Cosmetics and personal care company [Sephora](#) hosts "Ask Me Anything" sessions with popular vendors, who answer questions and offer beauty advice.
- In its "Topsy Tricks" segment, [Benefit Cosmetics](#) conducts Q&As, polls viewers on the topics they'll talk about and hosts viral makeup challenges.



### 7 LET YOUR FOLLOWERS DRIVE THE ACTION

It takes [a superior user experience](#) to engage today's media-saturated audiences. Facebook Live recognizes this by offering real-time comments and Live Reaction emojis. With the introduction of these engagement-oriented features, daily watch time for Facebook Live broadcasts has [grown by more than four times](#).

#### LET VIEWERS CHOOSE THEIR OWN ADVENTURE.

Facebook Live's features allow you to shape your content based on follower interactions. Let them choose what happens next by [conducting a Live Reactions poll](#). Let their votes [determine the outcome of a dramatic production](#), or [select the next guest or segment on your talk show](#).

#### CREATE CONTENT THEY'LL WANT TO INTERACT WITH.

If you're with a business, don't just talk about your products and services: Provide industry-related tips and tricks and ask questions that elicit personal responses, such as examples of ways followers are using your offerings. If you're a performer, a celebrity or an influencer, give viewers what they want by choosing the song you'll play, the dish you'll cook or the outfit you'll try on next.

Authentic, personal interaction can not only win you "likes" and followers, it can help drive loyalty in the form of sales, fans and conversions. This strategy seems to be working for our survey respondents: 41 percent say deeper customer engagement is the biggest benefit they experience when streaming to Facebook Live.

### 8 SHOW THEM SOMETHING THEY HAVEN'T SEEN

Nothing entices people like exclusive content. Stream something followers normally wouldn't get to see, or that's only available for a limited time. This personalizes the connection between you and your viewers, and makes Facebook a uniquely compelling destination.

**GO BEHIND THE SCENES.** Take followers live on the set, backstage, on the road or to rehearsal. Give viewers a tour of your company headquarters, or take them to a remote campus they may not have seen. Show them firsthand how your products are made or your productions come together.

**SHOW A SPECIAL EVENT.** Let followers be part of the action, even when they can't attend in person. Watching a live event video [boosts brand favorability by 63 percent](#), and live events are the most popular content type among our survey respondents, streamed by 76 percent.

This may include events normally reserved for partners and industry insiders, such as panel appearances at conferences and trade shows. You could stream an interactive unboxing event when a new product is released, or an explainer on your solution's latest features.

**OFFER BONUS CONTENT.** Broadcasters, influencers, athletes and artists can use Facebook Live for special performances and exclusive interviews.

Content that compliments the official show or game engages viewers across platforms, since even those who watch on TV or subscription streaming services will still need to get on Facebook Live to catch all the action. It's also a way to go live when you don't have the rights to stream the main event.

*For example:*

- Interview a professional athlete on the sidelines of the big game.
- Talk to an actress backstage after she wins the Oscar.
- Play a song that's not on the setlist from your dressing room before the show.

**GO LONG.** Facebook Live can also allow you to show events in their entirety that may be edited down for TV. The platform allows you to broadcast for up to four hours, and the longer you're live, the more opportunity for viewers to join in. Many broadcasters find that viewership increases as time goes on and engagement with the live stream begins to build.

## FACEBOOK LIVE EXAMPLES WE LOVE



- Popular alt-rock band [Green Day](#) played a [backstage benefit concert](#) to support those affected by Hurricane Harvey. It was only available on Facebook Live, and was only left up for a week.
- To build buzz for the release of the movie "[Fantastic Beasts and Where to Find Them](#)," the team put together a Facebook Live stream called the "Fantastic Beasts Global Fan Event," including sneak peeks of the film and exclusive interviews with cast members.





## FACEBOOK LIVE EXAMPLES WE LOVE



- **The Denver Broncos** posted a [behind-the-scenes look at Super Bowl 50](#), exclusively on Facebook Live.
- **World Ballet Day Live** posted five consecutive four-hour long Facebook Live streams [showcasing different dance companies](#).
- **BBC News** gives viewers a [look behind the scenes](#) of a news broadcast at its studio and gallery in the United Kingdom.



## 9 TEAM UP WITH AN INFLUENCER OR PARTNER

One easy way to grow your reach is to stream a joint Facebook Live broadcast with a partner, influencer or brand your followers will know and love. Not only does this double your audience, but many of these viewers are also likely to follow you, provided they like what they see.

**LEVERAGE B2B CO-MARKETING.** If you're with a B2B (business-to-business) organization, join forces with one of your partner companies showing how your products or services work together. Interactive joint webinars allow you to cross-promote weeks or months in advance, since these events must be scheduled ahead of time. Sharing the recorded webinar and embedding it on your websites offers even greater reach.

**CONNECT WITH B2C INFLUENCERS.** Work for a B2C (business-to-consumer) company? Team up with a top influencer within your industry or field. If you sell kitchen products, get a celebrity chef to use them in a live cooking segment. If you have a bookstore, host a session with a touring author. If you run a gym, live stream a workout with a local fitness guru.

**EMBRACE YOUR INNER FAN.** If you're a broadcaster or performer, reach out to those you follow. In the news, sports or broadcast segments, partner with a well-known personality from another network

or team. If you're a musician, perform a duet with a relevant artist, or go outside the box and play with someone from a totally different genre. If you're an actor, buddy up with your current or former castmates.

**STAY ON TOPIC.** Most importantly, make sure the content is relevant for both of your audiences. Talk about a popular topic or common problem that will not only interest followers, but make them want to share with their own networks.

**KEEP IT CAMERA-FRIENDLY.** Finally, try to find a partner who is comfortable and engaging on camera. [Unless it's part of your particular brand of comedy](#), a stiff or awkward performance probably won't win you any new fans, and may even alienate existing ones.

## 10 PROMOTE YOUR PRODUCTIONS

Of course, you can have the most relevant, interesting content in the world—but if none of your followers see it, it might as well not exist. To make sure they tune in, here are some things you can do before, during and after you start streaming:

### BUILD BUZZ BEFORE YOU BROADCAST.

Publish a series of Facebook posts days and weeks in advance to get your followers fired up. If you have a Facebook Business Page, you can even [boost your posts](#) to reach new viewers.

Cast a wider net and promote outside of Facebook, to capture infrequent users and those who opt out of notifications. Send out an email campaign, or put a banner on your website. Create ads to publish on social and in search engines. And make sure to cross-promote your posts on other social networks.

**LEVERAGE FACEBOOK FEATURES WHILE YOU'RE LIVE.** When you go live, anyone who has ever liked your page or followed your profile gets a notification—and the Facebook Live API makes [live videos more likely to appear at the top of the News Feed](#) than VOD. Even if followers miss the live stream, they'll be notified that you were recently live when they log in.



## FACEBOOK LIVE EXAMPLES WE LOVE



JCPenny teamed up with model and influencer Aja Dang, who recommended holiday gifts from the retailer in a Facebook Live broadcast.



## FACEBOOK LIVE EXAMPLES WE LOVE



When SpaceX live streams a rocket launch, the post tells followers the window during which they can watch, and offers a link to access the webcast during and after the broadcast.



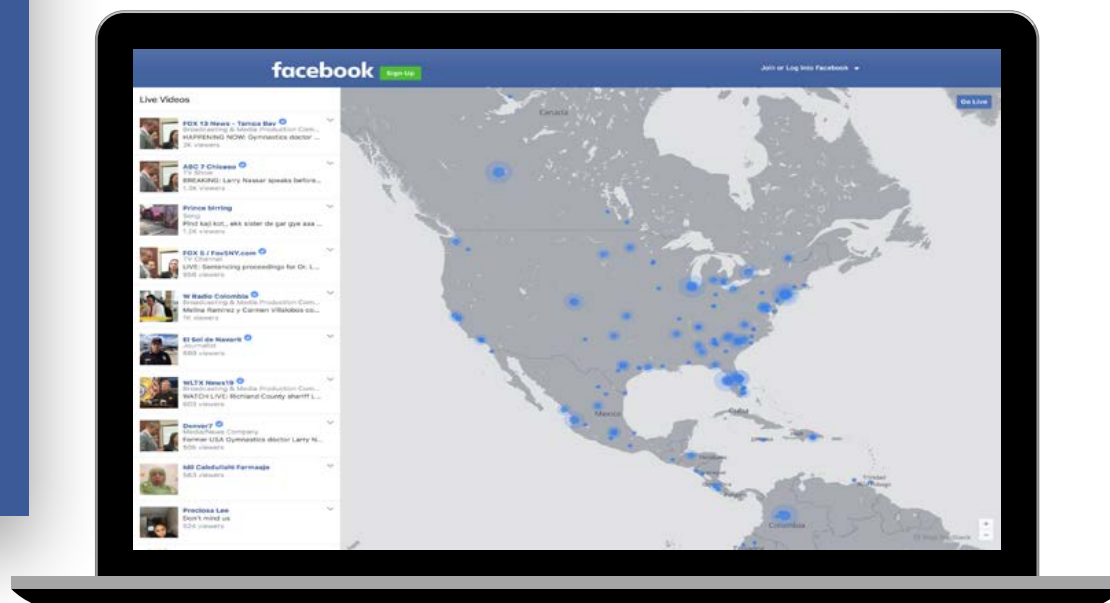
Your followers' friends will see that they're watching your video, too (unless their privacy settings prevent it). This can have a chain reaction that sets off viral viewing.

Your stream also appears on the [Facebook Live Map](#), which allows desktop users to browse current live streams from around the world. This helps viewers outside your network get hooked on your content. You can also share the broadcast link on other social channels to capture all of your fans.

**GO LIVE-TO-TAPE.** Facebook Live automatically records live videos, so you can post them as VOD for followers who missed out. The URL is the same for before, during and after the live broadcast, making it easy for viewers to watch—or watch it again—at any point.

To amplify your reach outside the Facebook platform, use the same link to share the VOD asset on other social media channels, embed it on your website or host it a landing page. This allows you to drive traffic even from those who aren't on Facebook (or don't want to use it).

You can also use recorded assets to promote future live events. Whether it's before, during or after the broadcast, make sure to entice viewers to watch by teasing the content, guests or contests they can expect.



# OPTIMIZE YOUR FACEBOOK LIVE POSTS

Facebook automatically saves your live videos in posts, with a caption at the top saying "[Your Name] was live." But to get maximum SEO (search engine optimization) value out of them, you'll need to optimize these aspects of your posts:



- 1** Edit the title and description so they're accurate and informative, and include any keywords you're trying to rank for.
- 2** Add descriptive tags (like "cooking," "news" or "funny") for easier discoverability on Facebook search results and in search engines.
- 3** Include captions to make your videos more accessible, and to attract people who scroll
- 4** Upload thumbnail photos to ensure the image people see in their News Feed is compelling and relevant, so they'll want to click.
- 5** Include a CTA, such as asking people to like your post or Page, follow you, visit your website, leave a comment or tag a friend. You can even include custom hashtags to track branded campaigns.





# TOP 7 FACEBOOK LIVE MISTAKES TO AVOID



## Top 7 Facebook Live Mistakes to Avoid

Live streaming is hard. Even though Wowza is a streaming media company, we've had problems with live broadcasts that don't exactly convey our high level of expertise. In [this Facebook Live session](#), you can see some unfortunate past examples.

Knowing what not to do when streaming to Facebook Live is just as important as following best practices. Poor execution can actually hurt your marketing strategy, damaging your online reputation and driving followers away. When you go live, make sure to avoid these top eight mistakes:

### 1 THE AWKWARD PAUSE

Whether it's a radio show, a TV program or a Facebook Live session, "dead air" is a broadcaster's worst nightmare. Starting your stream by asking, "are we on?" makes you look unprepared and unprofessional. Even worse, viewers may click to the next video in their News Feed if you don't get right to the good stuff.

Not knowing exactly when you're live can result in sudden starts and stops. This happens when the person behind the camera alternately cues and halts the performance, based on their best guess about when the stream has started. There's a reason terrestrial broadcasts start with a "3-2-1" countdown: On-screen talent needs time to get ready for their close-up.

**KNOW WHEN YOU'RE LIVE.** The only way to completely avoid unfortunate "hot mic" moments, awkward pauses or false starts is to use a solution that's integrated with the Facebook Live API, so it can tell you, [with frame-specific accuracy](#), when you're actually on the air.

Scheduling your broadcast in advance, as discussed in the previous section, can also help. It may not be frame-accurate, but at least you'll know the exact time your broadcast begins. Alternatively, you can create a slide or image that tells viewers your stream is starting soon, and let it roll until you're certain you're on the air.

### 2 'ARE THERE ANY QUESTIONS FROM THE AUDIENCE?'

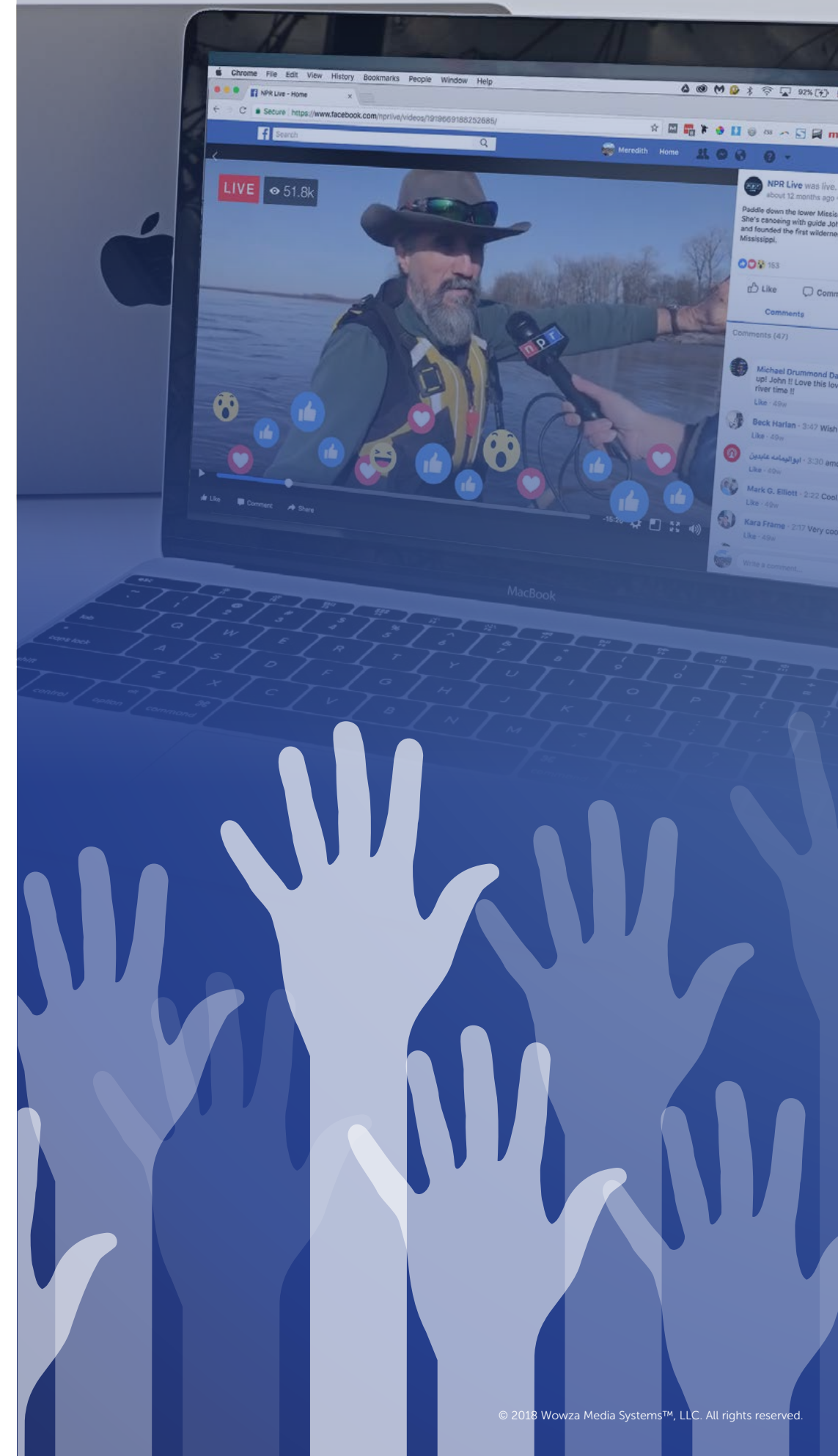
Nothing disrupts the flow of a Facebook Live session like stopping to ask someone off-screen if there are any questions from followers. Even worse is when the person monitoring Facebook shouts a question to the host that viewers can't hear.

Hosting Facebook Live Q&A sessions may seem intuitive, but according to the social media marketing experts we talked to, many hosts struggle with how best to conduct them.

The most important thing to remember is that you want on-screen hosts to speak directly to the camera, mimicking a face-to-face dialogue with viewers as much as possible. That means they need real-time access to questions and comments, so they can respond without breaking the natural rhythm of the show.

**ELIMINATE THE MODERATOR.** Many broadcasters will give hosts an iPad with the Facebook stream pulled up, or set up a laptop in front of them. The best option of all—especially for high-profile broadcasts with a large comment volume—is to use an encoder that integrates with the Facebook Live API to [aggregate comments and Live Reactions into a talent-facing feed](#), which can be displayed on an external monitor for easier viewing.

Unfiltered communication with fans and consumers helps build a loyal following. And given that today's consumers are increasingly skeptical of brands, with 84 percent of Millennials [distrusting traditional advertising](#), it's more important than ever to establish personal relationships with your base.





## Top 7 Facebook Live Mistakes to Avoid

### FACEBOOK LIVE EXAMPLES WE LOVE



Actors Chris Pratt and John Krasinski joined forces to promote the Murph Challenge, to promote the Murph Challenge, a physical fitness challenge honoring fallen service members for Memorial Day. Pratt shared Krasinski's original post to maximize viewership—resulting in **more than 1 million views and 4,000-plus shares.**



### 3 YOU CAN'T GO PRO FROM A PHONE

Shaky hands, poor audio quality and network instability are an inherent hazard of going live on mobile devices—not to mention, your stream can be interrupted if someone tries to call you in the middle of a broadcast.

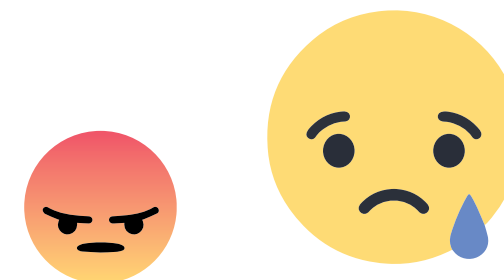
Quality and reliability are at risk with mobile broadcasting, as well. When you're at the mercy of an LTE or a WiFi connection, your stream is more likely to drop. And since Facebook accepts mobile video differently, you can't stream in the same high resolution as you can on a dedicated camera.

**INVEST IN HARDWARE.** In short: If you're serious about Facebook Live streaming, invest in a basic studio setup. All you really need are a few cameras, a switcher to toggle between the feeds, good audio equipment, a dedicated space to shoot, an encoder and a reliable internet connection. (See the "Facebook Live Production Guide" for more information.)

When it comes to encoders and switchers, the most important thing to remember is this: ***Purpose-built hardware is always more reliable than software.*** Software is dependent on a laptop, and video encoding requires a ton of processing power. Even a pro-level laptop will often slow down, drop frames or experience connection issues to the point where it can't switch properly.

Facebook itself encourages the use of [hardware encoders when streaming with the Facebook Live API](#), since they provide greater stability and more successful delivery than software. If you must rely on software, make sure the laptop that's running it is dedicated only to encoding and/or switching.

**LEARN HOW TO USE IT.** You can find equipment that fits your budget at any level. The more you spend, the more special features you'll get—just make sure that whatever you purchase, you learn how to use it. According to our social media experts, getting gear they can't master is a common broadcaster pitfall. You'll be able to make better content than someone with higher-quality equipment if you know how to use yours better than they do.



### 4 STOPS AND DROPS

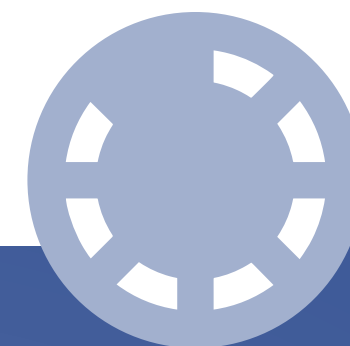
One of the worst things that can happen during your Facebook Live session is the stream dropping out, buffering or failing altogether—especially when it's a high-profile event. Imagine the agony when your live stream of the Academy Awards drops just as the Best Picture winner is announced, or buffers as the news anchor is about to report on the safety of hurricane victims.

Stops and drops are a widespread problem in live streaming sports; in fact, studies show that [72 percent of these audiences now expect poor quality](#). The impact can be catastrophic, [causing spoilers](#) when friends, family members and online audiences comment on the big play before the streamer actually sees it.

**GO HARDWIRED OR GO HOME.** Facebook recommends using a hardwired internet connection whenever possible. Wireless connections are less reliable and more susceptible to drops and fluctuations, and plugging directly into your source is always the safest option.

**PROPERLY CONFIGURE YOUR ENCODER.** Hardware encoders and switchers can help protect your streaming. But be careful here, as well: Facebook Live has [very specific audio and video configurations](#) that must be met, or streaming simply won't work. According to our friends at Facebook, incorrectly configured encoder settings are one of the top live-stream killers. ([See the Facebook Live Production Guide to learn more.](#))

By choosing [an encoding and delivery solution that integrates with the Facebook Live API](#), you don't have to be a streaming engineer to create a live video that doesn't buffer or drop. The API [chooses your settings for you](#) based on your conditions and use case, then creates a perfect profile for uploading your videos to Facebook—so you'll never get your settings wrong again.



## Top 7 Facebook Live Mistakes to Avoid

### 5 POSTING TO MULTIPLE PAGES

Say you're doing a co-marketing video, partnering with an influencer or promoting a new movie or record. You may think it's a good idea to post the same Facebook Live video on multiple Pages to capture multiple viewer bases—but this is a common mistake.

If you use the same video in multiple posts across multiple Pages, not only will you dilute your viewership, you also won't get a unified picture of viewership and engagement statistics. Since the goal is to promote engagement with and among viewers, you want to drive as many of them as possible to a single destination. Conduct the live broadcast from the Page or profile that has the most followers to leverage the largest possible audience.

However, if you do want to broaden your reach and spread the same content across multiple pages, there are a few workarounds you can use to keep viewership and metrics for your video all in one place:

- **SHARE THE ORIGINAL POST.** This is the simplest workaround. Simply have the other Page—whether it's another brand, a movie studio or a record label—share your original video post with their followers.
- **CROSSPOST TO MULTIPLE PAGES.** [Establishing a crossposting](#) relationship with another Facebook Page allows you to post the same video in both places, without diluting your viewership. Go to your Page settings, click "Crossposting" and select the other Page you want to establish a relationship with. Once they confirm, they can crosspost your Live video to their Page after your stream has started.

### 6 IGNORING YOUR AUDIENCE

This common mistake harkens back to our number-one best practice: If you aren't going to interact with your audience, then don't go live. Locked shots, talking heads and unresponsive hosts are the stuff of VOD. Remember, there is a real audience on the other end of your live stream, and you ignore them at your own peril.

We've mentioned the need to get comments and Live Reactions directly in front of your hosts. But once they can see that feedback, it's on them to actually respond to it. According to the social media experts we spoke to, it's a frighteningly common occurrence for hosts to completely ignore the iPad in front of them while they're live. If viewers know you can see their feedback and you still don't answer their questions, not only will they abandon the stream, you may also lose followers for good.



### 7 COMPLICATED WORKFLOWS

Unnecessarily complicated workflows are a disaster waiting to happen. If your software or hardware requires 25 steps of setup before getting to Facebook, or forces you to re-configure encoder settings every time you stream, it's easy to miss something—or get so frustrated that you give up.

If you're building a professional studio, make sure you have the proper crew to run your broadcasts. Don't try to be a video producer or a streaming engineer if that isn't your day job. And while adding on-screen effects can be a cool touch, don't overproduce the final product, or add unnecessary layers of complexity. If your content is engaging enough, you won't need to add visual bells and whistles to hold viewers' attention.

No matter what your background, you shouldn't have to do battle with complicated encoders, difficult devices and tangled masses of network cables to get to Facebook Live. Using [a solution that integrates with the Facebook Live API](#) can keep your workflow simple, reduce manpower needs and take the guesswork out of going live.





# ANALYZE FACEBOOK LIVE METRICS TO TRACK VIDEO PERFORMANCE



# Analyze Facebook Live Metrics to Track Video Performance

If you don't analyze the results of your Facebook Live streaming, you won't know what's really resonating with audiences over time. Luckily, Facebook has a built-in analytics platform, Page Insights, that lets you track a wide variety of metrics on your videos, posts, campaigns and audiences.

From the Posts tab in Page Insights, scroll down to “All Posts Published.” Video posts will have a video-camera icon. Click on these to deep-dive into the performance of either the post or of the video itself. You can also see how your overall video performance stacks up against other content types.

## Post Types Metrics

**When Your Fans Are Online** | **Post Types** | **Top Posts from Pages You Watch**

The success of different post types based on average reach and engagement.

Show All Posts ▾

Reach Post Clicks Reactions, Comments & Shares ⓘ

Type	Average Reach	Average Engagement
 Link	18,146	359 146
 Video	12,455	144 54
 Status	3,840	25 1,296
 Shared Video	2,968	67 717
 Photo	1,013	28 157

## Post performance metrics at a glance

Post Details

Video

**Post**

Shares BETA

**Wowza Media Systems** was live.  
Published by Laurie Wherley [?] · January 4 at 2:58pm · 🌐

GOING LIVE WITH WOWZA:

Comments & Shares ⓘ

people reached

Boost Post

erns, Holly Regan and 21 others

Comment Share

Performance for Your Post

10,472 People Reached

5,933 Video Views

28 Reactions, Comments & Shares ⓘ

22 Like	21 On Post	1 On Shares
3 Love	3 On Post	0 On Shares
2 Comments	0 On Post	2 On Shares
1 Shares	0 On Post	1 On Shares

84 Post Clicks

49 Clicks to Play ⓘ	1 Link Clicks	34 Other Clicks ⓘ
------------------------	------------------	----------------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

View Promotion

on the Pacific Time Zone and may not reflect the most recent data.





















# Analyze Facebook Live Metrics to Track Video Performance


































Some of the most important Facebook Live metrics to review include:

## AUDIENCE ENGAGEMENT

This is the most crucial measure of how viewers are responding to your live streams. The engagement rate metric shows the percentage of viewers who took some sort of action with your video, such as sharing, clicking or commenting. With an at-a-glance view of your top-performing videos, you can easily replicate what’s working.

You can also drill down into specific engagement metrics to track the number of reactions, comments and shares for each video. This shows you which content motivates viewers to act. A new feature, [Highlighted Shares](#), reflects the top five Pages that have re-shared your videos in terms of views, along with average watch time and engagement metrics for the shares.

Engagement rate metrics						
All Posts Published						
Reach Post Clicks Reactions, Comments & Shares						
Published	Post	Type	Targeting	Reach	Engagement	Promote
01/15/2018 10:26 am	 ClearCaster connects congregants around the world			80	28	<a href="#">View Promotion</a>
01/11/2018 11:37 am	 We're live with David Pogue and Last Gadget Standing at				372 37	<a href="#">View Promotion</a>
01/11/2018 11:24 am	 GOING LIVE WITH WOWZA: Join us as we chat with Robin					<a href="#">View Promotion</a>
01/11/2018 10:10 am	 Join us for the webinar on 1/31 - Making #FacebookLive				2.2K 138	<a href="#">View Promotion</a>
01/10/2018 10:06 am	 Whether you're moving away from services to hosting your own					<a href="#">View Promotion</a>
01/09/2018 12:03 pm	 Streaming the Digital Money Forum live from #CES2018 with				24 2.9K	<a href="#">View Promotion</a>
01/08/2018 9:50 am	 Check out the top 10 tips, provided by our friends at				557 68	<a href="#">View Promotion</a>
01/05/2018 12:42 pm	 Is anyone currently using Workplace by Facebook? IF SO					<a href="#">View Promotion</a>
01/04/2018 2:58 pm	 GOING LIVE WITH WOWZA: 7 #Streaming Predictions for 2018				297 88	<a href="#">View Promotion</a>
01/04/2018 1:21 pm	 New year, new career ... we're #hiring top talent! Check out our			16.8K		<a href="#">View Promotion</a>
01/03/2018 10:55 am	 We bid farewell to 2017 and look forward to what 2018 will bring in			70.6K	2.2K 138	<a href="#">View Promotion</a>
01/03/2018 8:29 am	 We're excited to be a part of SVG Europe and help power sports			5.4K	24 2.9K	<a href="#">View Promotion</a>

Metrics on reactions, comments and shares						
All Posts Published						
Reach: Organic / Paid						
Published	Post	Type	Targeting	Engagement	Promote	
01/15/2018 10:26 am	 ClearCaster connects congregants around the world			7 0	<a href="#">View Promotion</a>	
01/11/2018 11:37 am	 We're live with David Pogue and Last Gadget Standing at			40 3	<a href="#">Boost Post</a>	
01/11/2018 11:24 am	 GOING LIVE WITH WOWZA: Join us as we chat with Robin			68 12	<a href="#">View Promotion</a>	
01/11/2018 10:10 am	 Join us for the webinar on 1/31 - Making #FacebookLive			318 24	<a href="#">View Promotion</a>	
01/10/2018 10:06 am	 Whether you're moving away from services to hosting your own			146 18	<a href="#">View Promotion</a>	
01/09/2018 12:03 pm	 Streaming the Digital Money Forum live from #CES2018 with			34 1.1K	<a href="#">View Promotion</a>	
01/08/2018 9:50 am	 Check out the top 10 tips, provided by our friends at			104 14	<a href="#">View Promotion</a>	
01/05/2018 12:42 pm	 Is anyone currently using Workplace by Facebook? IF SO			25 1.3K	<a href="#">View Promotion</a>	
01/04/2018 2:58 pm	 GOING LIVE WITH WOWZA: 7 #Streaming Predictions for 2018			84 28	<a href="#">View Promotion</a>	
01/04/2018 1:21 pm	 New year, new career ... we're #hiring top talent! Check out our			372 37	<a href="#">View Promotion</a>	
01/03/2018 10:55 am	 We bid farewell to 2017 and look forward to what 2018 will bring in			2.2K 138	<a href="#">View Promotion</a>	

## Analyze Facebook Live Metrics to Track Video Performance

## VIEWER RETENTION

Track viewer retention metrics for individual videos by going to the Post Details tab and selecting "Video." These metrics include the number of views and peak live viewers (the maximum number of people simultaneously watching).

See whether people are watching your entire video by tracking average watch time and 10-second views: the number of times your video was watched for at least 10 seconds, or nearly its total length (whichever comes first). If viewers are dropping off, you likely need to create more consistently engaging content.

## Viewer retention metrics by post


Post Details


Video

Post

Shares

BETA





Wowza Media Systems:

GOING LIVE WITH WOWZA:

13:27 · Was Live: 01/04/2018 · View Permalink

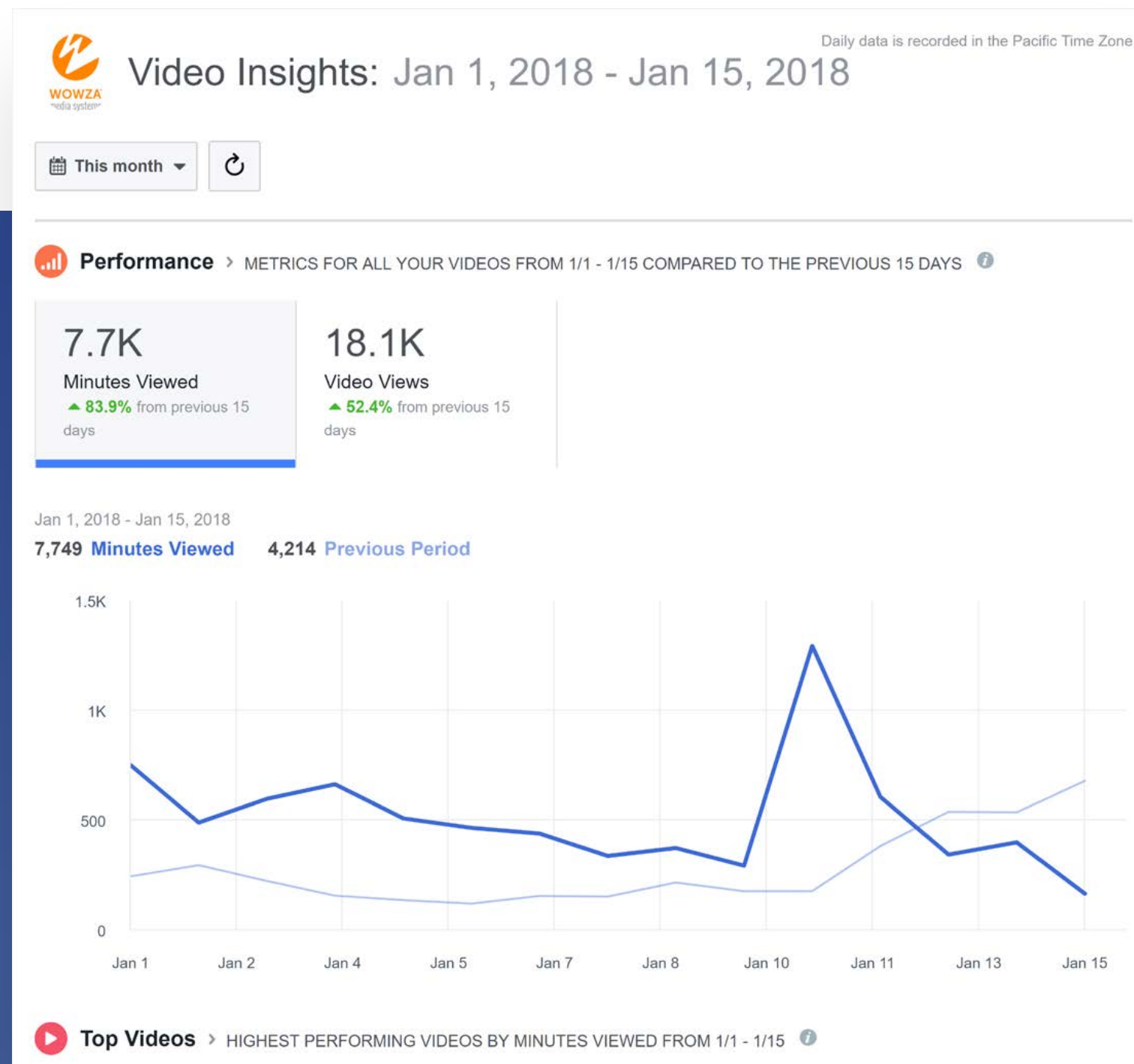
Performance for Your Post

Peak Live Viewers	5
Minutes Viewed	2,073
Video Views	5,936
10-Second Views	2,709
Video Average Watch Time	0:09
Audience and Engagement	

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

View Promotion

### Video Insights, which shows data on viewer retention









































Analyze Facebook Live Metrics to Track Video Performance

CLICKS

Clicks offer a window into what’s driving traffic. The number of times someone clicked to play your video is especially important, since this reflects how many viewers voluntarily elected to watch the live stream, versus it just playing automatically in their News Feed. Other important metrics include clicks on links or CTAs in your video post; on your page title; or on “See More” links.

Post Clicks Metrics

All Posts Published				Engaging	Reach	Engagement	P
Published ▾				Post	Type	Targeting	
01/15/2018	10:26 am		ClearCaster connects congregants around the world			113	70
01/11/2018	11:37 am		We're live with David Pogue and Last Gadget Standing at			640	403
01/11/2018	11:24 am		GOING LIVE WITH WOWZA: Join us as we chat with Robin			6.4K	6812
01/11/2018	10:10 am		Join us for the webinar on 1/31 - Making #FacebookLive			18.7K	31824
01/10/2018	10:06 am		Whether you're moving away from services to hosting your own			10.7K	14618
01/09/2018	12:03 pm		Streaming the Digital Money Forum live from #CES2018 with			3.3K	341.1K
01/08/2018	9:50 am		Check out the top 10 tips, provided by our friends at			8.4K	10414
01/05/2018	12:42 pm		Is anyone currently using Workplace by Facebook? IF SO			3.8K	251.3K
01/04/2018	2:58 pm		GOING LIVE WITH WOWZA: 7 #Streaming Predictions for 2018			10.5K	8428
01/04/2018	1:21 pm		New year, new career ... we're #hiring top talent! Check out our			16.8K	37237
01/03/2018	10:55 am		We bid farewell to 2017 and look forward to what 2018 will bring in			70.6K	2.2K138
01/03/2018	8:29 am		We're excited to be a part of SVG Europe and help power sports			5.4K	242.9K
01/02/2018			Happy New Year! We will at			21.7K	557

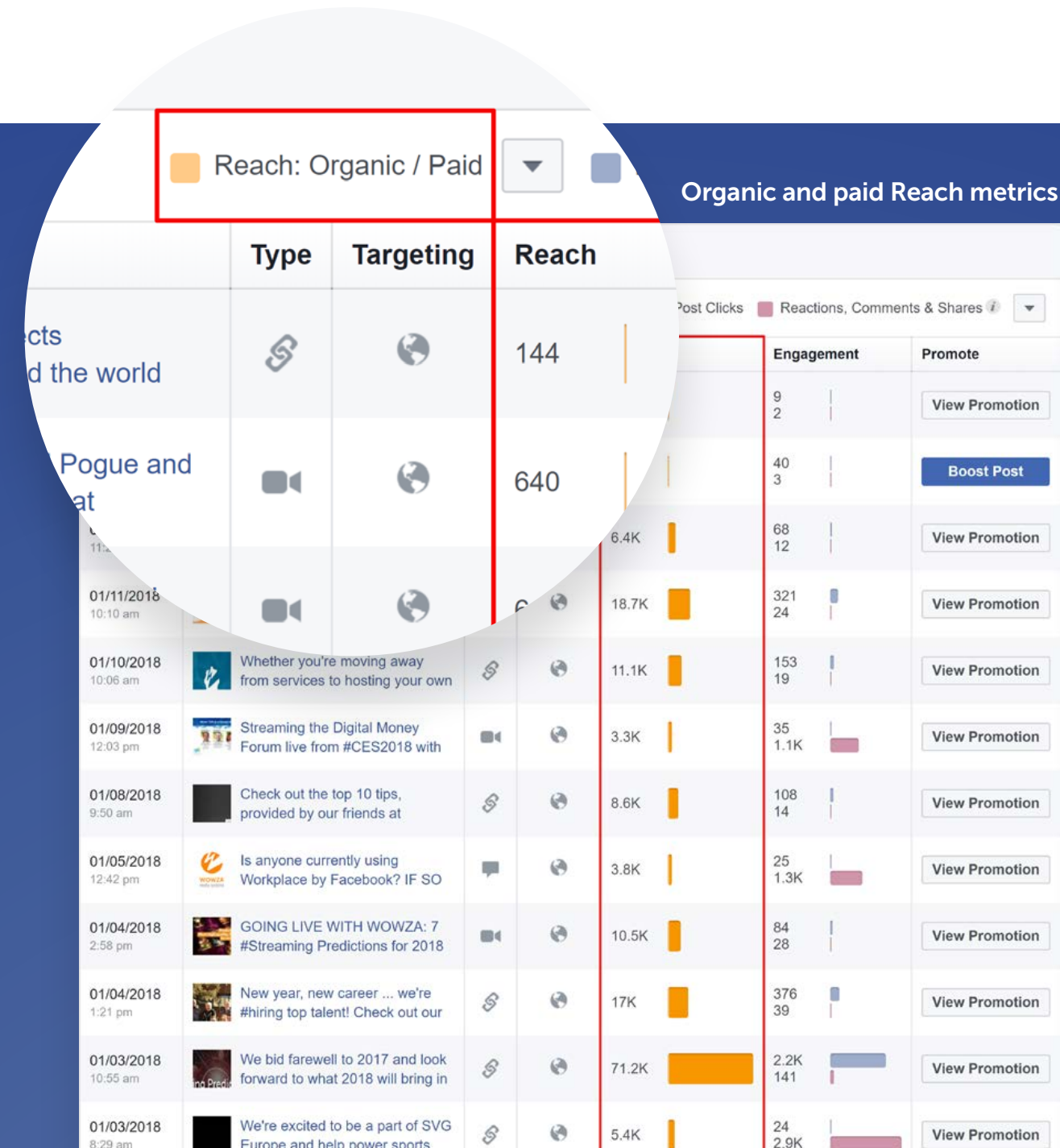
# Analyze Facebook Live Metrics to Track Video Performance

## REACH

How many people have seen your video and promotional posts, both through organic search traffic and paid promotions? Compare these channels side-by-side to see fluctuations over time and track where you should be spending ad dollars.

## NEGATIVE FEEDBACK

Of course, it's also important to track what's not working. Negative Feedback allows you to monitor the number of hides for individual and overall posts; the number of spam reports; and the number of page unlikes. If any of your videos are turning viewers away, consider a course-correction.







# FACEBOOK LIVE CONTENT IDEAS: EXAMPLES BY INDUSTRY

## Facebook Live Content Ideas: Examples by Industry

### FACEBOOK LIVE EXAMPLES WE LOVE

KMGH

**KXLY 4 News** in Colorado went long by live-streaming [the rescue of a man who fell down a mine shaft](#), as well as traffic-cam footage to aid holiday travelers on Thanksgiving.



The flexible nature of Facebook Live makes it well-suited for almost any type of content imaginable. Live events are the most popular content type among [the video professionals in our survey](#) (broadcast by 76 percent), but they also stream everything from Q&As to product demos and press events.

If you need some ideas to get started, here are examples of Facebook Live content for a range of industry verticals:

#### FACEBOOK LIVE FOR BROADCASTERS, AFFILIATES AND NEWS NETWORKS

Facebook Live is a perfect platform for terrestrial broadcasters, from major media outlets and cable news networks to local affiliates. Whether you're teasing your regular programming or streaming content the TV audience doesn't see, it's a great place to capture both new and existing viewers.

If you're in the broadcast segment, consider showing:

##### RAW AND LONG-FORM FOOTAGE.

You're already shooting hours of footage, so why not use it? Maybe your remote feed or chopper cam is capturing a high-speed highway chase, a bear prowling a local neighborhood or a bird's-eye view of a major sporting or arts event. Only a few minutes of this is likely to make the news, but it's relevant and engaging enough that many viewers will tune in for the whole thing.

When it comes to breaking news, don't be afraid to broadcast raw, unedited footage. Viewers won't care if it's polished, as long as it's current—especially when a major event is unfolding. In fact, it can even add an engaging "you are there" element to your live streams.

**NOT-SEEN-ON-TV SEGMENTS.** Offering content exclusively for Facebook is a great way to both capture cord-cutters and entice regular viewers with something they can't see on TV. Host "ask me anything" segments with anchors and on-screen personalities; go behind the scenes on set or at the station; show bonus segments with high-profile guests; or have your special-investigations team go live as they pursue a case.

**STORIES WITH AN EMOTIONAL IMPACT.** Content with [emotional storytelling makes Facebook users want to share](#) with friends and family, and Live Reactions prompt viewers to wear their emotions on their screens. Whether it's footage of adorable zoo animals or an in-depth profile on war veterans, Facebook Live is a great place for video that tugs on the heartstrings. Use your own footage, or get permission to stream sourced video, such as user-generated coverage of a natural disaster or a police bodycam video.

**SHOW AND TELL.** If you're broadcasting a radio show or recording a podcast, double up and stream a video feed on Facebook Live. This allows you not only to reach twice the audience size, but also to tap into a new market that might not otherwise

have found your content. Plus, it provides an interesting visual element for those who want to do more than just listen, and puts a human face on behind-the-scenes personalities.

**GAMES AND CONTESTS.** Getting viewers to compete against each other is a great way to foster engagement. Host a live contest where viewers can participate by commenting or voting in a Live Reactions poll. Make it a recurring event to build buzz and excitement for your brand and drive regular traffic to your Facebook page, and encourage viewers to recruit their friends, as well.

##### TEASERS FOR REGULAR

**PROGRAMMING.** Make sure Facebook Live supplements your over-the-air programming, rather than replacing it. While you do want to attract cord-cutters, you should still provide an incentive for viewers to watch or listen on terrestrial stations.

Tease tomorrow's morning show by streaming two minutes of a five-minute segment. Pull an excerpt from an event broadcast or a special investigative report. Choose a provocative or impactful clip from an interview that makes viewers want to see more. And make sure to link back to the main website from both your Facebook page and individual posts.

### FACEBOOK LIVE EXAMPLES WE LOVE



**The Weather Channel** streamed live [updates from reporters at the scene of wildfires](#) in California.

**"Good Morning America"** went live [with Sheryl Crow](#) to talk about Sandy Hook Promise: a nonprofit organization working to protect children from gun violence.





## Facebook Live Content Ideas: Examples by Industry

### FACEBOOK LIVE EXAMPLES WE LOVE



#### Morning show

“Good Day L.A.” live streamed a special interview with actress Keesha Sharp for their Facebook audience.

**ADD FACEBOOK LIVE AS A DIGITAL “STOP” ON YOUR SMT.** News programs, morning shows and other TV broadcasts often incorporate satellite media tours (SMTs) to reach dozens of markets around the country at the same time. These are typically short segments with a special guest, and they may be shot live at the network studio, or filmed in succession for a number of markets and destinations all at one time in a video production studio. Segments may include:

- A well-known news or TV personality participating in a panel.
- A celebrity promoting their latest project.
- A touring author talking about their new book.
- The inventor of a cool new product explaining how it works.
- A chef leading a cooking segment.
- A subject-matter expert lending their voice to current events or gift guides.

When addressing a traditional broadcast market, guests can engage directly with on-screen talent and producers to answer questions specific to each audience in your SMT. The real-time commenting and Live Reactions functionality of Facebook Live provides this same level of communication for an online broadcast, so they can answer questions from digital audiences that demand interactivity.

These Facebook Live sessions can prove even more valuable than their broadcast-TV counterparts. While SMT segments typically air once and are never seen again, Facebook Live videos are saved on your profile. This allows you to amplify the power of your live streams by reaching broader number of viewers over time through repeated posts, ads and promotions that keep content relevant for days, weeks or months.



### FACEBOOK LIVE EXAMPLES WE LOVE



Public-radio giant **NPR** streams video of its “Today’s Headlines” segment on Facebook Live.



## Facebook Live Content Ideas: Examples by Industry

### FACEBOOK LIVE EXAMPLES WE LOVE



The University of Oklahoma football team [hosted a live pregame show](#) the day before the Big 12 Championship Game, as well as [a live stream of players](#) warming up before kickoff.

### FACEBOOK LIVE FOR SPORTS: COLLEGE, MINOR-LEAGUE AND PROFESSIONAL

Audiences around the world are clamoring for live-streaming sports, and social networks are getting in on the action. The largest [professional sports leagues in the U.S. are now streaming](#) select games: The NFL and NBA have gone live on Twitter, while Major League Baseball is in talks with Facebook.

But cable and network TV stations pay high premiums for the rights to broadcast games, making online streaming rights a major hurdle. For sports broadcasters that don't own the rights to live stream games in their entirety, there's plenty of other content you can use to build momentum for the upcoming season and create an online destination for fans.

- By creating compelling live video content that gets fans to directly participate, sports teams at all levels can:
- Build buzz and excitement that drives ticket sales for upcoming games.
- Promote merchandise for fans who want to show their support for their favorite teams and players.
- Boost recruitment efforts for new athletes. For school teams, encourage donations and support from alumni.
- Attract new fans, or rekindle enthusiasm from existing ones.

Here are few ideas for Facebook Live streams that go beyond the main event:

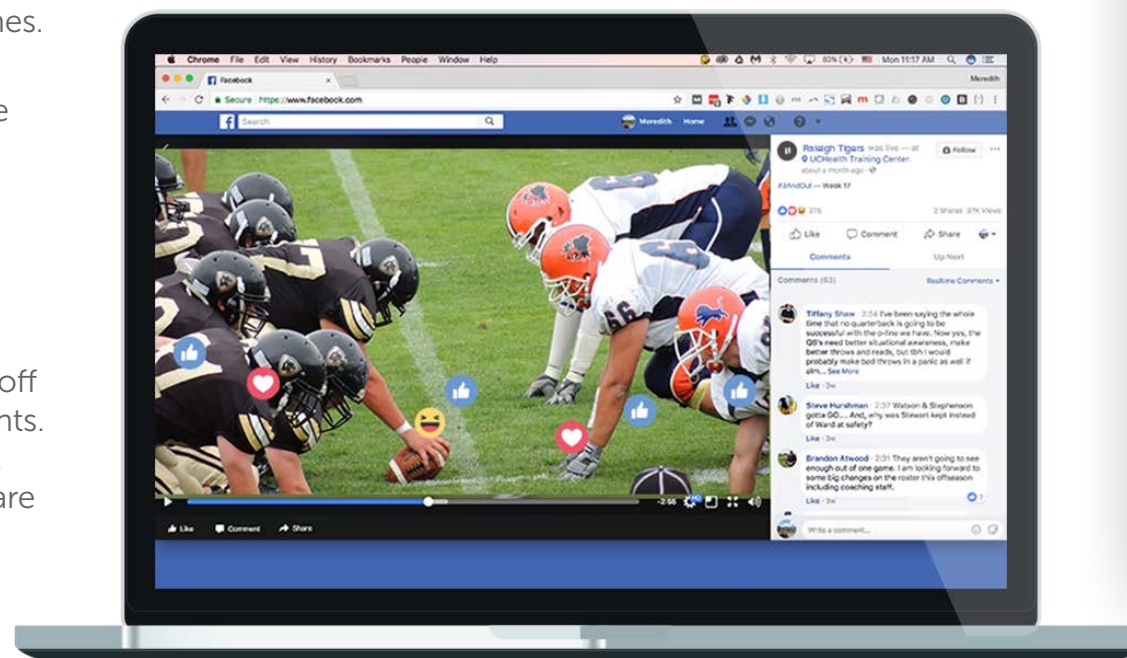
**SUPPLEMENTAL GAMEDAY CONTENT.** Just because you can't show the game doesn't mean you can't go live from the scene. Give online fans something to watch on commercial breaks, or while they're following along on social media. Go live from the sidelines with players as they go on and off the field. Stream from the locker room to capture candid moments. Or host pre- and post-game shows where you interview players, coaches, fans, mascots, cheerleaders—anyone who wants to share their reactions on the big day.

**ANALYSIS, HIGHLIGHTS AND SPECIAL PROGRAMMING.** We've said it before: Facebook Live is a perfect place for niche and in-depth programming. Host an interactive, sports-themed talk show with analysis, strategy and lineups; highlight reels and clips; and interviews with players, coaches and insiders that fans can participate in.

You can also use Facebook Live to go in-depth. Show a spotlight on an outstanding team or highlight special campaigns and initiatives, such as fundraisers for cancer research and tributes to veterans. Profile athletes, coaches and superfans. Or offer exclusive live streams of practices, draft announcements and press conferences.

**INTERACTIVE SEGMENTS FOR SUPERFANS.** People are passionate about their sports teams, and many will leap at the chance to interact with one another and show their loyalty. Live stream contests and trivia where viewers can compete to prove they're the biggest fan. Host shows by fans, for fans to talk about their favorite teams. Let coaches conduct Live Reactions polls about draft picks.

You can even get more obscure and go live with mascots, announcers, refs or other behind-the-scenes personalities. Or take a trip to the team store where fans can help you pick out the ultimate gameday outfit.



### FACEBOOK LIVE EXAMPLES WE LOVE



The **Denver Broncos** streamed [Peyton Manning's retirement announcement on Facebook Live](#), and broadcast live statements on the event from the Broncos president and other well-known football personalities. Together, these live videos attracted over 2 million views.

As masters of Facebook Live, the Broncos also live streamed interviews with players in the weeks leading up to Super Bowl 50—and the [live videos](#) got up to 80,000 views.



## Facebook Live Content Ideas: Examples by Industry

**CROSS-PROMOTION OPPORTUNITIES.** Sports teams frequently partner with major brands by offering real estate in stadiums, on their website or in on-the-air advertising. Why not do a joint Facebook Live broadcast with a sponsoring brand? You can cover a special event, offer an exclusive halftime show, cover a charitable initiative or host a special challenge to get fans involved.

### FACEBOOK LIVE FOR CHURCHES AND RELIGIOUS ORGANIZATIONS

Facebook is an extremely effective tool for churches and religious organizations to stay connected with their people. Many organizations have long been broadcasting services, events and special programming on television and online, and already have professional studio setups. This makes getting started with Facebook Live streaming a relatively easy process.

While live streaming services is the most common application, it's far from the only option. Some examples of quality content for religious organizations include:

**PERSONAL MESSAGING.** Facebook Live can be used, very creatively, to enhance the depth of an organization through personal messaging. For example, a live broadcast where a person provides a "testimony" of how they were touched through an impactful message highlights how your church's ministry is making a difference in people's lives.

Another example would be using the platform to allow support staff and leadership to host a live stream for Q&A and/or talking about the primary purposes and vision of the church. These types of broadcasts cause viewers to feel more connected, and can inspire them to engage more personally as a volunteer or contributor.

**MINISTRY HIGHLIGHTS.** Use Facebook Live to showcase an event or activity, such as a kids event, youth group service, holiday celebration, charity fundraiser, mission trip or retreat. You could

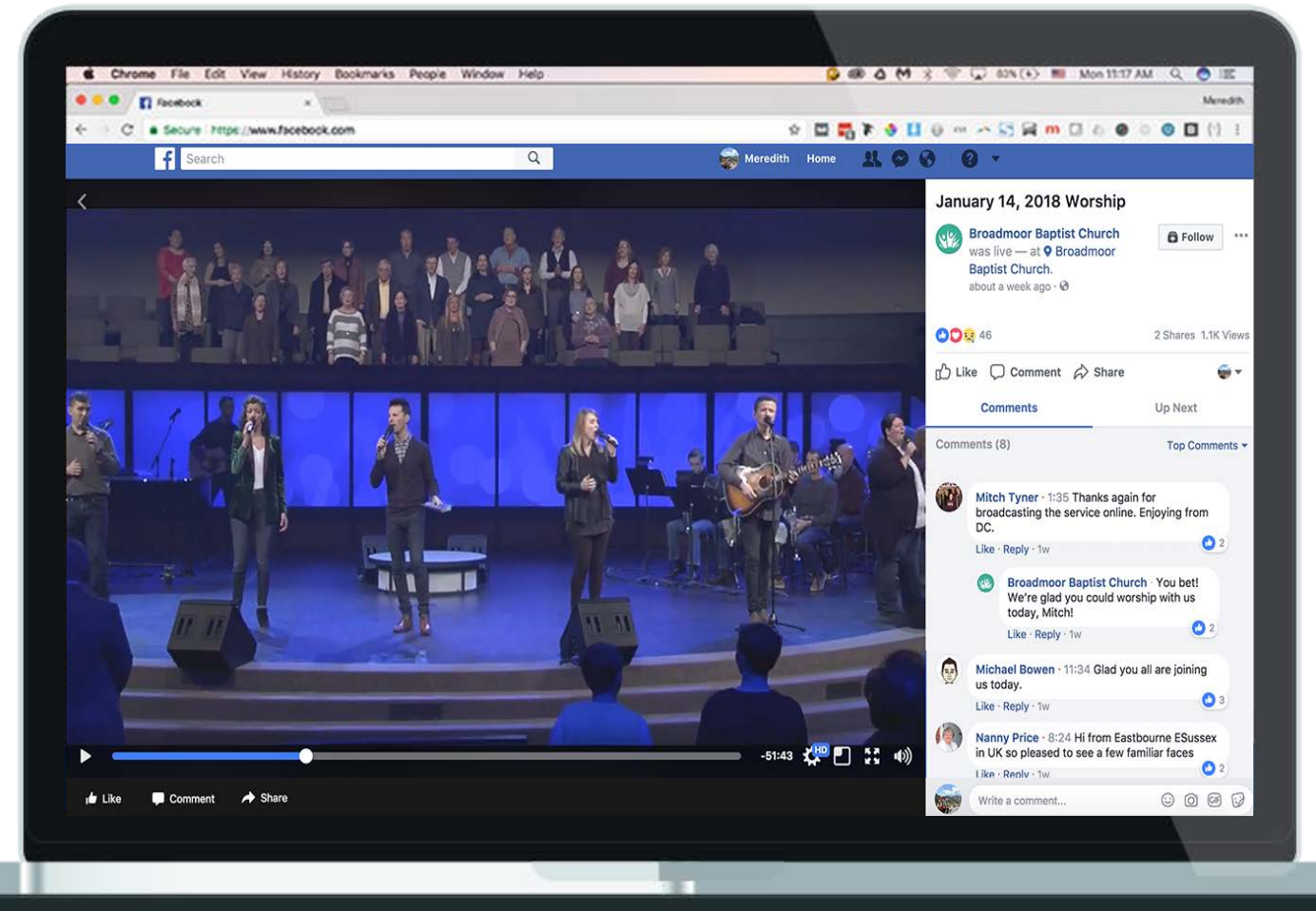
even offer a "message of the week" that teases your next service or sermon. Not only does this provide engaging content, it also encourages viewers to get involved and helps promote upcoming events.

**NEW-MEMBER FAQS.** Facebook users who are exploring their faith for the first time will have questions. The same applies to people who are simply new to your organization. Host live Q&As with leadership where they help viewers understand your core values, learn what to expect when they attend, figure out how to become a member and more. This will help ease any concerns and create a personal connection before people even step in the door.

**VIRTUAL DISCIPLESHIP.** Many organizations host study groups where people gather to support one another and grow in their faith journey. Using the Facebook Live platform, a virtual small group gathering becomes easy and familiar—which, in turn, increases participation, encouraging more people to take deeper steps as they learn and grow in your community.

#### **NOTE: BE MINDFUL OF THE FACEBOOK LIVE CHURCH SERVICE COPYRIGHT**

Churches enjoy a simple licensing agreement, typically administered through [CCLI](#) (Church Copyright Licensing International), which permits them to legally use copyrighted music for performance as a major part of their church services. A CCLI streaming license is also available as part of their product offering, which opens the door for streaming via the internet.



That said, while a church may retain a CCLI video license to perform and stream copyrighted material, networks such as YouTube and Facebook are legally obligated to furnish a royalty to the copyright holder as part of their monetization system. As a result, auditing systems exist to identify copyrighted material, which can lead to a stream being limited or blocked.

For example, a church may play a variety of "top 40" tracks as mood music during their pre-service time. When this audio track is mixed into the Facebook Live stream, Facebook will quickly identify the content, and is likely to flag or block the stream. The results can be confusing. As a best practice, avoid using copyrighted audio tracks with your live stream.

For more information, you can visit the [Facebook Help Center](#).

## Facebook Live Content Ideas: Examples by Industry

### FACEBOOK LIVE FOR BUSINESS

[Businesses that use online video grow revenue 49 percent faster](#) year-over-year than those that don't, and 59 percent of global marketing professionals say video has the best ROI of any content type. With the access it offers to the world's largest online audiences, as well as its flexibility for either internal or external use, Facebook Live is the perfect platform for business broadcasts.

From mom and pop shops to the Fortune 100, here are just a few of the things your company can do with Facebook Live:

**PRODUCT VIDEOS.** Showcase your company's products and services in an interactive segment. Host a hands-on training that shows new users how to get started. Conduct a tutorial with existing users walking them through advanced functionality.



Go live with product update videos whenever new features are released and answer viewer questions. Or host a live unboxing to build excitement for a new product, and conduct polls to see how it's received.

**INTERACTIVE "TALK SHOWS."** Host a regular segment where you cover industry news and events and take topic suggestions from followers. You can designate certain staff members as regular hosts, and bring in customers, partners or industry experts as special guests for live Q&As. This helps position you as a thought leader and builds authority for your brand. Even better, it personalizes the interaction between you and your customers and gives them an outlet to vent frustrations or make suggestions.

**INTERNAL TRAINING AND ONBOARDING.** Facebook Live isn't just for your customers—you can also live stream internal training and onboarding videos for employees and contractors. This is especially helpful for remote workers, or for positions where employees need to learn hands-on at their desk or workstation. Leverage the recorded assets later as refresher courses or for trainees who can't watch live.

Live onboarding videos with human resources staff can help new employees get acquainted and feel welcome when they arrive for their first day. Even if they work remotely, give them an in-person introduction, and conduct a virtual tour of the office to provide

a sense of connection. This is also a nicer format for discussing new-hire forms and company policies than simply emailing a giant folder of documents.

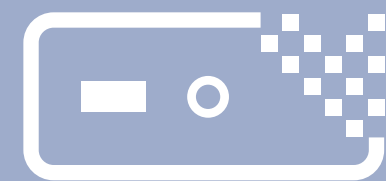
**MEETINGS AND ANNOUNCEMENTS.** Your organization probably holds all-company meetings to outline upcoming goals and priorities, past achievements and current setbacks. Especially for large, global enterprises with dispersed offices across the globe, this can bring everyone together to discuss company business. All employees can participate as if they were there by submitting questions and feedback through comments and Live Reactions.

The Facebook Live API also allows you to broadcast slides and screencasts, so viewers can see your presentation in crystal-clarity. It's an easy way to get your message out, whether it's a formal event or a quick announcement.

**CUSTOMER-TO-CUSTOMER TESTIMONIALS.** Given that [85 percent of consumers trust online reviews](#) as much as personal recommendations, live streaming actual customers talking about your products and services is an excellent marketing tactic. Bring in satisfied customers and let them talk firsthand with online audiences that are interested in your products or services. The more authentic the testimonials, the more compelling it will be to potential new followers.







# YOUR FACEBOOK LIVE PRODUCTION GUIDE



## Your Facebook Live Production Guide

Whether you're getting ready to stream to Facebook Live for the first time, or you're an experienced broadcaster looking to incorporate it into your existing workflow, you may be wondering what kind of production setup you need. In this post, we'll walk you through how to assemble an equipment workflow that's in line with your goals.

[Facebook Live is an extremely versatile platform](#) and your streaming can be complicated or as simple as your end product requires. You can create high-quality broadcasts with as little as a camera and a switcher or as much as a large-scale production studio—and everything in between. Many broadcasters also start with a basic setup, then scale up to higher-end workflows over time.

For this chapter, we talked to video production and streaming professionals to learn what equipment they use when streaming to Facebook Live, and drew upon our own expertise as leaders in the streaming media industry for over 10 years.

Here's a look at some sample Facebook Live workflows at various levels of advancement:

### INTRODUCTORY FACEBOOK LIVE SETUP: JUST A SMARTPHONE



When you first start streaming to Facebook Live, you may want to simply experiment with a new format and start promoting your brand without a significant resource investment. In these cases, all you need to go live is a mobile device and a Facebook account.

**WHO IT'S FOR:** Anyone who is just getting started with Facebook Live.

**EQUIPMENT LIST:** For this workflow, the only hardware you need is already in your pocket.

**SMARTPHONE OR TABLET:** Just download the mobile app on your smartphone or tablet and hit the button to go live.

This is a good way to start getting comfortable with live video and to test out potential topics and formats with your followers.

But keep in mind, your followers' News Feeds are already cluttered with home movies from their friends and family members. If you want your live stream to stand out—and you want to compete with the ever-growing list of brands and personalities that are going live—you'll need to step up your production quality. With a few basic investments in hardware, you can create a broadcast that looks and feels professional.

#### INTRODUCTORY FACEBOOK LIVE SETUP





## Your Facebook Live Production Guide

### SIMPLE FACEBOOK LIVE SETUP: ONE OR TWO CAMERAS AND BASIC EQUIPMENT



Blackmagic Mini Studio Camera



Blackmagic Mini Recorder

Once you've decided to [implement a Facebook Live marketing strategy](#) and start creating regular broadcasts, invest in a few basic pieces of hardware to build a more professional workflow.

**WHO IT'S FOR:** Influencers and talent; agencies; smaller broadcast affiliates; and marketing departments looking to up their game on Facebook Live.

**EQUIPMENT LIST:** In addition to your Facebook account, you'll need some or all of the following.

**CAMERAS:** Depending on your budget, there is a camera that meets your needs: from consumer camcorders that cost a few hundred dollars; to "prosumer" cameras at the \$1,000 - \$2,000 level, such as the [Blackmagic Mini Studio Camera](#); all the way up to professional cameras that cost tens of thousands of dollars.

A consumer or prosumer model should meet your needs for this setup. If you want to incorporate multiple camera angles, you'll need at least two of them. Keep one camera trained on a fixed, wide angle that captures the whole picture, and use the other to shoot close-ups and cutaway footage.

**PRODUCTION/SWITCHING SOFTWARE:** If you want to include special effects, compositing, lower-thirds graphics and more, consider using a video switcher or basic production software, such as [Wirecast](#). You will also need a switcher if you plan to use multiple camera angles; it combines the incoming camera feeds into one, integrated stream, and allows your streaming engineer to switch back and forth between the two angles.

**ENCODER:** Using an encoder will help you create a stream that adheres to [Facebook Live's specific requirements](#), while providing more reliable streaming delivery and higher picture quality.

You can use either a hardware encoder, such as the [Wowza ClearCaster™ appliance](#), or a software encoder (Wirecast, for example, can handle encoding as well as production). Remember, while software encoders are often cheaper, Facebook itself recommends using hardware whenever possible; it provides a more reliable connection, reducing the likelihood your streams will buffer, drop or suffer from connection errors.

Some encoding software pulls double-duty as switching or production software. However, based on our own experience and the advice of other streaming professionals, you should always have a dedicated encoder—even if you use switching or production software in tandem for B-roll footage or graphics.

Encoding and switching are processing power-intensive activities, and if you're relying on a single laptop to handle both, it's likely to slow down, drop frames and decrease the quality of your broadcast. Even worse, it can fail altogether.

**CONNECTIONS:** When it comes to connecting all your equipment, basic cabling is required. However, in some cases you'll need to convert your connections from one signal to another—for example, the SDI out from your camera to a Thunderbolt 3, to input to your laptop. In this case, you'll need equipment such as a [Blackmagic Mini Recorder](#) or an [AJA IO 4K UltraHD](#).

**STABILIZATION:** Unless you're purposefully going for the shaky, hand-held look, invest in a tripod or other stabilization device, such as the lightweight [Manfrotto 290 Xtra](#) or the heavier-duty, counterbalanced [Manfrotto 504HD](#). This will keep your on-screen talent in the shot, and keep your audience from getting motion sickness.



Wowza ClearCaster™

## Your Facebook Live Production Guide



Sennheiser ew 112-p G3 Camera-Mount Wireless Microphone System

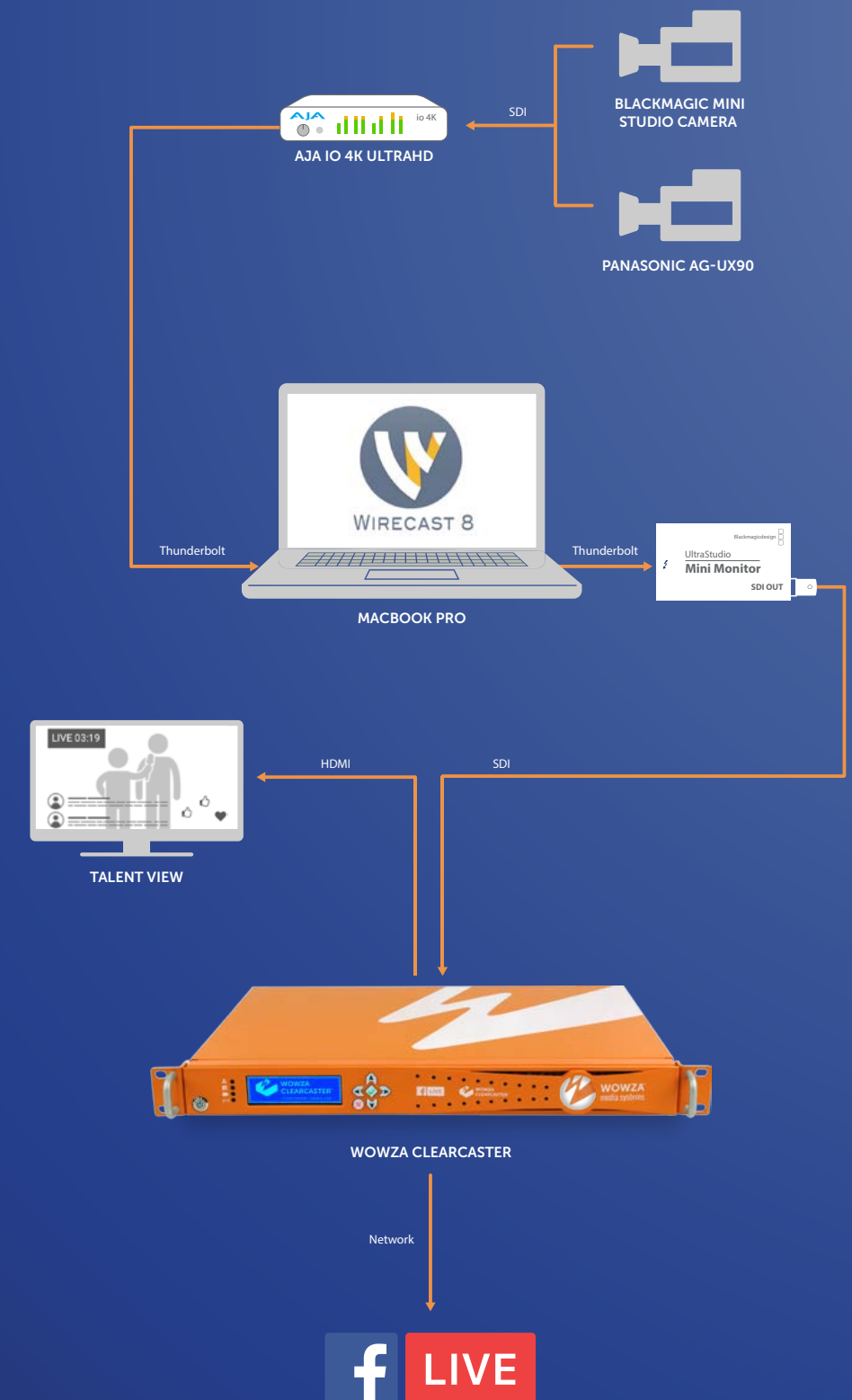
**LIGHTING AND SOUND:** Even some basic equipment can take your live streams from amateur hour to professional production. Facebook Live audio problems, such as poor quality and inaudibility, are common when broadcasters first start streaming. Professional Facebook Live streams require external mics, positioned close to your on-screen talent, so your audience doesn't miss a word.

Some of the best microphones for Facebook Live include the [Shure SM58-LC Vocal Microphone](#) or the [Sennheiser MKE 600 Shotgun Microphone](#). For a Facebook Live wireless microphone, try the the [Sennheiser ew 112-p G3 Camera-Mount Wireless Microphone System](#).

Of course, make sure the scene is well-lit. If you're shooting inside, try to control the lighting as much as possible by blocking windows and outside light. [Three-point lighting](#) is the standard in video production, and involves one light pointed at your host or subject; one light behind them (the "back light"); and another light opposite the subject (the "fill light"). However, you may find that one good floodlamp does the trick.

Softbox lights, such as the [Fancierstudio Softbox Lighting Kit](#), are an affordable, easy-to-use option that won't make your on-screen subjects overheat. To step things up a notch, LED lights are small, lightweight and temperature-controlled; some can even be managed via WiFi, such as the [Falcon Eyes SO-68TD](#); however, they come with an equally robust price tag.

## SIMPLE FACEBOOK LIVE SETUP





INTERMEDIATE FACEBOOK LIVE SETUP:

MULTIPLE CAMERAS,  
MEDIA PRODUCTION  
SYSTEMS AND  
MULTI-CHANNEL  
SWITCHING



If you have a professional production workflow and want to incorporate Facebook Live streaming, or if you want to step up your Facebook Live game and build a complete studio, use multiple cameras and a media production system or multi-channel switcher.

**WHO IT’S FOR:** Studios, affiliates, production companies or large event producers looking to supplement their current broadcast workflow with an unobtrusive Facebook Live experience that meets broadcast standards. High-profile talent and influencers, enterprises or other large organizations that want to build a professional live-streaming studio.

**EQUIPMENT LIST:** In addition to the equipment listed in the above section, you’ll need:

**MULTIPLE PRODUCTION-QUALITY CAMERAS:** Pro-level studio setups require multiple, high-quality cameras, such as the [Blackmagic URSA Mini Pro](#) or the [Sony HXC 1080/60p](#), capturing a variety of different angles. These are typically hardwired into a media production system or pro-grade switcher, so they can be edited together to produce a broadcast that’s as good as what’s seen on TV.

**MEDIA PRODUCTION SYSTEM OR MULTI-CHANNEL VIDEO SWITCHER:** At the intermediate level, you will need to use a dedicated switcher or production system that can handle the resource-intensive job of mixing video from multiple sources, such as the [NewTek TriCaster TC1](#) or the [Blackmagic ATEM Production Studio 4K](#). These systems also offer features such as on-screen transitions, audio mixing, chroma key and graphic overlays.

**HARDWARE ENCODER:** When your setup involves multiple cameras, resource-intensive production tasks and a highly polished final product, there’s no bones about it: You need to use a dedicated hardware encoder. Don’t rely on your switcher to handle everything at once, and definitely don’t task a laptop with this heavy lift. Use a machine just for encoding, such as [AWS Elemental Live](#)—or, for even greater reliability due to built-in integration with the Facebook Live API, the Wowza ClearCaster appliance.



Blackmagic ATEM Production Studio 4K

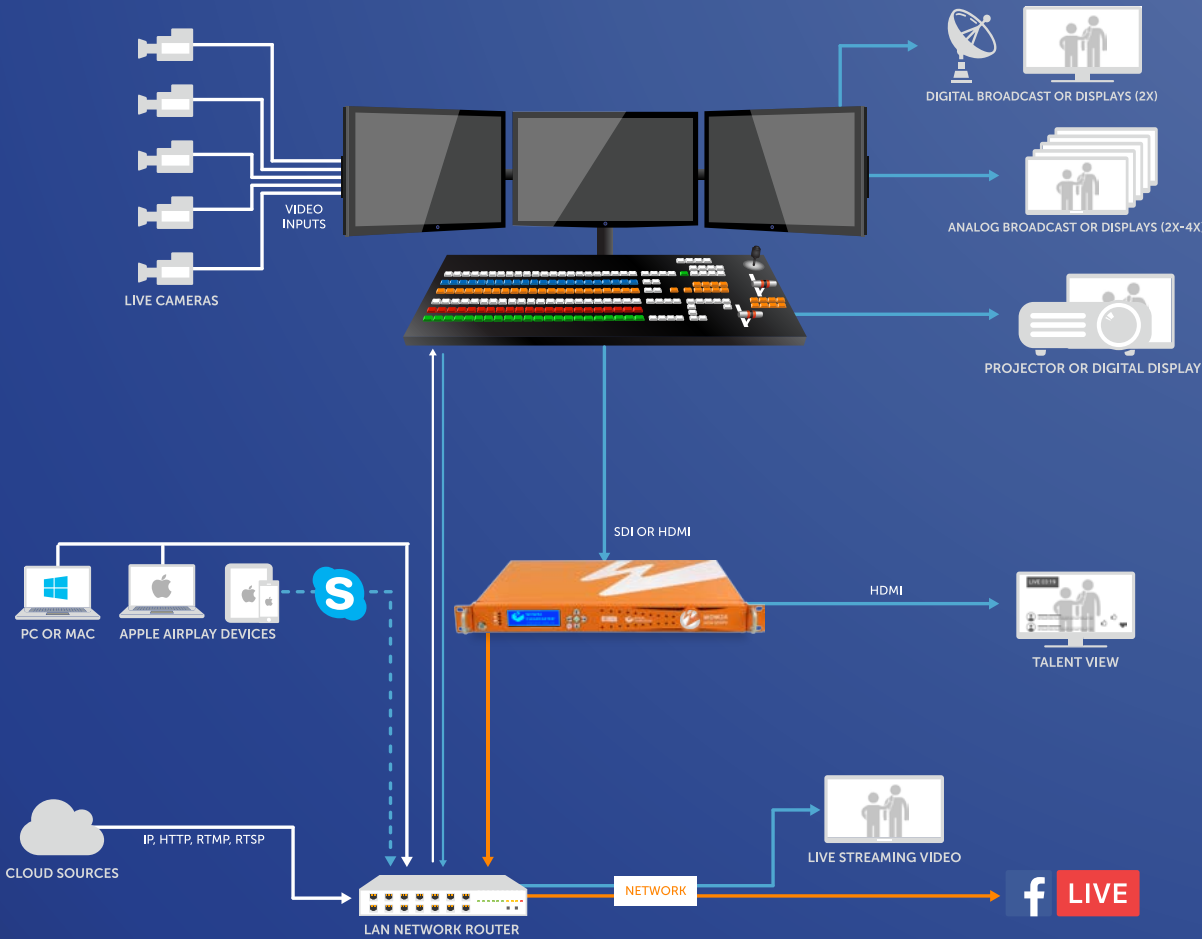


Sony HXC 1080/60p

INTERMEDIATE FACEBOOK LIVE SETUP

MEDIA PRODUCTION SYSTEMS /  
MULTI-CHANNEL VIDEO SWITCHERS

NEWTEK TRICASTER TC1, 8000, 400 SERIES,  
BLACKMAGIC ATEM PRODUCTION STUDIO 4K, ROLAND, ROSS VIDEO



Your Facebook Live Production Guide

ADVANCED FACEBOOK LIVE SETUP:  
MULTIPLE SOURCES,  
SYNDICATION AND  
FACEBOOK 1080P  
AND 4K VIDEO



Grass Valley Kayenne

Experienced broadcasters that already deliver to multiple destinations from a Master Control Room need an easy way to integrate Facebook Live streaming into their existing workflow. While broadcast and streaming requirements may be different, you can add high-definition streaming to your existing workflow with a few pieces of equipment.

**WHO IT’S FOR:** Large broadcast companies needing to syndicate content to Facebook Live across multiple channels, while maintaining the quality expected from highly produced programming.

**EQUIPMENT LIST:** In addition to all or some of the above-listed equipment, these setups will require:

**MULTIPLE SOURCE INPUTS:** These may include top-of-the-line production cameras; satellite links; inputs from other control rooms; or a combination of these. Many broadcasters require 1080p or 4K video delivery (for example, [Netflix requires content to be at least 4K](#)), which in turn requires cameras that can deliver in these high resolutions.

**MASTER CONTROL ROOM:** All source inputs are sent to a Master Control Room equipped with a production switcher, such as the [Grass Valley Kayenne](#) or the [Grass Valley Karrera](#) Video Production Centers. The outgoing signal is then sent from the Master Control Room out to digital and analog destinations.

Again, a dedicated hardware encoder should always be used in a high-end Facebook Live production setup; this device can deliver the live stream to Facebook Live, and a cloud service may be used to reach additional online destinations.

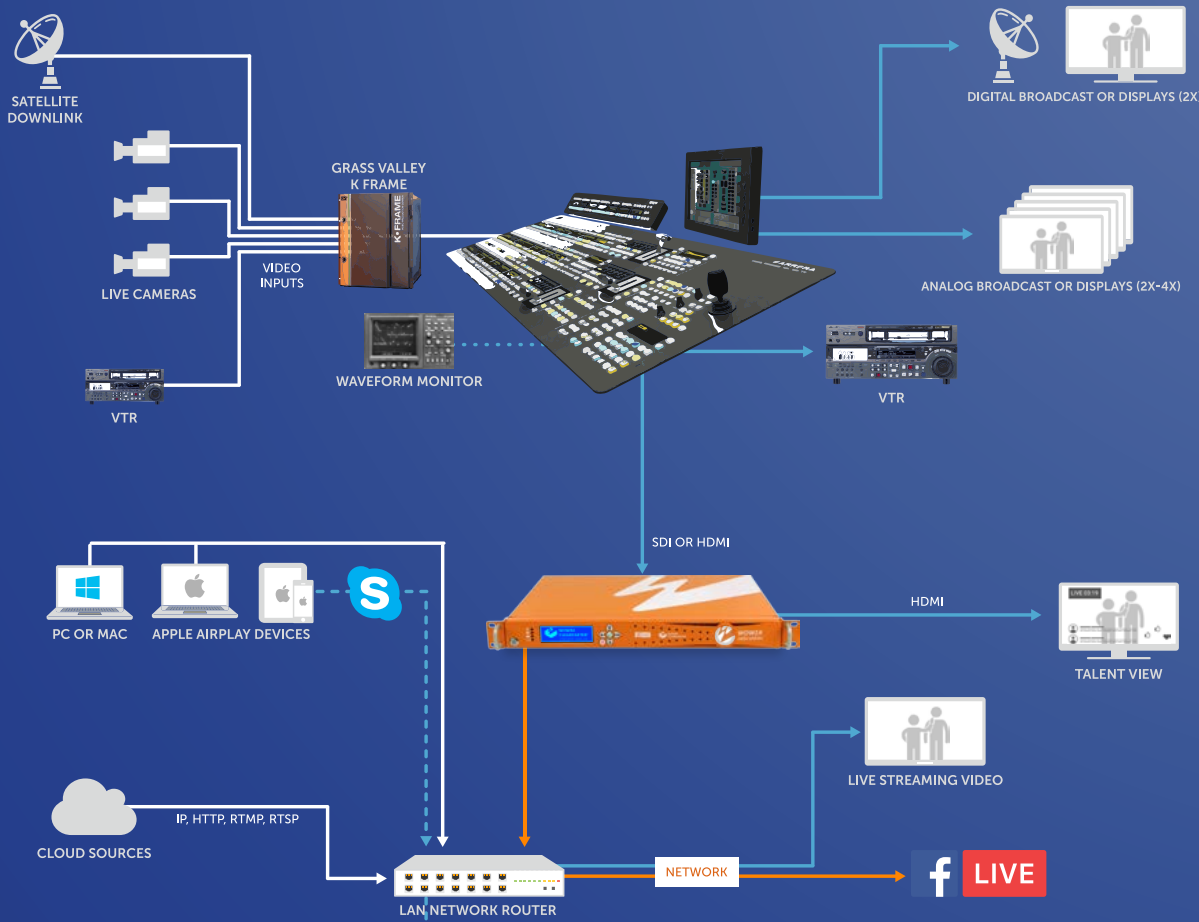
For quick reference of the equipment listed for each workflow here, [download this checklist](#).



ADVANCED FACEBOOK LIVE SETUP

MASTER CONTROL ROOM

GRASS VALLEY KAYENNE, KARRERA, MAESTRO PRODUCTION SWITCHERS



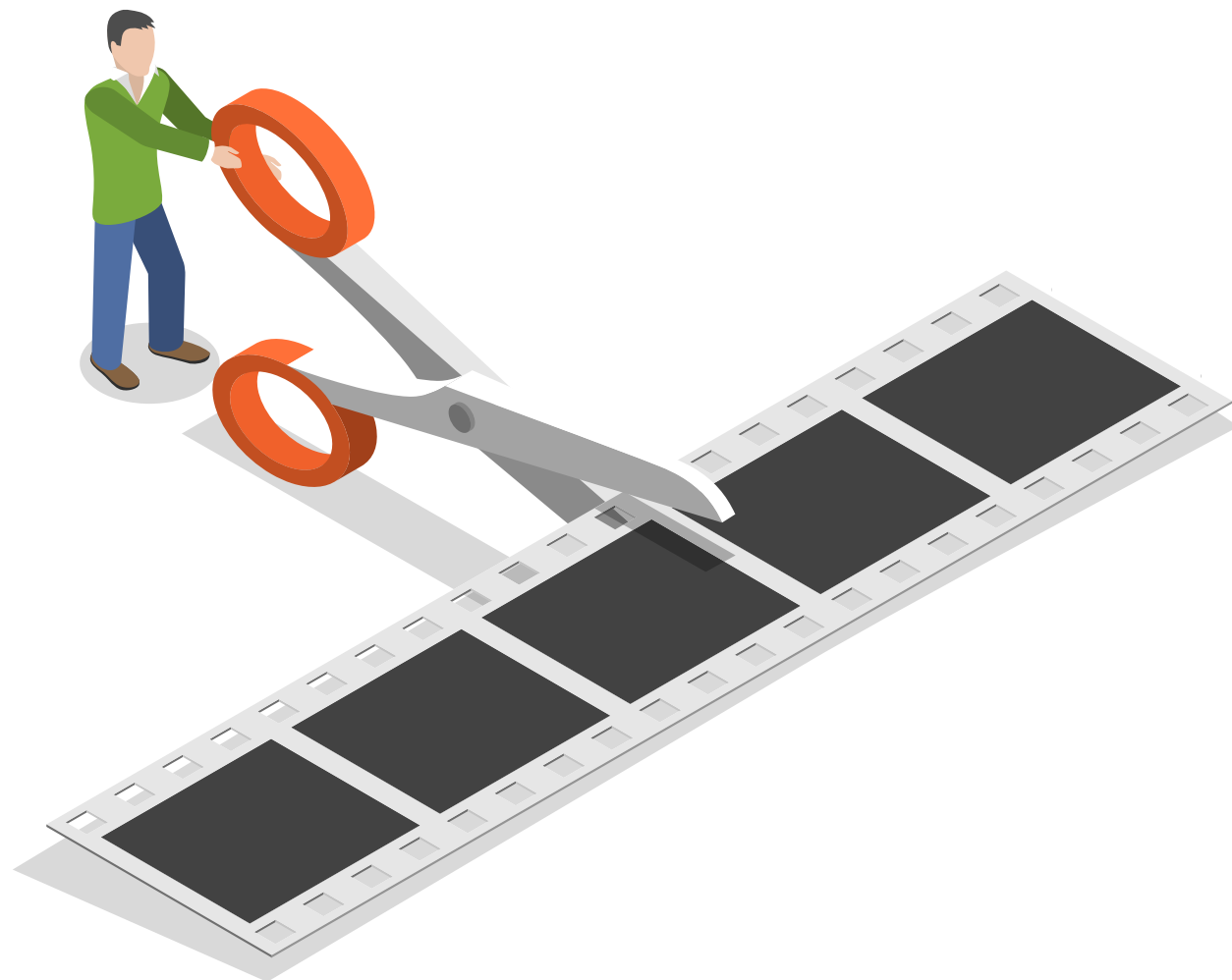


# FILE FORMATS, PROCESSING AND ENCODER SETTINGS

Facebook Live has [very specific audio and video configurations](#) that must be met, or streaming simply won't work. According to our friends at Facebook, incorrectly configured encoder settings kill more live streams than you want to know about.

### FACEBOOK LIVE FILE FORMATS:

- Maximum 720p (1280x720) resolution at 30 frames per second, with one key frame every two seconds.
- Must send an I-frame (keyframe) at least once every two seconds throughout the stream.
- Recommended maximum bitrate is 4 Mbps. You can go above this maximum, but it will make your live streams highly unstable.
- Changing resolution midstream will negatively impact on the broadcast. If titles are over 255 characters, the stream will fail.
- H.264 encoded video and AAC encoded audio only.



### FACEBOOK LIVE VIDEO LENGTH:

- 4 hour maximum length for live or preview streams. For preview streams, a new stream key must be generated after 240 minutes.
- RTMP stream URLs expire 24 hours after creation.

### FACEBOOK LIVE ADVANCED AUDIO SETTINGS:

- Audio Sample Rate: 48 KHz
- Audio Bitrate: 128 Kbps mono
- Audio Codec: AAC

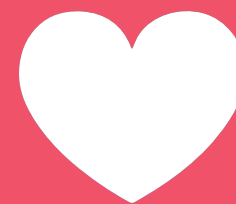
### ADVANCED VIDEO SETTINGS:

- Pixel Aspect Ratio: Square
- Frame Types: Progressive Scan
- Bitrate Encoding: CBR
- Video Codec: H264

Many encoders require manual configuration to achieve these settings, which introduces the possibility for human error. What's more, many broadcasters send streams to multiple destinations simultaneously, such as to Facebook Live and YouTube Live—but if you use the same encoder settings for both platforms, it won't work on one of them, because each ingests video differently.

By choosing [encoding and delivery hardware that integrates with the Facebook Live API](#), you don't have to be a streaming engineer to create a live video that doesn't buffer or drop. The API [chooses your settings for you](#) based on your conditions and use case, then creates a perfect profile for uploading your videos to Facebook.





# LEVERAGE THE POWER OF FACEBOOK LIVE INFLUENCER MARKETING





**Influencer marketing is a powerful tactic for customer engagement, whereby brands rely on the platform and endorsements of a well-known authority or personality to do their marketing for them. Influencers can be anyone from A-list celebrities to average Joes who have amassed a large social media following—as long as they have access to a large and loyal audience. Influencers can also be subject matter experts, who have developed a highly-tuned audience of fans in their area of expertise.**

Social networks are ideal hubs for influencer marketing efforts due to the high degree of personalization and the low cost of entry for these platforms. While influencers have traditionally gravitated toward platforms that offer built-in monetization through ad placement and e-commerce integrations, such as Instagram, Twitch and YouTube, Facebook Live is quickly becoming a top destination. And in 2016, to attract more influencers to the platform, [Facebook signed contracts valued at \\$50 million](#) to encourage influencers to create original content and fan experiences on Facebook Live.

A number of industries can benefit from influencer programs. From product endorsements to lifestyle brand placements, influencers give marketers the ability to provide a relatable interaction with a desired audience. However, while many industries have embraced influencer programs, some still have a lot of opportunities to still engage.

In this section, we'll cover tips and tricks for influencer marketing on Facebook Live, and offer advice from influencers themselves.

## 6 TIPS FOR INFLUENCER MARKETING ON FACEBOOK LIVE

Whether you're an influencer or with an organization looking to leverage one, here are some tips for making the most of your marketing efforts on Facebook Live, gathered from social media marketers and influencers we spoke with:

### 1 ESTABLISH CLEAR GOALS

Before you start streaming, define the goals you want to achieve through your influencer marketing efforts: For example, do you want to drive traffic to your website? Are you looking to increase click-throughs, opt-ins, sign-ups or conversions? Or do you simply want to get more views and increase brand exposure?

Owen Video, a longstanding YouTube influencer and video consultant, explains that while there is value in any of these goals, the purpose and approach for achieving them may be quite different. Brands and sponsors must determine their priorities, have clear expectations and communicate these clearly to the influencer.

### 2 BE CONSISTENT

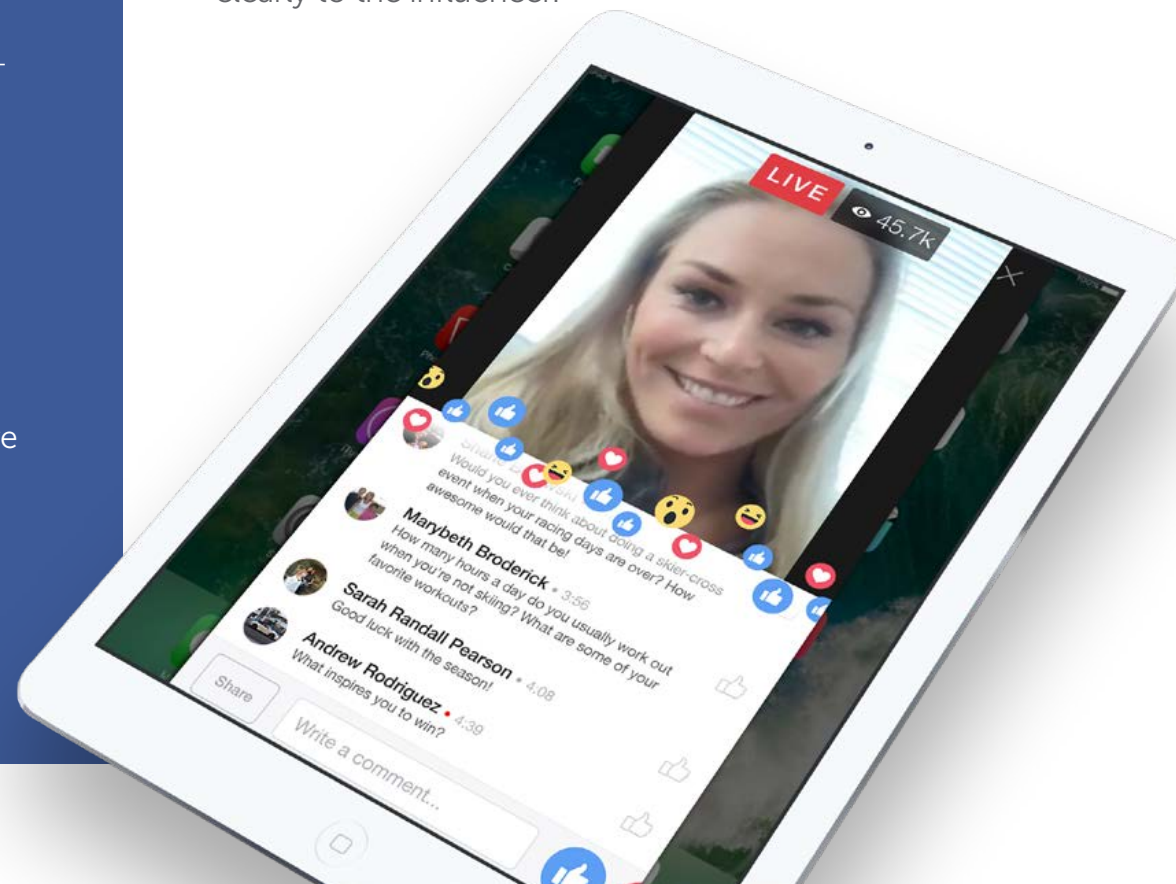
We've talked before about the value of scheduling Facebook Live broadcasts at a consistent date and time; this is especially important for influencer marketing, as it helps establish regularity and build a following.

For example, Video hosts a weekly podcast and Facebook Live show called "[The Business of Video](#)," which also features co-host Nick Nimmin and a rotating guest. This highly interactive program covers internet and video marketing tips and tricks, and goes live every Wednesday at 9 a.m.

"Consistency is the number-one factor in gaining an audience with Facebook Live," Video says. "You've got to build trust with your audience by showing up every week or day at the same time."

Jeff Adams is an online broadcaster and the host of several Facebook Live shows, including "[The Jeff Adams Show](#)," "[Live Positive With Jeff Adams](#)" and "[Live Streaming From A to Z](#)." He also emphasizes that consistency in your message and between shows is key for building a loyal following, and for integrating relevant sponsorship that doesn't feel forced.

For influencers marketing on behalf of another brand, Facebook Page administrators can [designate certain users as Live Contributors](#), which grants them permissions to stream live broadcasts on behalf of that Page without requiring admin access. This allows influencers to host a regular Facebook Live show targeted at the brand's audience, or to go live at a moment's notice to capture emerging trends, breaking news or cool stories right from the scene.



## Leverage the Power of Facebook Live Influencer Marketing

### 3 INVOLVE YOUR AUDIENCE

Audience engagement is key for any Facebook Live broadcast—but especially for influencer marketing, where the goal is often to drive sales, clicks and conversions in addition to providing quality content. As Video describes, his show makes a point to involve viewers and let them drive the content.

“Without the audience, the show wouldn’t be what it is,” Video says. “For example, we spend time each week welcoming specific audience members to the show based on who is commenting. We ask our audience to share our show, and each week we pick one lucky winner (what we call a ‘Sharifyer’) to come on the show live and pitch their business. Also, the end of each show is answering questions from the audience.”

However, too many of today’s influencer videos aren’t interactive; hosts talk to their fans instead of with them. According to the sources we interviewed, the entertainment industry has been particularly slow to adopt interactive influencer programming. This is surprising, since entertainment properties thrive on fan loyalty and involvement in the lives of the cast and characters.

As mentioned in our Best Practices chapter, streaming live while directly involving viewers in Q&As, polls and activities gives cast and fans alike a deeper experience that is often valued greater than a simple autograph signing. In fact, one marketer we spoke with described the unparalleled access to fans Facebook Live provides for celebrity influencers. While accidental mobbings at Starbucks can be overwhelming, Facebook Live provides a safe platform to speak directly to huge audiences all over the world.



### 4 CREATE ORIGINAL CONTENT

Driving sales is a common part of influencer marketing—but Adams emphasizes the importance of providing unique and engaging content that doesn’t sacrifice entertainment for the sake of the pitch. He recommends working in sales quickly and transparently, so the audience doesn’t feel like you’re pulling a fast one on them.

Adams suggests influencers produce “original shows, where brands become the sponsors... and influencers do live reads about the product every week.” This allows them the freedom to create the content that resonates best with their audience, while adhering to the principle of consistency.

Perhaps most importantly, however, unique shows and off-the-cuff live reads allow influencers to naturally weave in product placement. Influencers are highly trusted on social media; in fact, [92 percent of consumers trust influencers more than ads](#) and traditional celebrity endorsements. You don’t want to blow this trust by creating an obviously staged performance.

Of course, the social-video space is becoming increasingly competitive. Video urges Facebook Live influencers to come up with a unique angle that helps them stand out from the crowd.

“You’ve got to have a ‘thing’ you do that no one else does, or at least that you do in a new way,” he says. “On my show, we play sound effects and use video effects in a very unique way. We’re always trying to give the audience a new experience.”

Make sure the music you use in influencer marketing videos is original, too—unless the brand or influencer owns the rights, your Facebook Live streams must feature royalty-free tunes. The recently launched [Facebook Creator](#) app offers a library of free songs and sounds to choose from (read more about this in our chapter on Facebook Live trends).

## FACEBOOK LIVE EXAMPLES WE LOVE



Popular social influencer **Laura Clery** streams comedy videos on Facebook Live. In [a promotion for the online game Best Fiends](#), Clery seamlessly integrated product placement into the storyline by having two of her regular characters [demonstrate how to play](#).





## Leverage the Power of Facebook Live Influencer Marketing

### FACEBOOK LIVE EXAMPLES WE LOVE



**Jeff Adams** hosts the Facebook Live show “[Live Positive With Jeff Adams](#)” on BeLive.tv, produced through that company’s streaming platform. The show allows him to promote his personal brand while interviewing guests and sharing stories about health, success and positivity.



### 5 REPURPOSE YOUR CONTENT

Even if Facebook Live isn’t your only destination for influencer marketing content, it’s easy to repurpose the recorded asset of your live stream and publish it across multiple social media platforms. Tease the upcoming broadcast across your networks to get maximum viewership, then amplify it even further through social sharing.

For example, both Adams and Video stream to Facebook Live as well as YouTube Live. And Video hosts a podcast that is simulcast as a Facebook Live stream, which allows followers to watch as well as listen and maximizes the value of the audio asset.

### 6 PAY TO REACH WIDER AUDIENCES

Facebook offers unique features for boosting influencer marketing videos. These features allow the brand to pay to create an ad from the influencer’s original post, without having to reshare it first—and this works whether the influencer creates a Facebook Live post from the brand’s Page, or simply tags the brand in their own post.

Controls can be set on both sides so that brands and influencers, respectively, can manage who is allowed to tag them in a post or promote their posts. And Facebook’s targeting features allow brands to customize the audience they want to target with the ad.

Paid efforts can really pay off, given the access Facebook offers to billions of global users. What’s more, promotions are very affordable on Facebook compared to other social media platforms.

### FACEBOOK LIVE EXAMPLES WE LOVE



**Owen Video**, host of “[The Business of Video](#),” announced his cancer diagnosis by [streaming from a hospital bed on Facebook Live](#). This video was extremely successful because it shared an intimate moment with followers. By using the hashtag #lifewins, it also served as a call to arms for fans who wanted to support Video in his cancer journey and to share their own stories with the online community.





# THE FUTURE OF FACEBOOK LIVE



## The Future of Facebook Live

So, what lies ahead for Facebook Live broadcasters in 2018 and beyond? Here are some of the new features and latest trends you can expect to help you make the most out of Facebook Live streaming:



### FACEBOOK CREATOR

This new app is geared toward independent video creators, influencers, vloggers, performers and game streamers. It's designed especially for video creators, and allows users to give live streams a more polished and produced look, offering a range of features aimed at luring them away from platforms such as YouTube.

Add intros and outros to live videos, and apply custom, graphic frames to give your broadcasts a consistent, branded look and feel. Pull still frames from your live stream and publish them to Facebook Stories. Apply camera effects to live videos, and easily cross-post to other social media platforms.

An in-app messaging feature groups all Facebook, Instagram and Messenger communications into a single inbox, so video publishers can see all fan feedback in one place. It also allows viewers and creators to exchange custom, interactive stickers. And there are analytics to track the performance of your snazzy new videos or learn about your fans.

In addition to the app, Facebook has launched a [website and online community](#) just for video creators. Here, current and aspiring influencers and online personalities can watch videos from other leading creators; read top tips and Q&As; get the latest video news from Facebook; and take tutorials on creating videos, building communities around them and growing and monetizing their brand.



### AUGMENTED REALITY (AR)

AR is a growing phenomenon in social media and UGC content, allowing users to add graphic overlays and emojis to photos and video to create enhanced effects. This allows [consumers who demand innovative experiences](#) to customize their interactions with the app, the broadcaster or with other users.

Brands and marketers of all backgrounds are picking up on this trend, as well, given that advertising incorporating [AR is 50 percent more trusted and 20 percent more likely to drive a sale](#) than other types of digital marketing. Naturally, Facebook is all over this trend, and its [AR Studio platform](#) is available in a beta version for developers who want to build maps, animation overlays and other interactive effects for their Facebook video offerings.

The possibilities enabled by AR Studio bring audience engagement to a whole new level, with effects that respond to follower comments and reactions during Facebook Live broadcasts; the ability to incorporate data such as time, distance and biometric information; and living canvases for artists who want to share their creations with fans. Expect AR capabilities to become more widely available in the next year and beyond.

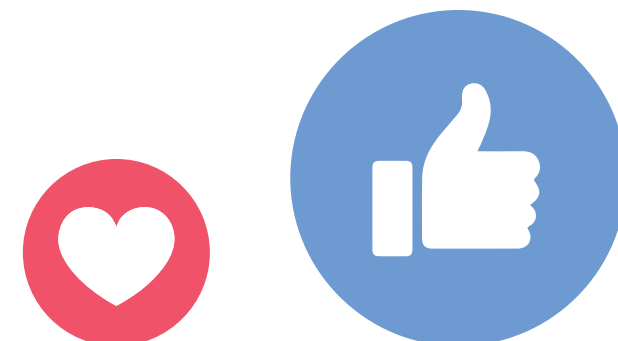


### VR/360 VIDEO

Facebook's virtual reality (VR) app, [Spaces](#), recently integrated live-streaming capabilities. Exclusively for the [Oculus Rift](#) and [HTC Vive](#) VR headsets, it allows users to send 2D versions of their live stream to regular Facebook Live users. These 2D users can comment and send Live Reactions just like with regular streams, which appear to VR users as objects floating in space.

When demoed at the [2017 F8 Conference](#), Spaces enabled regular Facebook Live users to "call in" to a VR user's broadcast using the Facebook Messenger app. Their live stream appeared as 2D video within the headset user's VR world, and 2D users saw the VR user in avatar form within their 3D environment.

Spaces allows users to choose just about any 3D environment to live stream from, and multiple users can join the same live stream simultaneously. In the future, Spaces may be expanded to include AR capabilities for 2D users and those with less robust VR hardware.





## READY TO TAKE YOUR FACEBOOK LIVE STREAMING TO THE NEXT LEVEL?

In this guide, we've given you a complete tour to creating successful Facebook Live broadcasts that engage your target audience; look and feel professional; maximize reach; and leverage the power of your followers. If you want to learn more, check out these tools and resources.

### ADDITIONAL RESOURCES

#### REPORTS AND E-BOOKS

[The Facebook Live Streaming Benchmark Report 2017](#)

[Create the Streaming Media Experience Users Want: Wowza 2017 Research Report](#)

#### BLOG POSTS

[Stream 4K 360° Content to Facebook Live With Wowza Streaming Cloud](#)

[Facebook Live Benefits Broadcasters, Increasing Awareness and Engagement](#)

[5 Easy Steps to Professional Facebook Live Streaming](#)

[The Future of Video With Facebook Live and Wowza](#)

[Facebook Live Streaming That Works for Video Production Professionals](#)

[3 New Ways to Engage Your Facebook Live Audience](#)

[ClearCaster: The Right Way to Do Facebook Live](#)

[4 Reasons You're Doing Facebook Live Streaming Wrong](#)

#### VIDEOS AND WEBINARS

[Webinar: Ensure Success on Facebook Live With Wowza ClearCaster](#)

[Streaming to Facebook Live With Wowza ClearCaster](#)

[Know When You're Live With Frame-Accurate Starts on Facebook](#)

[ClearCaster Product Overview](#)

# GO PRO ON FACEBOOK LIVE WITH WOWZA CLEARCASTER

If you really want to take your Facebook Live streaming to the next level, there's one piece of hardware you can't do without: the **Wowza ClearCaster™ appliance**.



- Offers streaming delivery in the highest quality supported by Facebook: up to 1080p30, and is 4K-ready.
- Automatically configures the right settings for your use case and on-site conditions, and includes stream health monitoring capabilities.
- Comes with a Talent View display that allows you to see exactly what followers see, including comments and Live Reactions, if desired.
- An integrated, frame-accurate countdownclock that cues the exact moment your stream goes live.

*“ClearCaster gives Facebook Live videos the broadcast quality that phones lack. ... We found it to be surprisingly easy to set up and use, with unexpected simplicity and worry-free operation that just works.”*

—Daven Mathies, content editor at Digital Trends



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