
TIPS FOR GOING **LIVE** ON INSTAGRAM AND FACEBOOK

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TIPS FOR GOING LIVE

// ACROSS ALL PLATFORMS

- Consider posting in advance giving the time you will go LIVE to generate interest
- Clean your phone/computer's camera
- Position a window or light behind your phone so your face is well-lit
- Position your device at eye level
- Start talking within a few seconds of going live so that when people join in their first impression is that you are on intentionally to chat (As opposed to waiting silently for people to join)
- Engage in conversation with those who join in - ask questions, read their comments to see their responses
- Be yourself!
- End by thanking people for hanging out and spending time together
- Hit the end button, but you may be asked to confirm if you want to end - smile! you're still on camera

TIPS FOR GOING LIVE

// INSTAGRAM

Before you begin

Position your phone vertically.

Features to access during a LIVE

Use the 'pin comment' feature: Type the 'Title' of your video in the comments section of the Live Feed and tap the comment to pin it.

You may receive requests from people who want to go live with you. This splits the screen and viewers can see both of you at the same time. Tap to accept a request.

In the event of spam, to block a viewer from commenting on your live videos, tap on their profile picture next to their comment, then tap "Block."

TIPS FOR GOING LIVE

// INSTAGRAM

Going LIVE

To start a live video from the Instagram app Tap the camera icon in the top left of the Feed or swipe right from anywhere in the Feed.

Scroll to Live at the bottom of the screen.

The number of viewers appears at the top of the screen and comments appear at the bottom.

You can add a comment by tapping Comment at the bottom of the screen.

Tap a comment and tap 'Pin Comment' to pin it so that viewers can see it more easily.

When you're done, tap End in the top right, then tap to confirm. From there, you can tap in the top left to save it to your camera roll, or share it to your story.

Keep in mind that when you save your live video to your camera roll, only the video is saved, and not things like comments, likes and viewers. It may take a minute for your live video to save to your phone, especially for longer videos.

TIPS FOR GOING LIVE

// FACEBOOK

Before you begin

Position your phone horizontally.

During the LIVE

Facebook prioritizes longer videos (minimum of 10 minutes), so for optimal viewership, be prepared to chat for at least that long.

Pin great comments to the top of the chat to continue to generate dialogue with new viewers.

In the event of spam, to block a viewer from commenting on your live videos, tap on their profile picture next to their comment, then tap "Block."

Upon ending the LIVE

Facebook Live videos are instantly archived after they're finished.

TIPS FOR GOING LIVE

// FACEBOOK

Going LIVE

To go live on **iPhone**:

Go to your Page and tap Publish.

Tap Add to your post.

Tap Live Video.

Write a brief description.

Tap Start Live Video to start a 3-second countdown to broadcast.

To stop broadcasting tap Finish at the bottom of the screen.

To go live on a **computer**:

Go to your Page and tap Create: Live

On the left-hand column, give your video a title and brief description.

Click "Go Live"

When you are done, click the red, "End Live" button.