



Facebook **LIVE** “Quick Start” Checklist



BEFORE THE BROADCAST

- GIVE NOTICE TO YOUR FANS THAT YOU'RE GOING LIVE
- MAKE SURE YOUR BATTERY IS CHARGED
- TURN ON AIRPLANE MODE
- CONNECT TO WIFI (IF POSSIBLE)
- OPEN CAMERA TO CHECK LIGHTING AND POSITIONING
- USE A TRIPOD OR SELFIE STICK FOR STABILITY
- WRITE A KICK-BOOTY HEADLINE TO ENCOURAGE VIEWERS TO POP IN



DURING YOUR BROADCAST

- INTRODUCE YOURSELF AND ESTABLISH CREDIBILITY
- ASK VIEWERS TO SUBSCRIBE TO RECEIVE LIVE NOTIFICATIONS
- TELL VIEWERS WHAT'S IN IT FOR THEM ASAP!
- REMEMBER TO FOCUS ON **VALUE, VALUE, VALUE!**
- INTERACT WITH VIEWERS (USE THEIR NAME WHEN POSSIBLE)
- ANSWER QUESTIONS - STATE THE QUESTION AND THEN ANSWER IT
- BROADCAST FOR LONGER PERIODS OF TIME TO REACH MORE PEOPLE
- USE CTA'S (CALLS TO ACTION)



AFTER THE BROADCAST

- MAKE SURE THE VIDEO POSTS TO YOUR FAN PAGE
- EDIT THE VIDEO (ADD TITLE, TAGS, CAPTIONS, CTA'S, VIDEO COVER, ETC.)
- REPLY TO QUESTIONS AND COMMENTS (FUTURE ONES AS WELL)
- SHARE THE REPLAY ON YOUR OTHER SOCIAL PLATFORMS
- UPLOAD TO OTHER VIDEO SITES LIKE YOUTUBE, VIMEO, ETC.
- RINSE AND REPEAT!

