

Using Live Video for Audience Growth and Engagement

One of the best ways to engage your audience and grow it consistently is to use Facebook Live video. However, Facebook Live can feel intimidating to some people. If that describes, never fear. Here are some tips to help...

- **Login to Facebook.** You'll want to login to the account where you have the Facebook page you'll be broadcasting from.
- **Navigate to your page.** This is usually found on the left side of the screen.
- **Create live.** Once you're on your Facebook page, you should see the option to create a live right above your status updater.
- **Allow camera.** Depending on your browser's settings, you may see a blank screen prompting you to allow camera access. This can usually be remedied by clicking a small icon near your address bar and choosing "allow access".
- **Click 'retry'.** Once you've allowed access to your camera, you'll need to hit Facebook's retry button so it can connect to your camera.
- **Say something about your Live video.** This is a small description area that fans will see when deciding whether to tune in for your show. So, make your description entertaining and enticing.
- **Choose your video settings.** Facebook allows you to share from your webcam or you can share your screen which can be useful if you plan to do tech tutorials or gaming walkthroughs.
- **Check your microphone.** Speak a few words and see if a blue bar goes up. If it does, then the right microphone is selected, and your viewers will most likely be able to hear you.
- **Add a title for your live broadcast.** Make sure you know what you plan to speak about because no one wants to tune in for "my ramblings". Instead, create a title that promises value to your watchers.
- **Add tags.** Choose tags that are relevant to your niche and to the video topic you're covering.
- **Go interactive.** Click the interactive tab to add polls or trivia questions to your live video. This can be a great way to boost engagement during your Live.

- **Click Go Live.** When everything looks good in your preview, click “Go Live” and you’ll instantly be live on Facebook.
- **Try to stay active on your Live for a while.** Facebook prefers live videos that are 15-40 minutes in length.
- **Ask questions about your viewers.** Don’t turn the discussion into a monologue all about you or your brand.
- **Greet new viewers as they enter.** Nothing’s more awkward than going to a party where the host ignores you. Be cool and greet everyone as they enter.
- **Invite viewers to share your Live.** Some brands will give away a small item to a random fan who shares the video. This boosts engagement because more people will see your video in their feed.
- **Have a colleague monitor comments.** Sometimes comment streams can be distracting during a Live and it’s easy to miss an important point. Get a good colleague to monitor your comment stream so your focus won’t be divided.
- **Stick around.** Don’t jump off the moment you hit the end of your show. Instead, stick around and encourage users to share any questions they have.