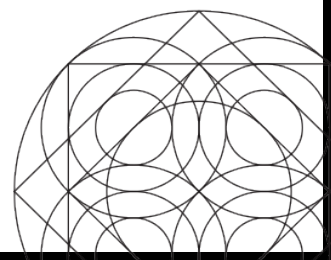
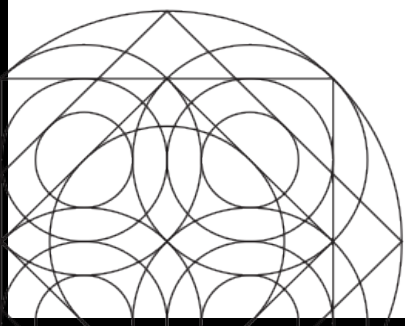
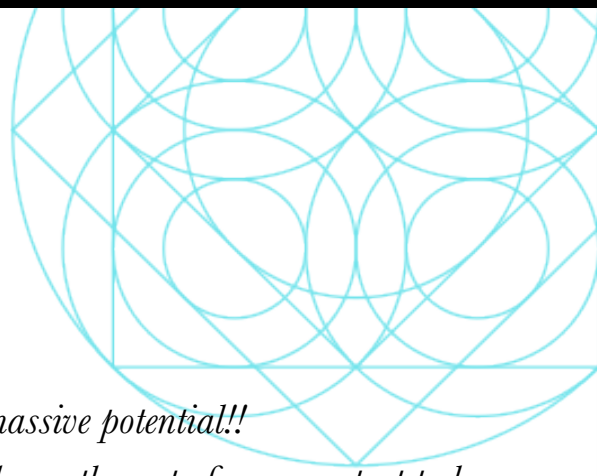


LIVE

Video

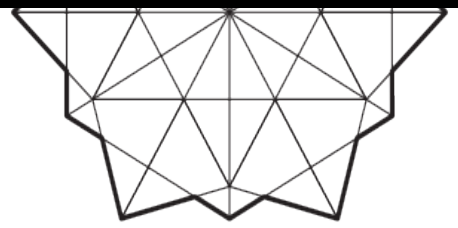


Live Video



- *New technology and the way of the future*
- *Combines key note speaking with video*
- *Potential for enormous reach...seriously...it's massive potential!!*
- *Once you post one video, Facebook's algorithm deems the rest of your content to be more valuable, and will start promoting the rest of your content back into news feeds*
- *Connection with the audience – real time engagement and interaction*
- *Start with the techniques for lighting, background, performance and presentation*
- *Both Facebook Live and Periscope require you to hold the camera vertically*
- *Let go of the pressure to be perfect*
- *Your audience will be more attracted if you're real and relatable*
- *You may have no visitors when you first start streaming*
- *The longer you stay on, the better chance you will have connecting with an audience*
- *Facebook recommends 10-60mins per live stream*
- *Not everyone will be 'Live Viewers'...most will catch it on the Replay*
- *Get straight into your content because the person who catches your replay isn't going to hang around if you're saying, "we'll just give it a few mins till everyone arrives".*
- *Begin by introducing yourself and giving your elevator pitch and any calls to action*
 - *Ask people to invite their friends*
 - *Share the live stream*
 - *Click any links you've put in the description*
 - *Like your Facebook page*
 - *Get notifications when you are going live*
 - *Comment*
 - *Give hearts and likes throughout the stream*
 - *Encourage two way conversation*
 - *Make sure that your questions can be answered with either one word or even just an emoji or a symbol*

Live Video



- *Think about your opportunities with the program - you can host an mini workshop, or collaborate with someone else in your industry (YouTube has many great examples of this)*
- *Consider how you can reuse these videos on your other platforms*
- *You'll need a strategy for each live video: opt in to email list, go to blog post, visit a webpage, register for a webinar, etc*
- *On FB Live you can also add a CTA button on the video and change the cover photos*

NOTE DOWN THINGS TO REMEMBER WHEN GOING LIVE!