

# Guidelines for Facebook Live streaming

## Updated March 18, 2020

Created by Caitlin Frazier. I'm an Episcopalian and former senior audience editor at The Atlantic Reach me at [caitlinfrazier@gmail.com](mailto:caitlinfrazier@gmail.com) or @CaitlinFrazier on Twitter. This is a free resource, but if you find it useful, feel free to Venmo me a few dollars at @Mary-Frazier-1

### Before you start:

- Facebook Live is best for one-way streaming, not teleconferencing. Comments can be useful for people to add their thoughts on the stream, but it's not as effective as Zoom or teleconferencing for a shared conversation.
- Make sure you're using a device with a webcam or front-facing camera and that you have a decent internet connection.
- This guide focuses on the technical aspects of a livestream, but it's also good to know what you want to say, who your target audience is, and anticipate what common questions might be. At the conclusion of the stream, let people know when they'll hear from you next and how to get in touch..

### Jump to:

[From a computer using a Facebook page](#)

[From a computer using a Facebook profile](#)

[From a phone using a Facebook page](#)

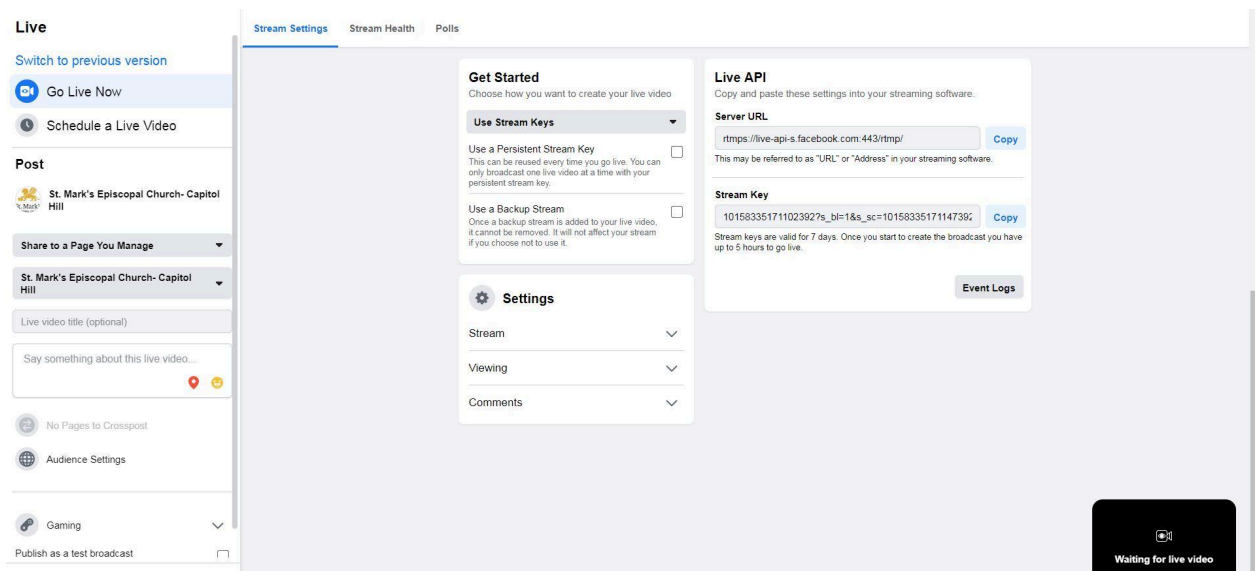
[From a phone using a Facebook profile](#)

### From a computer using a Facebook page:

1. Navigate to the Facebook page you'll be streaming from. Make sure you're an admin of the page. You'll need to be assigned a role as an editor or administrator.
2. On the page, click "Live" next to "Create." **You'll need to be in Google Chrome for this to work.**



3. Now you're in the Live Producer page of Creator Studio, which looks like this:



4. This is where you'll add information to the livestream. The upper left, just under Live should have "Go Live Now" selected. Or you can schedule a live video for later.

## Live

[Switch to previous version](#)



Go Live Now



Schedule a Live Video

5. Just under “Live” is “Post.” It should show that the video will be posted to the page you were just on. Under “Live video title” you can fill in something descriptive, like “Morning Prayer March 18, 2020.” This is how the video will be archived on the Facebook page’s Video tab. In the box that says “Say something about this live video,” write the share text that will accompany the video in people’s newsfeed. So something like “Join me, Caitlin Frazier, for Compline this evening. Compline is a service of prayer for the end of the day. Follow along on page 127 of the Book of Common Prayer or at [LINK]” **It’s important to include any key information or links here!** You don’t need to worry about “pages to crosspost” or “audience settings”

## Post



St. Mark's Episcopal Church- Capitol Hill

Share to a Page You Manage



St. Mark's Episcopal Church- Capitol Hill



Live video title (optional)

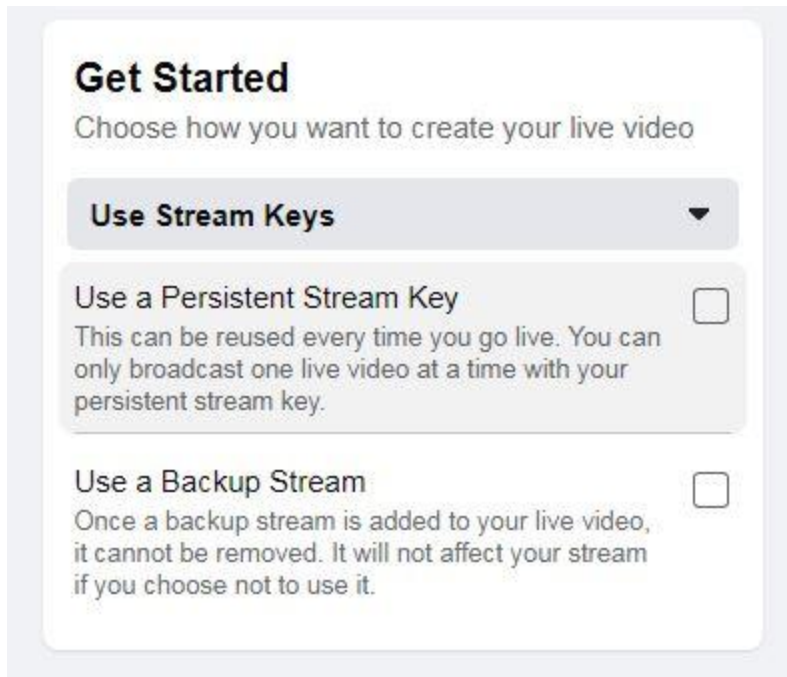
Say something about this live video...



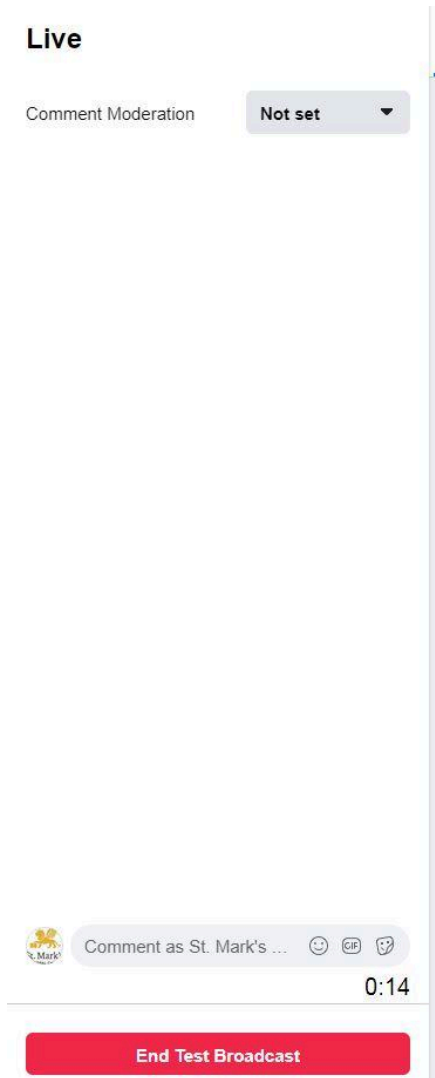
6. At the bottom of the left panel, there is an option to publish as a test broadcast. This is useful to do if you are testing the setup on a new device, to make sure the video and

sound quality are good. Keep in mind if you do this, the test broadcast will only be visible to other admins of the page.

7. Now is the time to actually set up the Facebook Live. In the center of the page, under “Get Started,” select “Camera” from the dropdown menu. This will allow your computer webcam to broadcast the Facebook Live. A preview of your livestream in the bottom right of the screen, and above this settings screen if you scroll up..



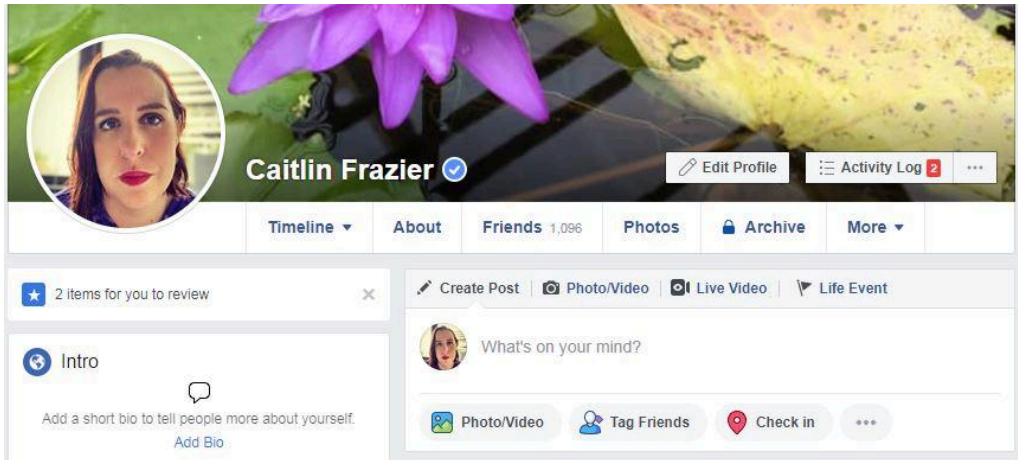
8. No need to mess with any of the other settings. You're ready to go live. Hit the “Go Live” button in the bottom left of the screen. It takes a few seconds for the next screen to appear, but you should assume that you're live from the moment that you hit the blue button. There is really only a one second delay.
9. Congratulations, you're live! Now on the left side of the screen you'll see comment moderation, like below. You'll be able to see other people's comments and respond as the page here.



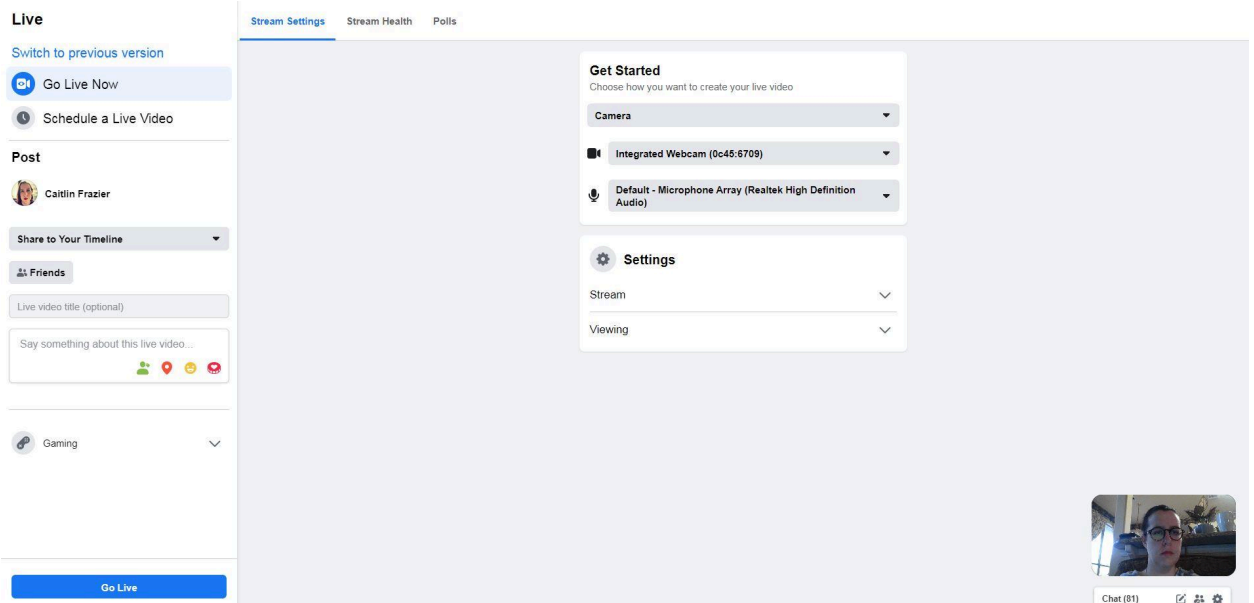
10. When you're done with the stream, hit the "end broadcast" button in the bottom left. The video will automatically archive to the page, or you can choose to delete it..

**From a computer using a Facebook profile:**

1. Navigate to your Facebook profile. In the box to create a new post, click "Live Video."  
**You'll need to be in Google Chrome for this to work.**



2. This will take you to the Live Producer page.



3. In the upper left, you can either “Go Live Now” or “Schedule a Live Video.”

## Live

[Switch to previous version](#)



Go Live Now



Schedule a Live Video

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4. On the left side, under “Post” you have some options. You can choose to share the Facebook live on your timeline, in a group, or to a page you manage. If you choose “share to a page I manage,” you will be redirected to the Live Producer interface for that page, similar to what’s described above under instructions for [streaming a Facebook live from a page](#).

If you are sharing the stream on your timeline, you can choose which group to show it to. If you want as many people as possible to see the stream, change the setting to “public.”


In the box that says “Live video title,” write something simple and descriptive. In the box that says “Say something about this live video,” write text that will seem inviting, describe what you’ll be talking about, and include any links that will be necessary. So you might say “I’m live now to talk about what’s happening at the church, how long we’ll be shut down and what our plans are. I’m including a link to my letter to the parish. [LINK]”

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**Post**





 **Caitlin Frazier**

Share to Your Timeline ▼

 Friends

Live video title (optional)

Say something about this live video...

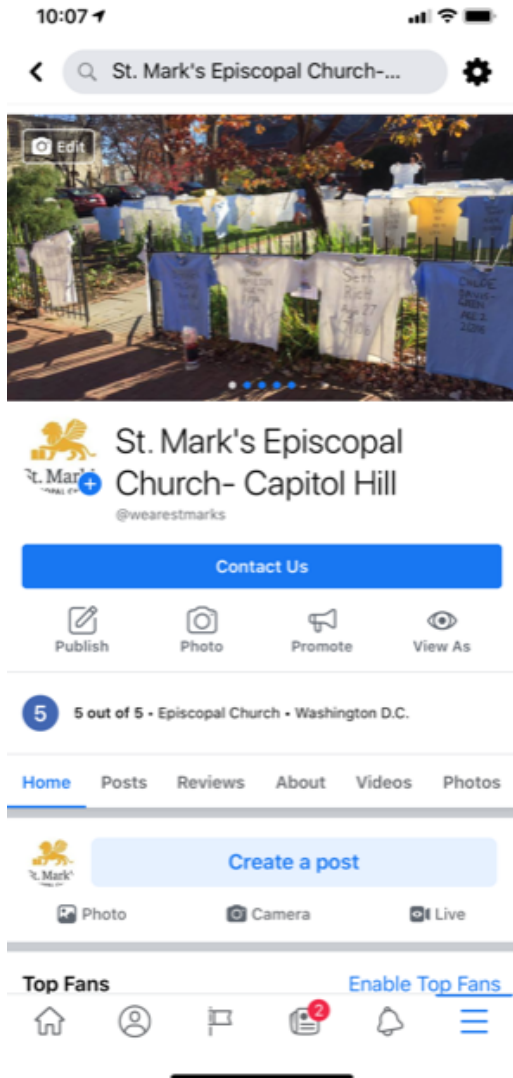
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5. With all that filled in, you're ready to go live. Hit the blue button in the lower left corner that says "Go Live." It takes a few seconds for the next screen to appear, but you should assume that you're live from the moment that you hit the blue button. There is really only a one second delay. Make sure your video and audio quality is good.
6. Once you are live you will see reactions and comments on the left side of the screen. You can also add comments using the box in the bottom left.
7. When your livestream is over, click the red button to end the stream. The live video will show up on your profile, but you will no longer be live. You can also choose to delete the video on your profile.

**From a phone using a Facebook page:**

1. Using the Facebook app, navigate to the page you want to livestream from. Make sure you're an admin of the page. You'll need to be assigned a role as an editor or administrator. Under "Create post," select "Live."





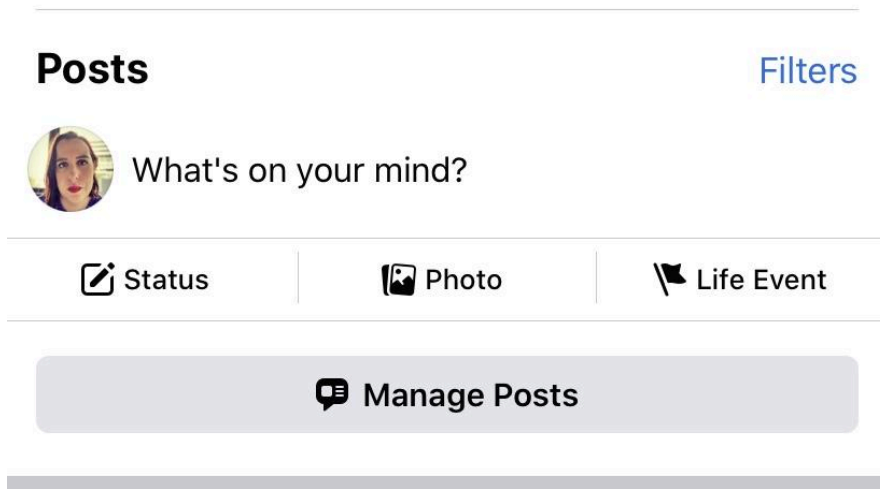
2. That will bring you to this preview screen. In the upper left you can reverse the camera, brighten the background, and adjust the privacy. In the “Tap to add a description” box, write text that will seem inviting, describe what you’ll be talking about, and include any links that will be necessary. It’s important to remember that you’ll be going live as the page, so introduce yourself. So you might say “This is Caitlin Frazier. I’m a member of St. Mark’s. I’m live now to talk about what’s happening at the church, how long we’ll be shut down and what our plans are. I’m including a link to the latest resources in our area. [LINK]”



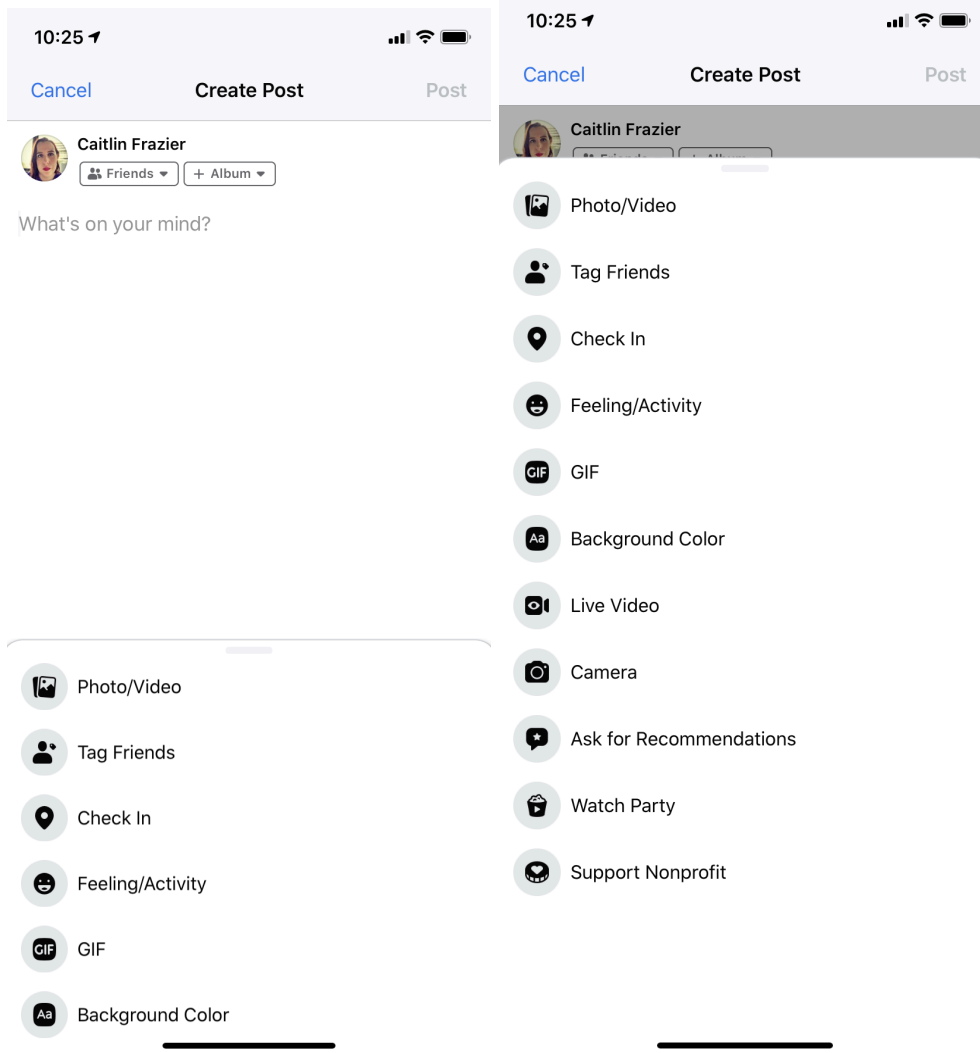
3. Click “Start Live Video” to begin the Facebook Live. It takes a few seconds for the next screen to appear, but you should assume that you’re live from the moment that you hit the blue button. There is really only a one second delay. Make sure your video and audio quality is good.
4. Now you’re live! From the next screen you’ll be able to see comments and reactions (likes, hearts, etc.) from people watching the stream.
5. When you’re done, hit the button that says “Finish” to end the broadcast. The video will still appear on the page for others to watch after it’s no longer live.

**From a phone using a Facebook profile:**

1. Using the Facebook app, navigate to your profile. Scroll down to the box where you create posts, the one that says “What’s on your mind?”



2. Click into that box. You’ll see the next screen. From here you can choose your audience restrictions (friends, public, or other). Scroll down in the post options and you’ll see “Live video.”



3. Click into “Live Video” and you’ll be in the preview screen. In the upper left you can reverse the camera, brighten the background, and adjust the privacy. In the “Tap to add a description” box, write text that will seem inviting, describe what you’ll be talking about, and include any links that will be necessary. So you might say “I’m live now to talk about what’s happening at the church, how long we’ll be shut down and what our plans are. I’m including a link to the latest resources in our area. [LINK]”



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