

Why You Shouldn't Be Afraid of Facebook Live

How To Facebook Live

1. Download the Pages Manager app (if you are on Facebook Business Manager)
2. Using the Pages app, go to the Facebook page you want to go live from.
3. Click the 'Live' icon at the top of the page. **(Best to hold phone horizontally!)**
4. Write a brief description explaining your live video under "Describe your live video..." This will appear as the text above your video letting readers know what they're watching.
5. Click 'Go Live' to begin.

>> Read more: [Facebook portal for live video streaming](#)



Why Facebook Live?

- **Facebook loves it:** Live video is currently being prioritized in the News Feed meaning more people will see it. It's an opportunity for us to expand our reach, grow our Facebook audience and sharing engaging content with our followers
- **Switches things up:** Sharing a live video helps to diversify our Facebook content from the constant stream of link posts. It will improve the reach of your page.
- **Local, local, local:** This is a chance for us to share content readers might not be able to get anywhere else. Go to local farmer's market, parade, protest, town hall, etc.
- **You can add it to your stories:** Embed the Facebook Live into an article for a livestream breaking news alert or to generate search traffic.

Facebook Live Examples & Tips From The Field

Karen Wall, New Jersey

Toms River Halloween Parade: [Watch live video](#)

28,000 views | 620 reactions | 630 comments | 136 shares | 1 hr, 32 mins



→ **Practice ahead of time.**

Typically Facebook Live turns on in selfie mode, which caught me off-guard when it happened.

→ **Be prepared to adjust your planned broadcast.**

I had planned to do the Halloween Parade in snippets, but realized it was getting a huge audience from people who were unable to be there, so I kept streaming -- for more than 2 hours, I think. I was grateful that my phone battery held up, but I carry a backup power source now in case I'm going live for a lengthy period.

→ **Respond to commenters if you're in a position to do so.**

It can be difficult, but I definitely got positive feedback.

→ **If you're covering a controversial event, be prepared for negative responses.**

I did some Facebook Live from the Women's March in Asbury Park and because of what it was, there were some seriously vicious comments.

Elizabeth Janney, Maryland

Memorial for two deputies killed in line of duty on one-year anniversary of their murders, near the scene of the shootings. [Watch live video.](#)

8,300 views | 71 shares | 61 comments



- **Publish the article first in the CMS** so when the broadcast is going you can embed or have someone at a computer embed the Facebook Live into the post.
- **Consider the event, timing and traction.** For the deputy memorial, I used Facebook Live because the event was important to the community and coverage of the murders got lots of PVs. Since most people probably could not attend the ceremony because it was in the middle of the work day, it made sense to record it for them. In addition to choosing things people may not be able to go to themselves, it could be fruitful to use Facebook Live for weather, to show things to the audience that they cannot get out to see that are exciting to look at, rather than just people speaking. Facebook recently gave [shout-outs to local media](#) for their weather coverage using Facebook Live.
- **Use a tripod for some of the recording.** The phone tripod is good for recording long speakers, so you won't have to hold the phone. My hands got tired/cold so it is a good way to give them a break. If there are 30 mph winds, tripod may not work.
- **Be flexible and be mobile.** People increasingly tuned in when there was movement or music, I noticed during [this](#) broadcast and [another](#) I did over the weekend. In future Facebook Live posts, I would consider speaking to the audience if appropriate to get even more engagement.
- **Bring a battery charger or extra power supply.** My phone died during the February recording despite being fully charged. By some miracle, it was at a natural stopping point.

Joe Vince/Patrick Martin, Illinois

Protesters moon Trump Tower in Chicago: [Watch live video](#) | [Read the article](#)

13,000 views | 234 reactions | 335 comments | 115 shares



→ **Three's Company: Facebook Live videos work best as a three-person operation:**

- ◆ one person in front of camera/doing interviews
- ◆ one person working the camera/tech support/communication with viewers and "home base"
- ◆ one person at a "home base" laptop overseeing the whole package/making sure videos are embedded in stories/updating the editors on the ground of other developments/providing more information to the coverage.

It's also best to have two people in the field covering an event for safety reasons. Editors are in vulnerable positions recording solo. Good to have another pair of eyes watching your back to make sure you don't trip while walking backward and recording. Also, depending on how volatile the situation, it's good to have a "buddy" in case an editor runs into issues with law enforcement during a protest or similar news event.

→ **The Hold Steady:** The most important thing to do in a Facebook Live video is to keep the image steady. No one wants to see your iPhone remake of *The Blair Witch Project*. Double clutch your phone to keep shaking to a minimum. Make sure to move slowly, especially if you're doing a panning shot.

→ **What's Facebook Live-worthy?:** When choosing events to cover with Facebook Live, look for these elements:

- ◆ **Behind the scenes/backstage/on the ground/all access:** Give the viewer a chance to experience an event vicariously through your video. [The Women's March video](#) did well because it put people who couldn't attend the event in the

middle of the action. Know the communities you cover to experiment with this type of video. Maybe tour the local farmers market on its opening day. Or follow a couple kids going on rides at your town's big fair.

- ◆ **Communal/shared experience:** Much like going behind the scenes, viewers also enjoy being part of a large event or experience. Christmas tree lightings or community ceremonies can work.
- ◆ **Continuous stream for drop-ins:** The longer you film, the more opportunities you create for viewers to drop in to see what's going on. Again, [the Women's March](#) is a good example of that. A viewer didn't need to be there from the beginning. He or she could pop in, watch for a bit, pop out and then pop back in again later.
- ◆ **The unexpected:** One of the biggest responses to a Facebook Live video I was involved with was covering [the Trump Tower mooning protest](#). Along with people chiming in with their opinions about such a protest, there also was the anticipation. Would there be arrests? Would they catch a glimpse of a naked butt cheek? What's going to happen next?

→ **Yakety-Yak, Do Talk Back:** Facebook Live lets you read comments as your film. Don't be shy about answering questions, correcting a commenter's misinformation or even letting a comment help guide your coverage.

Also, don't hesitate to provide commentary and context to what you're filming. There will be times where you'll want the images to speak for themselves, and times when you'll need to underscore what's going on. Be conversational and don't feel self conscious that to strangers on the street you appear to be some weirdo walking backwards with an iPhone in front of your face talking to yourself. [Check out Facebook Live videos by Patch editor Patrick Martin](#) for examples of someone who makes engaging viewers look effortless.

→ **Right Tools for the Job:** You can do perfectly fine Facebook Live videos with just an iPhone. However, there are a few tools that can improve your videos and make the process easier:

- ◆ **Gimbal and/or tripod:** These are great tools to keep your video steady. A simple tripod with an iPhone attachment allows you to get some height on your videos for a bird's eye view. Good for crowd shots. A gimbal can be pricey, but it's a great way to capture smooth, properly oriented images.
- ◆ **Microphone:** Great for making sure the audio of your interview doesn't get lost underneath background noise. This also gives you freedom to interview someone but capture images that aren't connected to the person talking. Also, people take you more seriously if you're sporting a microphone when you interview them with your phone.

- ◆ **Battery backup:** First law of Facebook Live thermodynamics: Your phone will run out of juice just when things get interesting. Having a case with a battery backup can help you avoid that problem. Although you still might need to hijack a bank ATM's electrical outlet in a pinch.
- **BONUS: Be Prepared:** Any editor covering a live event has to go with the flow and go where the story takes you. But a bit of preparation before going Facebook Live can make improvising on the fly a lot less stressful. Here's a checklist:
 - **Make sure your phone is fully charged:** Has this been stressed enough?
 - **Check in with "home base":** Make sure you're on the same page with the editor who will be embedding your video into a Patch article and providing you editorial and technical guidance. "Home base" editors: Make sure your communication with the field editor is essential. Constant texting (only text, *NEVER CALL* during a Facebook Live video) can be distracting. Trust your colleague. I've been lucky to work both sides of the equation with editors — Patrick Martin and Shannon Antinori — who know how to strike that balance.
 - **Choose the Patch Facebook page with the most followers:** That might seem odd at first, but it's going to maximize your audience in the long run. Also, there's nothing stopping you from sharing with other Patch Facebook sites.
 - **Spread the word before you go live:** Make sure to send email and social media alerts an hour to a half hour before going live.
 - **Pockets are your friends:** Don't bog yourself down with a lot of equipment if you're on your own, but make sure you have things like pen, mechanical pencil (when it rains), notepad, phone charger cord, etc.
 - **Do a test run:** Technical glitches will happen, but you can try to avoid some of them by doing a dry run 15 minutes before going live. You can use your personal Facebook account or the Patch page to do a brief introductory video that's really just a test of your equipment so that you're certain your frame's vertical and that you've got signal strength to stream.

Renee Schiavone, California

Breaking news scene - Big rig chase: [Watch live video](#)

6,700 views | 186 reactions | 72 comments | 62 shares



- **Real-time:** When I saw that it was headed my way, I got in my car. It just so happened to end about 15 minutes from my house, and since all the TV stations had cut their coverage when it was over, I kept mine going via FB Live.
- **Sound quality:** It doesn't have the best audio, and this experience taught me that I should invest in some sort of a mic/wind guard.