

# Rethink Talks Operational Handbook

Every Saturday at 8 PM, Rethink conducts a Facebook Live session with someone who has achieved a particular opportunity. The idea is to briefly discuss the opportunity and the speaker's experience for 20 minutes.

This document has been created to help you organise a fb live sessions as a part of Rethink Talks.

Please read the note to the organiser to get an overview of tasks.

[Rethink Facebook Page](#)

[Rethink Twitter Account](#)

[Rethink Wiki on Opportunities](#)

[Rethink Wiki on People](#)

[Rethink 𐤀𐤊𐤍𐤐𐤔 \(Medium\)](#)

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## Note to the Organiser

This document has been created assuming you are familiar with organising Facebook Live sessions. However, relevant handbooks and **references** have been included below to help you with the nuances.

A **weekly timeline** has also been included to ensure you are on track. The timeline will also serve as an operational checklist.

A [Troubleshooting](#) section with typical issues and solutions to them has also been included at the end of the document. Do ensure you read through them to prepare yourself better.

If you require any login credentials or have any queries, you can contact [Arya](#).

Best wishes!

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## References

This guide document has been written assuming that you already know few basics. However, here are few links and resources to help you if you get lost in between.

1. To set up facebook live, you can use the [FB live handbook](#)
2. [Giving editor access to someone on FB page](#)
3. [Creating poster on canva.com](#)
4. [Writing on medium.com](#)
5. [Adding your story to Rethink Publication](#)
6. [Scheduling emails using Streak](#)
7. [Sending custom emails to participants using Streak](#)
8. [Creating new Wiki Page](#)
9. [Creating custom bitly link](#)
10. When you share the google doc for the speaker's wiki, ensure that you set doc permission to: "Anyone with link can edit"

## Timeline

You must reach out to potential speakers for the next month's live sessions during the last week of this month. Best case scenario would be confirming the schedule for the next month during the last week of the previous month.

| Day of Week | Tasks you must complete                                                                                                                                                                                                                                                                                                                                     | Email to be sent                                                                        |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Sunday      | --                                                                                                                                                                                                                                                                                                                                                          | --                                                                                      |
| Monday      | <ol style="list-style-type: none"><li>1. <a href="#">Confirm schedule for the month</a></li><li>2. <a href="#">Publish schedule on wiki page</a></li></ol>                                                                                                                                                                                                  | <a href="#">Request for FB Live session</a>                                             |
| Tuesday     | <ol style="list-style-type: none"><li>1. <a href="#">Complete wiki page for the opportunity and speaker</a></li></ol>                                                                                                                                                                                                                                       | --                                                                                      |
| Wednesday   | <ol style="list-style-type: none"><li>1. <a href="#">Give Rethink FB page 'Editor access' to speaker of the week</a></li><li>2. <a href="#">Create talking points for speaker</a></li><li>3. Create google doc for speaker's wiki page</li><li>4. Send email to speaker sharing above details</li></ol>                                                     | <a href="#">Live details to speaker</a>                                                 |
| Thursday    | <ol style="list-style-type: none"><li>1. Create bitly link for the speaker's Wiki to include in poster</li><li>2. <a href="#">Create poster for live session on canva.com</a></li><li>3. Share update email with speaker</li><li>4. Introduce speaker to Rethink Whatsapp Group</li></ol>                                                                   | <a href="#">Update email to speaker</a>                                                 |
| Friday      | <ol style="list-style-type: none"><li>1. <a href="#">Share news on social media (FB + twitter)</a></li><li>2. <a href="#">Publish blog on Rethinktalks</a></li><li>3. Send email to existing audience</li><li>4. Send email to new participants</li></ol>                                                                                                   | <a href="#">Email to existing audience</a><br><a href="#">Email to new participants</a> |
| Saturday    | <ol style="list-style-type: none"><li>1. Send reminder email to speaker at 7:00 PM</li><li>2. Contact speaker before live at around 7:30 PM</li><li>3. Establish connection on whatsapp and keep chat alive throughout the session</li><li>4. <a href="#">Be present for the live session</a></li><li>5. Thank speaker for live session and close</li></ol> | <a href="#">Reminder email to speaker</a>                                               |

## Confirming the schedule for an entire month

Confirming the entire schedule for the month well in advance will help you focus on the operational tasks..

There are two important points to keep in mind while selecting your opportunity/speaker for the week.

1. Who is your audience? Which opportunity would they benefit most from? If the application is open for a great opportunity, try to feature that opportunity.
2. Once you decide on the opportunity, find the most suitable person to represent the opportunity. This is usually someone who has reaped most of the benefits from it, a previous winner. When you have to choose from multiple winners, go for the person who you feel might be ideal to talk about it.

### **Operations**

1. Fix a rough schedule for the month
2. Reach out to each speaker with proposed date and details
3. Confirm all speakers for the month
4. Publish the confirmed schedule on Rethink wiki

## Resources

1. Rethink wiki to publish Rethink Talks schedule - [https://wiki.rethinkfoundation.in/Live\\_Series](https://wiki.rethinkfoundation.in/Live_Series)
2. Email draft - Requesting speaker to do FB live

*SUB: Facebook Live session with Rethink on {{Date}}, Saturday, 8PM*

Hello {{First Name}},

{{Introduction/Greeting}}

I'm writing in to ask for a favor.

I'm currently working at [Rethink](#), a non-profit organization working towards democratizing opportunities and making information about them accessible to all. We do this by creating a [Wikipedia of opportunities](#), [people](#) who have achieved them and through FB live sessions with previous winners every Saturday at 8 PM.

You can take a look at our past live videos to understand better

1. [Live with Aparna. WeTech Qualcomm Global Scholar 2015](#)
2. [Live with Praveen Sridhar, winner of IBM OpenPOWER Developer Challenge 2016](#)

As a previous participant of {{opportunity}}, we would love to feature you for our live session. You can look to share your {{opportunity}} experience for 15 minutes and take questions thereafter.

**Date:** {{Date}}

**Day:** Saturday

**Time:** 8 PM

Do let me know if this works for you. Thanks :)

## Preparing for the live session

You will need to create the following for the live session:

1. Wiki page of the opportunity
2. Talking points for the live session
3. Wiki page of the speaker
4. Poster
5. Blog post for the live
6. Social media posts for the live
7. Email drafts to invite participants for the live session

### Operations

1. Do your research on the opportunity and create the wiki for the opportunity.
2. Create talking points for the speaker
3. Create wiki page of the speaker (Use information from Speaker's public profiles for the basic wiki. Take information from the speaker to complete their profile)
4. Create poster for the FB live on canva
  - a. Duplicate the poster template on canva
  - b. Alter details of the speaker (Name, description, image)
  - c. Alter date of FB live.
  - d. Create bitly link for the wiki of speaker and insert the link. (bitly link format should be bit.ly/fullname, all in small letters since bitly links are case sensitive. Example: bit.ly/amritanair)
5. Create blog post on medium for the talk
6. Create and schedule facebook and twitter posts for the live session
7. Create and schedule email to participants

## Resources

### 1. Guide to creating the opportunity and people wiki:

[https://wiki.rethinkfoundation.in/Wiki\\_Resources](https://wiki.rethinkfoundation.in/Wiki_Resources)

### 2. Creating talking points

Once you create the wiki for the opportunity, you will understand which areas the speaker should touch upon for maximum impact.

Example of talking points below:

#### Talking points shared with Amrita Nair, RGSOC intern for her live session.

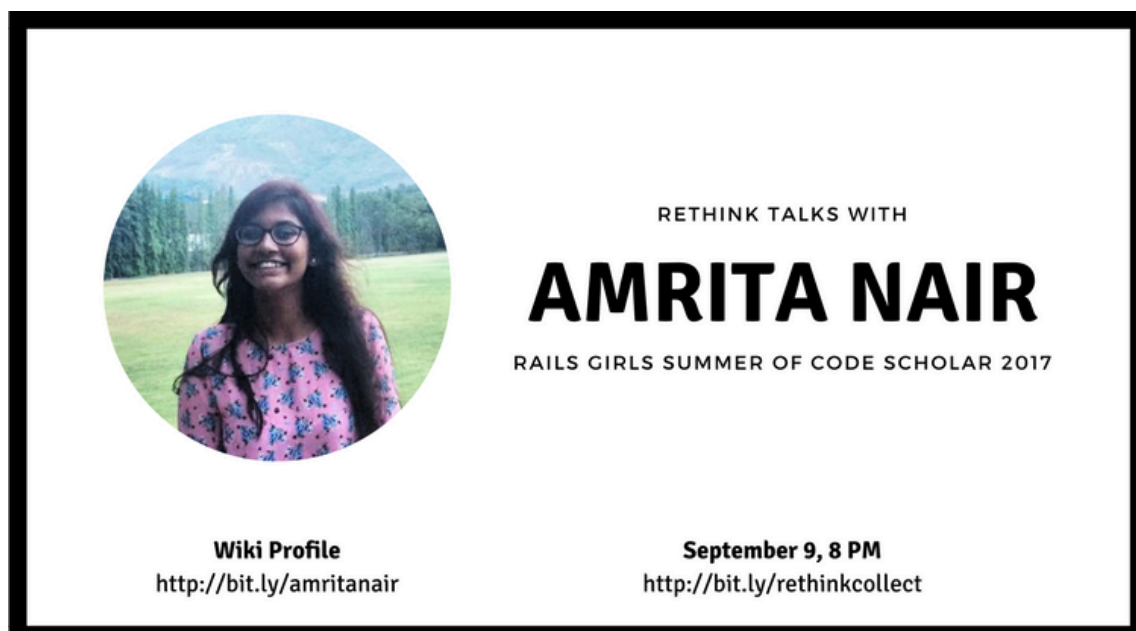
1. About you, What are you doing currently?
2. How did you know about RGSOC?
3. Why did you decide to apply for RGSOC?
4. What are the requirements to get selected to RGSOC?
5. How did you go about the application process?
6. Did you get selected the first time you applied?
7. Impact that the scholarship has created in your life?
8. Your learning from the program?
9. Who is RGSOC apt for?
10. If someone is to prepare for RGSOC, how must they go about it?
11. Message to RGSOC aspirants

### 3. Get login credential to [Canva](#) from Arya or Aby so that you can edit the poster template.

Quick canva tutorial: <https://www.youtube.com/watch?v=XqYti78riU8>

Creating custom bitly link: <https://bitly.com/blog/bitly-basics-bitlinks/>

Sample Poster below:



4. **Write the Medium Blog post and publish to Rethink** [📝📧](#)
- a. Sample template for blog post - [#Rethinktalks with Amrita](#)
  - b. [How to add your story to Rethink Publication](#)
5. **[FB post](#) and [tweet](#) samples.**
6. **Email draft for new participants**

*Sub: #Rethinktalks with Amrita, RGSOC Intern tomorrow at 8 PM*

Hello {{first name}},

Glad to e-meet you. {{personal introduction}}

I'm writing to you to let you know about something interesting I'm trying to do at Rethink. When I was in college, I missed out on a lot of opportunities because I simply did not know about it. I often felt that if only I knew relatable people who have been there, done that, I would believe much more in myself.

Time and again, I have met with a lot of students who feel the same way. I'm trying to solve this by providing visibility to people who have utilized opportunities to build skills and go places.

What I have in mind, is a **Live talk series** with such people **every Saturday at 8 PM**. Similar to a TV series, except that it's on Facebook.

These are our previous live sessions you might want to checkout:

1. [Live with Aparna. WeTech Qualcomm Global Scholar 2015](#)
2. [Live with Praveen Sridhar, winner of IBM OpenPOWER Developer Challenge 2016](#)

This week we have someone you might love to talk to - **Aswin Shibu Abraham**, participant of Startup Chile. Aswin was the CEO and Co-founder of Sous Chef, a kitchen automation hardware startup. He was a participant of [Startup Chile](#), an initiative of the Chilean Government, as a part of which he received equity-free funding of 30K USD and mentoring to grow his startup.

**The live session will be happening [here](#) on 26th August, Saturday, 8 PM.**

If you have any questions for Aswin, feel free to post them [here](#) and I'll make sure he addresses them in his talk.

Do tune in and let me know how the live session went.

I'd love to hear from you.

Cheers,  
Arya



## 7. Email draft for existing participants

*Sub: #Rethinktalks with Amrita, RGSOC Intern tomorrow at 8 PM*

Hello {{First Name}},

Here's Jibin's video on Next Big Idea contest in case you missed out: [Jibin's FB live session](#)

Btw, NBI applications close on September 15. Do apply if you are interested.

Wiki on [Next Big Idea Contest](#)

We have Amrita Nair joining us this Saturday at 8 PM for the live session. Amrita's team is one of the 20 teams selected for [Rails Girls Summer of Code](#).

If you have any questions for her, you may post them here: [bit.ly/ama-amritanair](http://bit.ly/ama-amritanair)

Do tune in here [bit.ly/rethinkcollect](http://bit.ly/rethinkcollect) and let me know how you like the video :)

Cheers!

## Preparing your speaker for the live session

Most of your speakers might be first time live users and might not be familiar with going about the FB live. Be friendly to your speaker and offer to help and support them before and during the live. Try to keep the communication to emails and keep in mind that your key objective is to make the speaker comfortable.

### Operations

#### 1. Step 1

After Speaker agrees to do live, give the speaker **editor access** to Rethink FB page and Share the following:

- a. Confirmed time, date
- b. Duration, Talking points
- c. Live Handbook
- d. Document to create their wiki page/minimal wiki of theirs

#### 2. Step 2

Share

- a. Wiki page of speaker
- b. Poster of live
- c. About Rethink circle and adding them to the whatsapp community

Add the speaker to the Rethink circle whatsapp group and introduce to all.

#### 3. Step 3

Send reminder email to the speaker 1 hour before the live, i.e at 7 PM.

#### 4. Step 4

Message speaker 30 minutes before live session and ensure all is well. Make them comfortable and brief about best practices for the live session.

#### 5. Step 5

Keep a whatsapp chat alive during the live.

#### 6. Step 6

Speak to the speaker post the live, take feedback and thank them for their time.

## Resources

### 1. Step 1 email draft

Here's how you can give editor access to your speaker -

<https://m.facebook.com/help/187316341316631>

When you share the google doc for the speaker's wiki, ensure that you set doc permission to:  
"Anyone with link can edit"

Good Morning Amrita,

Thanks for offering to do the FB live.

Confirming 8 PM, this Saturday - September 9. The live session can last for 20 minutes. In the first 15 minutes, you can share your experience and take questions thereafter.

We will have a wiki page similar to [this](#) to cover all the basic details about RGSOC.

You can cover these points but feel free to add whatever you feel is necessary.

1. About you, What are you doing currently?
2. How did you know about RGSOC?
3. Why did you decide to apply for RGSOC?
4. What are the requirements to get selected to RGSOC?
5. How did you go about the application process?
6. Did you get selected the first time you applied?
7. Impact that the scholarship has created in your life?
8. Your learning from the program?
9. Who is RGSOC apt for?
10. If someone is to prepare for RGSOC, how must they go about it?
11. Message to RGSOC aspirants

Not to fuss if this is your first live experience. It sure will be fun :) Here is a [live handbook](#) to refer to and [here](#) are some best practices that you can follow to ensure your live session is great.

I have given you editor access to the Rethink FB page (You will have to accept the invitation). I recommend that you try going live from the page before hand to ensure that everything is in place.

We also create a wiki page for each person doing a live session with us. This is [Praveen's wiki page](#). This is how we will be creating yours as well.

PFA a google document that you can fill up and I'll get it converted to a wiki :) (If you are busy, you can fill up just the Bio section for now and we can cover the rest later)

[Amrita Nair](#)

Also, do share an image of yours for the poster. Thanks, Amrita :)

## Step 2 email draft

Hello Amrita,

I've created a wiki page for you: [https://wiki.rethinkfoundation.in/Amrita\\_Nair](https://wiki.rethinkfoundation.in/Amrita_Nair)

Do let me know if you would require any changes.

I shall also introduce you to our Rethink Community on Whatsapp. Trust this is fine by you.

Also, PFA the poster.

Thanks :)

## 2. Step 3 email draft (Reminder email to go out at 7 PM on the day of live)

Hello Amrita,

Trust you were able to test out going live from the page.

Here is a [live handbook](#) in case you need it.

We have typically seen that audience tune into the session 2-5 minutes after it starts. So you can look to introduce yourself in the beginning for 5 minutes. Then go on to sharing your experience for another 10 minutes and take questions thereafter.

Since our target audience is the youth in Kerala, it would be great if you could speak in Malayalam.

Throughout the live session, we can look to having a WhatsApp chat open so that I can convey any offline questions/pointers to you.

If you need anything else, I'll be around for help over email, call or WhatsApp at 9400126688.

Rock on :)

## 3. Step 4 - [Best practices blog](#) and [FB live Handbook](#)

## When the live session happens

As the speaker goes live, you need to do the following:

1. Check title of the live video and edit it as below:

Amrita sharing all about Rails Girls Summer of Code!

Wiki on Amrita: [https://wiki.rethinkfoundation.in/Amrita\\_Nair](https://wiki.rethinkfoundation.in/Amrita_Nair)

Wiki on RGSOC: [https://wiki.rethinkfoundation.in/Rails\\_Girls\\_Summer\\_of\\_Code](https://wiki.rethinkfoundation.in/Rails_Girls_Summer_of_Code)

2. Share the live video on Facebook
3. Copy url of the video and share in Rethink Circle whatsapp group and other groups.
4. Be available throughout the live and guide the speaker.
5. Ensure that live video doesn't extend beyond 30 minutes.

# Troubleshooting

Prevention is always better than cure. At least 2 hours before the live session, ensure that the speaker can go live from the Rethink FB page. Encourage the speaker to check their internet connectivity is sound before the live.

It is best to prepare yourselves to tackle the following issues

## **Speaker cannot see the Go Live option on FB page**

1. Check if they have been given 'Editor access'. Confirm that the speaker has accepted your invitation to become the Editor.
2. Ensure the browser they are using is NOT Firefox or Opera. Live streaming works good on Google Chrome.
3. Use facebook app on mobile phone as backup.

## **Speaker is late for FB Live**

1. Do not panic
2. Post on facebook, twitter about the delay in live session

## **Speaker is unable to make it for FB Live (Last minute emergency)**

1. Do not panic
2. Post on facebook, twitter about the live session being cancelled
3. You can also look to go live, say hi to your audience, inform them that the program is cancelled.

## **Live session continues after 30 minutes**

To notify the speaker that it's time to close, you can ping the speaker on the whatsapp chat and also comment "Thanks for the live session. Do you have any closing thoughts?" on the live video.