



FB LIVES: WEEKLY PROCESS

STRIDE SERVICES

STEP-BY-STEP FB LIVE PROCESS

FB PAGE INFO:

FB Page: <https://www.facebook.com/morganholmescpa>

(if you don't have access to the FB page, email Koree (koree@koreeritter.com) and she'll get you set up)

LinkedIn: <https://www.linkedin.com/company/hellostride/>

ZOOM INFO:

Email - hello@stride.services

Password - Kyb94104

WEEKLY PROCESS:

Leading Up to the FB Live:

1. The FB Live topic is defined, a presenter is assigned, and the date/time for the Live is set in this doc:
https://docs.google.com/document/d/161cfHAd2eYCKX9Jw9yFabWorLLyS1st4PnhM_5rU2Tk/edit#heading=h.7svkx0ve95j4
2. The assigned presenter adds a bulleted description in the doc linked above for his/her topic.
3. The preview and replay emails are written by Koree (using ChatGPT) based on the bulleted details.
 - a. All upcoming email copy will be saved here:
<https://docs.google.com/document/d/1jTg63S8nFHfvCAk7tHqX16T2GWK8rEh0XUi7BUJ8nZI/edit>
4. Preview and replay emails are uploaded/scheduled by Guen
 - a. Preview email will be sent the morning of (or the day before) the FB Live
 - b. Replay email will be sent the day after the FB Live
5. Guen will send out a meeting invite to the presenter + Becky, Casey, Koree, and Morgan
 - a. Meeting invite will include FB Live topic and Bulleted Notes from the doc linked above

The Day of the FB Live:

6. Preview email will automatically go out to the list in ActiveCampaign 2 hours before the FB Live takes place
7. **A the time of the live, the presenter will log in to the Stride Zoom account**



8. Once logged in, start a new Zoom meeting.
9. In the meeting controls section, hover over “More”
10. Hover over Live broadcasting, then click Live on Facebook.
 - a. Your default browser will open and you will be prompted to sign in to Facebook if you aren't already logged in. (When you log in, you should have access to the Morgan Holmes CPA Facebook Business Page)
11. Enter the details of the live stream:
 - a. Enter the title and description of your live stream.
 - b. Choose where to post the meeting or webinar.
 - c. Choose the visibility of the live stream.
 - d. Choose the resolution.
12. Click Go Live.
 - a. Zoom will load the live stream and redirect you to the Facebook Live page.
13. Record a 15 - 20 minute live video talking about the topic you've selected (or been assigned). Make sure you cover all of the bullet points listed in Step 1 above since that's the content we'll be using to populate the emails.
14. To end the live stream, do one of the following:
 - a. End the meeting in Zoom. .
 - b. In the meeting or webinar controls toolbar, click More, then click Stop live stream. On Facebook, you will see a message that indicates the live video has ended.

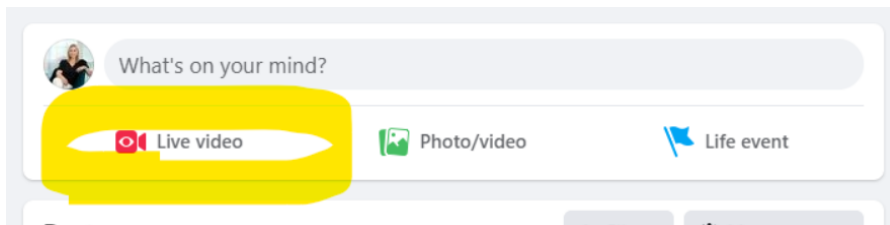
A Few Tips:

15. When you start the FB Live, make sure you welcome everyone. Even if there aren't many live attendees, we'll still send the replay out to anyone who wants to watch the recording. We'll also be posting these videos on YouTube to help boost search rankings. .
16. Make sure you introduce yourself — who you are and what your specialty (area of expertise) is.
17. Give a quick overview of Stride — who Stride is and what y'all do.
18. At the end of every FB Live, please encourage viewers to visit the website for more information. If they have any questions or want to chat further, they can send us a message through the Contact Us page or reach out directly via email.
19. Specific tips for live streaming from Zoom:
 - a. There is a processing time of approximately 20 seconds for Facebook Live, so participants watching on Facebook will see the same content approximately 20 seconds after participants watching on Zoom.

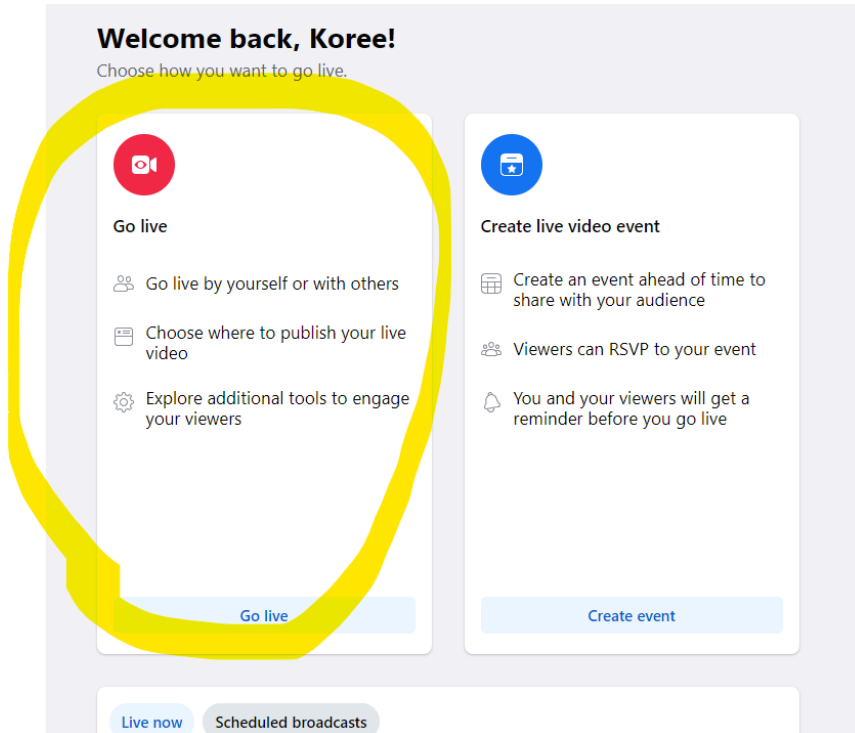
- b. If you have the Facebook window open on your computer, you will hear your audio play back to you approximately 20 seconds delayed. If you need to keep the Facebook window open to view and reply to comments, click the speaker icon at the bottom right of the live stream on the Facebook page to mute the video.
- c. You can change the meeting or webinar video layout to determine how participants watching on Facebook view your live stream.
 - i. Speaker view: Only the speaker's video will appear on the video window. If there are multiple speakers, the video window will switch between the speakers' videos.
 - ii. Gallery view: Any participant on Zoom will appear as a thumbnail display in a grid pattern if their video is on. If any participant's video is off, they will not show up for participants watching on Facebook.
 - iii. Note: We recommend using Gallery view if there are multiple speakers with their video on. (i.e. partnership marketing and/or co-hosted Live). If it's just a single presenter, Speaker View is preferred.

If You're Recording the Live Directly in Facebook:

- 20. At the time of the live, the presenter will log in to the Morgan Holmes CPA page using the login info above
- 21. Once logged in, go to the Profile Page.
- 22. On the Profile Page, click on the "Live Video" icon located below the "What's on your mind?" post prompt. See screenshot below)



- 23. This will open up the Live Video page, where you'll select "Go Live". See screenshot below.



24. On the FB Live Dashboard, make sure you do the following:

- Allow FB access to your camera and microphone
- Make sure you have the correct camera/microphone selected before you go live
- Select “Post to Timeline” and go live “Now”
- Check the video preview frame to make sure your camera is working properly
- Then, when you’re ready, select “Go Live” in the bottom left corner.

