

“I’m scared to go live!” My Top Tips for Going Live on Social Media

Frances: [00:00:00] Hi, I'm Frances, the Head Brain from The Social Brain, and today I'm asking some of the questions that were left by my close friends list. If you're not a close friends subscriber yet, you can't ask me any questions. But if you do become a close friends list completely and utterly free to join it means you get some exclusive content on my stories, such as asking questions, exclusive offers, and a little bit more behind the scenes and you know, all of that sort of stuff as well.

So, hello, welcome. Today I'm gonna be answering some of those close friends questions. I had quite a few but I found three that are all related to the same topic, and that is, funnily enough, live videos.

So this is live all about lives. We're gonna dive straight into it.

So number one is why can't I go live on both Facebook and Instagram?

And this is a really, really easy one for me to answer and something that you really need to remember if you are trying to go live on Facebook and Instagram at the same. They are separate platforms, [00:01:00] so they need separate microphones and separate cameras so that they can take that information and process it.

Because you'll see after this live has ended, it's going to collaborate or collaborate, is that the word, collate into a video and it's going to appear on my grid. And the same happens with Facebook. So if you go live on Facebook, again, it needs all of that information so that it can do its thing, , and, and go into the right format to go onto your Facebook page.

So my top tip here is if you want to go live on Facebook and Instagram, have two devices set up. So I use my laptop and then I line up the camera with my phone and my laptop so I can go both at the same time. Or just do one. You can always download your video from one platform and then post it natively on the other one, depending on what you prefer to do really, and how much time you have to dedicate to it.

So those are my recommendations there.

Number two is I'm worried about going live. What are your tips? This is something that is really, really common and something that I [00:02:00] really help my clients to get over when they have their coaching with me, their one-to-one coaching with me. Basically a live is like a video and you should treat it just like a video.

Same with reels. Every single piece of content that you have should have a beginning, a middle, and an end. And that's the same across all the board with captions, with video content, with carousel content. They all need a beginning, a middle, and an end. Okay, and that sounds really, really straightforward. So I'm gonna break down exactly what I mean by that.

So the beginning of your live should be a quick introduction. You do not want to be sitting there and waiting for people to come on. You don't want to be sitting there just like chilling, have a swig of your drink, that sort of stuff. You want to treat it like a video, like you've already got thousands and thousands of people watching. And the reason why that is, is because people want to be made to feel special. So if you are sitting there saying, I'm gonna wait for so and so to come on, and, and all of this sort of stuff, people are gonna [00:03:00] lose interest because they don't think they're important enough.

So that's my tip for introduction. Introduce yourself. Dive straight in. If you want to use a call to action during this part, particularly on Facebook to say, use the hashtag hashtag replay. If you are catching up on replay, then you can do that there as well, because that just helps to bump your engagement up over on Facebook.

Doesn't necessarily work on Instagram because it's just considered a hashtag and it's just considered a comments. You're better off just asking question and asking people to leave responses in the chat. Also remember that if you do go live on Instagram and people are commenting while you are live, you can't see those comments when you, when you stop the live.

Okay? So just be aware of that too. That's kind of something else that that's going on when it comes to comments on Instagram. So try and leave a general call to action so that people can comment afterwards, even if they didn't join you live.

The second is the middle. Okay? So this is the meaty bit.

This is why people have joined, and this is the value [00:04:00] part of the live. This is the, the question part of my live that I'm doing right now. The three

questions that I'm gonna be answering, okay? So you want to make sure that you stick to one topic because people have tuned in for that topic, and you wanna keep their attention going for as long as possible.

So keep it to the point, keep it down to one topic, so that people stay around and watch what you are talking about because that's really important. That's the reason why they've tuned in so they can get to know that information.

Try and keep it as concise as possible. I mean, a maximum amount of time that I probably would use for, for a live would be no longer than half an hour. If I've got a guest on that's slightly different but try and keep it to the point. Remember that you are valuing other people's time as well as your own so you want to make sure that it's as bite size so people can get that information and move on with that information.

The last part of a live is the ending, and here is where you put your call to action, what you want people to do after you have gone [00:05:00] live. For example, leave a comment if you have any insight on this live, send me a direct message if you want to join something particular, visit my website. Depending on what sales phase you are in, that's going to vary. But an easy way for a call to action is just to ask a question. Make sure that the response takes the the viewer less than three seconds, because generally, we're time poor right now.

So yeah, just try and make it a really, really snappy one. This or that is a good way, or yes or no, or drop your favorite emoji is another one that I use quite frequently. And those are my, that's my biggest tip in when it comes to live. It's just to make sure that you have a structure.

Now, as I said earlier, the lives are then collaborate, collaborated.

I dunno if I'm saying that right. They're constructed in to go onto your grid afterwards or your Facebook feed afterwards to try and make that content nice and evergreen so that the people who are watching later can come along and see you as well.

My third question from my close [00:06:00] friends list, and this is, why are you going live so much right now?

Now there are a few reasons why I'm going live. Firstly, to get my confidence back with going back to being live, having more faith in that technology.

Secondly, it's well known across the board that engagement is down right now. So it makes sense from a strategy point of view that I do what I can to nurture my current audience, the followers that I already have, excuse me, can see me a little bit more and get to know me a little bit more. Okay? So when it comes to nurturing your audience, the content types that you want to use on Instagram are lives and are stories, and that's because they're not immediately discoverable by people who aren't already following you. So as I go live, people will get notifications saying @thesocialbrain.uk is live, they're gonna join in if the topic is interesting enough for them and they're going to stay tuned. They're gonna get to know me a little bit more, and ultimately they're gonna [00:07:00] decide whether or not they want to work with me.

And that's exactly the same with stories, hashtags and stories don't work anymore, so there's no outreach there to people who aren't already following you. But they are really great piece for getting to know your audience directly and you can do that via the interactive stickers, the polls, the question boxes, the slidey thing all of those sorts of tools are there for you so you can get to know your audience a little bit more and they can get to know you a little bit more.

And that means when they're further on down the process, they are more likely going to buy from you because they, they know whether or not they like you. And it's easier to buy from somebody who you like and who you've got to know than somebody who you don't know at all and you just see popup in these random squares on Instagram and try and get a sale that way.

So that's the two reasons why I'm going live a little bit more often. Another reason is to do with interviewing other business owners. I want to give my audience the best value, so I'm inviting experts within their fields to come and join me live, to [00:08:00] give something more to my current audience.

And it also gives something more to their current audience. Their audience may not know me just yet, but by inviting them to come live, they get the same capabilities. So their profile will start telling their followers that they're live with me and then they have the opportunity to join in or to not. So it's just a kind of nice exercise while engagement is down across the board right now to get used to and to start really getting to know the people who are already following me.

So that's another reason why I'm going live so often. I think that's everything I have to say for this evening.

My next live and I'm very, very excited for this one. My guest for that one, is @heyitslaurajane, formerly known as Woah Dude Designs. Now, if you don't know her face, you do know her voice because her trending audios have been trending at least three or four times over the past couple of years.

And it's the audios, that she's [00:09:00] singing and it costs so much because it takes me effing hours and the one we don't owe you affordability. So I'm really, really excited to welcome Laura over on there and we are gonna be talking about the pros and cons of going viral because, you know, all of these things are double edged swords and we have to have both sides so we can make an informed decision.

Thank you so much if you joined me live. Thank you, thank you, thank you, thank you. Take care. Bye.