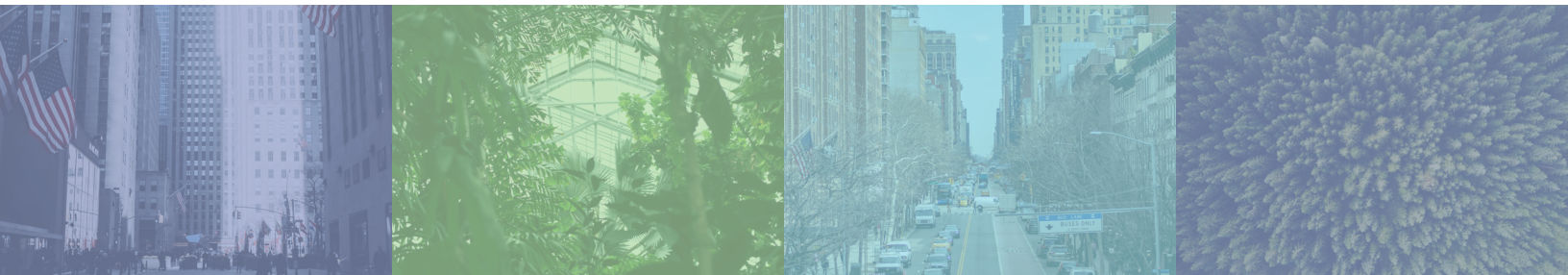




How to Set Up a Broadcast on Facebook for Earth Day

A Facebook Live broadcast can bring your community together by giving people a place to interact, even when many of us have to stay indoors. This quick guide will show you how to set up a live stream packed full of Earth-Day content for your community to enjoy.



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- 1** Release a broadcast schedule ahead of Earth Day, inviting people to tune in over the course of the day.
 - 2** Download “Open Broadcasting Software,” (OBS) a free program that can stream your desktop screen to the internet. [Link here.](#)
 - 3** Set up OBS to stream your desktop screen and audio. [Link here.](#)
 - 4** Optionally set up a webcam/microphone input if you will be including speakers or live Q&A. OBS can switch between the two.
 - 5** Set up a “Live Video” post from your Facebook Page. Your “encoder” is OBS, which gives you a link to feed into the Facebook Live post. [Link here.](#)
 - 6** Playing desktop video and audio will effectively share the Youtube videos with your audience, while the audience can interact with one another while chatting.
 - 7** You can share your microphone input without sharing your webcam, allowing you to take Q&As or interact without sharing webcam video.



Sample Earth Day Broadcast Schedule With Links

9:00-10:45 AM	<u>The History of Earth</u>
10:45-11:00 AM	<u>Climate Change Displacement TED Talk</u>
11:00-11:30 AM	<u>The Science of Climate Change</u>
11:30-12:00 PM	<u>Designing Healthy Communities</u>
12:00-12:30 PM	<u>The Story of Stuff</u>
12:30-12:45 PM	<u>Why it's Time for Donut Economics</u>
12:45-1:45 PM	<u>Years of Living Dangerously</u>

Ideas for Speaking Slots

If you have staff who are willing to record themselves, over the microphone or on screen, a Facebook Live stream is a great opportunity to share projects and “behind the scenes” information with your community.

- Remind audience of online library resources, such as [Hoopla Digital](#) if your library offers it.
- Remind audience of current surveys, voting opportunities
- Share sustainability program information. “Get to know” interviews with department staff
- Host Q&As, reading audience chat and respond
- Share book recommendations ([like this children's book on climate change](#)) or interesting “behind the scenes” information