
GETTING STARTED WITH LIVE VIDEO IS EASY

Your brand probably already has a presence on Facebook, which means no additional app to set up. It's also super easy to get started -- all you need is your smartphone.

LIVE USES FACEBOOK'S SOCIAL POWER

Facebook's Social Graph tells marketers a ton of demographic and behavioral information about our audiences, and Live lets us leverage that perfectly, generating that engagement data in real time. People get notified when their friends are watching a Live video, and users can invite others to watch with them. They can also jump in at any time while the video is streaming, using Facebook reactions and comments to engage with the video while also watching how other viewers are reacting.

Get Started by following the step by step process outlined below or [watch a video tutorial here](#).

FILMING YOUR LIVE VIDEO

Now that you're armed with compelling reasons to create a Facebook Live video and a plan of action, what do you need to actually create one? The simple list:

1. A Facebook business page.
2. A smartphone, laptop, or other recording device with access to the Facebook app, the Facebook Pages Manager app ([App Store](#) | [Google Play](#))
3. A strong internet connection

THE TOOLS YOU NEED TO GO LIVE

- 1) *CAMERA*
Facebook Live works with pretty much any device that's capable of accessing a Facebook app, so you can use your smartphone, tablet, or laptop.
- 2) *AUDIO:*
If you want to reduce shakiness of the video or improve the audio quality, you have a few options. Try using a tripod or selfie stick to keep the frame steadier -- this will also allow you to put your recording device closer to the action. Lavalier or directional microphones will vastly improve your audio quality for interviews and events.
- 3) *QUALITY:*
Always be aware of your surroundings. If you're filming inside, make sure your lighting works when you look at what your followers will be seeing. If you're outside, don't stand in front of the sun or cross back and forth from shade to sun

In terms of internet connection, you don't need to be on Wi-Fi to use Facebook Live, but it's the best choice. If you can't get Wi-Fi, then you need at least a 4G network connection to make it work.

HOW TO START YOUR FIRST LIVE VIDEO

4) *UPDATE YOUR STATUS* – “Join us for our Facebook Live event starting shortly! We’ll be discussing the current state of the economy, what it means for baby boomers, and how we can help during these difficult times.”

5) *ACCESS LIVE VIDEO*

- In the Pages Manager app, click “Publish” from your brand's page.
- On the following page, you’ll find an option at the bottom of your screen that says, “Add to your post.” Select this, and then click “Live Video.”
- If this is your first live video, Pages will request access to your camera and microphone. Click “OK” for both.

6) *WRITE YOUR DESCRIPTION*

This step is crucial! The description is the only thing your followers will see telling them what your video is, so it should be catchy, clear, and interesting.

7) *GO LIVE*

Once you’ve entered a bit of compelling copy, click the blue “Go Live.” A 3-second countdown timer will begin before you are actually live streaming. Facebook recommends you broadcast for **at least 10 minutes**.

You should also remember a few rules of Live video that you might not think of if you’re used to typically produced videos:

- Audience members could join you at any time. Make sure to occasionally welcome new viewers and give them a brief recap of what they’re watching
- Mistakes will happen during anything live! Just go with it and know that your audience also understands you’re live and things won’t be perfect – that’s part of the appeal of the medium, after all.

HOW TO STOP YOUR BROADCAST

When you’re finished with your broadcast, just hit “Finish.” Facebook will automatically prepare your video for posting. You’ll get a screen with a few options. You can post it to your wall, delete it, upload it in HD, or download it.