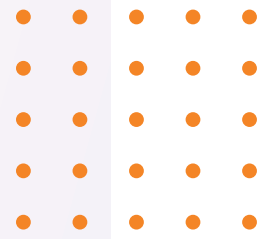




STEP-BY-STEP GUIDE TO FACEBOOK LIVE



— STEP 1

Let followers know the time of your Live to increase your reach.



— STEP 2

Make sure you're prepared to go live with a strong WiFi connection and proper lighting.



— STEP 3

Go to your Facebook News Feed and find the camcorder icon.



— STEP 4

Add a click-worthy description that is directive, actionable, and informs your audience what they can expect from watching your Live.



— STEP 5

If you're going live from a personal Facebook account, find the ellipsis in the lower right corner and make sure your privacy settings is set to "Public" so everyone can see your broadcast.



— STEP 6

Get in position and go Live!
CEA recommends going live for at least 10 minutes so you're able to repurpose the content on other social media channels.



— STEP 7

Press "Finish" when you're done broadcasting, Facebook will automatically prepare your video for posting. You'll have the option to post it to your wall, delete it, upload it in HD, or download it.

CEA recommends you posting the Facebook Live to your wall and pinning the post to the top of your feed!



— STEP 8

Once you've uploaded the your Facebook Live, go back and edit the video with a custom thumbnail, add closed-captions, and promote your video to anyone who was late to the party!