



Guidelines for Facebook Live

Please follow the steps below before broadcasting a Facebook Live video on your Biola-official Facebook account. All Facebook Lives will need approval from the Social Media office.

1. When to Use Facebook Live

- a. Facebook Lives (FB Live) are typically used for events, launches/announcements, panels, discussions, and/or responses to current events.
 - i. Events are most effective when there is a notable speaker to highlight. Otherwise, they are not usually as successful.
 - ii. Panels and discussions are best when they have an interesting topic to engage an audience, one that preferably relates to current events.
 - iii. Facebook livestreams can be more casual, personal and can break the fourth wall (the ability to look directly into the camera), but it is best to have engaging speakers as hosts.
- b. Identify your audience and the goal of your video, in order to determine the best approach.

2. How to Use Facebook Live

- a. First, determine your goals and audience of the FB Live.
- b. Second, brainstorm possible hosts, a location, topic and budget for a livestream on your Biola-official Facebook Page and draft a proposal for your content and livestream script. (Please note: content needs to be approved prior to scheduling the Facebook Live with the video team, which will require 2-6 weeks lead time. Livestreams will not be scheduled during Finals Week.)
- c. Next and with 48 hours in advance, **[contact the Social Media Specialist](#) about your Facebook Live idea, and share your proposal through email or a scheduled meeting.**
 - i. The Social Media Specialist is able to review only 2 livestreams per month, unless there is an emergency situation or if a topic is timely/trending.
 - ii. The Social Media Specialist will need to be present at your first Facebook Live. The time you determine for the Facebook Live will need to work with the Social Media Specialist's schedule and the video team.
- d. If your livestream is approved by the Social Media Specialist, contact your Account Executive to make arrangements, determine their availability and cost

for the EMC video team to film your Facebook Live. Please note: the video team require 2-6 weeks advance notice of any filming projects.

- i. All livestreams need to be captioned and audio captioned. The current estimated cost for live captioning is \$30/hour. Hiring a videographer to film the FB Live will include additional costs.
- e. Before the livestream, create a timeline for the video and a list of talking points. Send these to the Social Media Specialist for input and approval.
- f. After a greenlight is given, create a plan for promoting the livestream through Biola channels, depending on your desired audience (through social media accounts, advertisements around campus, etc.)
 - i. Draft the copy for the caption of the livestream post and send to the video team.
 - ii. If you have budget, consider contacting EMC's advertising team to discuss the possibility of posting social media advertisements.

3. Tips for a Successful Facebook Live

- a. Choose a space with good, natural lighting.
- b. Do a quick run through to make sure the equipment is working.
- c. Start the livestream with energy and be engaging. It is important to capture and keep your audience's attention throughout the FB Live.
- d. To increase engagement, consider inviting your viewers to ask questions in the comment section. Mention this throughout the broadcast.
 - i. If you use this feature, have another person monitoring the comments/questions and write them down to pass to you during Q&A.
 - ii. When answering questions, say the commenter's name before reading their question out loud (ex: "David has asked...")
- e. Determine a Call to Action at the end of the broadcast to point viewers to a website where they learn more or to where to continue their engagement.
- f. Best practices suggest broadcasts to be at least 30 minutes, in order to give Facebook time to draw in viewership since viewers can tune into the stream at any moment.
- g. If you do plan to have recurring livestream events, make sure to plan ahead and be consistent to avoid losing your potential audience.