

10 Tips for Better Facebook LIVE videos



1. KNOW YOUR PURPOSE - EDUCATIONAL OR ENTERTAINING

2. HAVE NOTES AT THE READY, TO STAY ON TRACK

3. POST CONSISTENTLY ON SCHEDULE, OR OFFER A 1-HOUR HEADS UP FOR WHEN YOU'LL BE POSTING

4. BEST TIMES TO POST - 1-3 PM - MOST OF FB'S ENGAGEMENT OCCURS BASED ON EST

5. OFFER SOMETHING OF VALUE TO YOUR FOLLOWERS, FOR FREE

6. SAVE AND SHARE YOUR VIDEO ON OTHER SOCIAL MEDIA PLATFORMS, INCLUDING YOUR BLOG.

7. MINIMIZE BACKGROUND NOISE AND ACTIVITY. ENSURE A SUFFICIENT INTERNET CONNECTION.

8. EITHER ADDRESS COMMENTS DURING THE VIDEO OR ANNOUNCE YOU'LL ADDRESS THEM AFTERWARDS

9. DO A PRACTICE VIDEO TO BECOME COMFORTABLE WITH THE PROCESS. CHOOSE "ONLY ME" FOR VIEWING GUIDELINES.

10. TRY TO KEEP IT BETWEEN 10-15 MINUTES IN LENGTH.