



Facebook Live Broadcasts

Facebook Live is a great option to use to enable your Project Healing Waters Fly Fishing program to meet remotely for instruction and education. This will give you the opportunity to broadcast step-by-step fly-tying instruction or fly-fishing education classes on your PHWFF Facebook Pages and Groups.

Facebook Live is a broadcast to the world, therefore it is imperative individuals participating in this are reminded to abide by the PHWFF Code of Conduct. Keep in mind that this clip will last forever. The last thing you want is to say something you didn't mean on a live stream that lands you, your program, or PHWFF in hot water.

If you have any questions about setting up a Facebook Live Broadcast on your PHWFF Facebook Page or Group, please contact us at media@projecthealingwaters.org

What is Facebook Live?

Facebook Live lets you broadcast video in real-time to your followers, as well as directly to an event page or group—all from your mobile phone (or tablet). As you broadcast, people tune in and engage with you through comments and likes! You can respond to these comments in real-time or answer them live via the video feed.

How to Get Started With Facebook Live?

Facebook Live broadcasts can only be hosted by PHWFF Facebook Page Admins with programs that cannot meet in-person. The way it works is simple, just head to your PHWFF Facebook page or group and instead of typing in text, look for the "Live Video" button. From there, you'll be prompted to enter a description. Before you "Go Live!" review the Facebook Live Best Practices.

Facebook Live Best Practices

Getting prepared

Make an Announcement

Build anticipation by making a post to your Facebook Page or Group in-advance of going live - you can also email your participants and volunteers to alert them about when to tune-in. Doing so lets your program know when you'll be broadcasting live. Facebook finds that a 24-hour advanced notices gets the best results.

Check Your Signal

If you have a weak cellular or wifi signal, your live video will be choppy or unavailable. So don't go live unless you have a strong signal.

Don't Skip the Description

Facebook Live asks you to create a description before hitting the "Go Live" button. Be sure to write a description that grabs your audience's attention and lets them know what to expect.

Engage With Commenters

You'll receive comments, likes, and questions from your audience during the broadcast - be sure to engage with them! After your live video is wrapped, don't forget to go back through and respond to commenters.

Longer is Better

If your broadcast is too short, you won't give people enough time to tune in. Facebook recommends being live for at least 10 minutes.

Setting up to go live

Set the Stage

Background noise can make or break a live video, and that means broadcasting live from a big event is perhaps not the best idea as viewers may not be able to hear what you're saying, negating the entire premise.

Be sure to scan your background to make sure there's nothing visible that might inadvertently compromise privacy or confidentiality. ***Just remember this clip will last forever***

Brace for the Worst, Hope for the Best

It's important to think through various worst-case scenarios ahead of time to prepare for "what if this happens"-moments. Anything can happen during a live broadcast, so we must anticipate the worst – as well as how they will potentially respond.

When you are fielding questions on Facebook Live, you only have a few seconds to come up with an answer. This process is far easier if you create a list of possible topics before you begin the video. This will help you answer and address potentially difficult situations with pre-prepared answers that still adhere to your program's voice and PHWFF policies. The last thing you want is to say something you didn't mean on a live stream that lands you, your program, or PHWFF in hot water.

Make a Plan

Taking a few minutes to decide what you want to talk about and what you want to highlight (like the fly you're going to tie). Making a plan works wonders. You don't need to write a formal script. However, having a general idea what you want to talk about makes things go smoothly.

Keep Practicing

You can take a dry run at any video before it goes live. By setting the privacy setting to "Only Me," you'll get to see your efforts before everyone else does.

Build Interest

Write a post to let everyone know when you're going live. Keep it short and catchy to build interest.

Pick the Right Spot

Facebook Live users will want to see and hear you clearly. Make sure you pick a spot to broadcast that is fairly quiet and free from distractions. Lots of background noise will interfere with your message.

Pick a Camera Position

Good preparation is the key to success. Decide whether you want to hold the phone yourself or have an employee hold it. You might want to consider a mount for a steady professional shot.

Use Call Forwarding

Avoiding distractions is the key here. Your personal phone calls can wait since you won't want to answer them during a broadcast anyway. Set up call forwarding to your Voicemail so you won't need to worry about this during the live broadcast.

Don't Forget to Check Your Connection

Don't let your great Facebook Live idea get cut short by a bad connection. If the 'Go Live' button on the app has gone gray, you need to get better signal.

Look Good

Preparing for a successful Facebook Live broadcast isn't just about the subject matter. You should take a few minutes to make sure you look good for your audience. Maybe you can even buy something new to wear or clean up your fly tying desk or office.

Write a Good Title

If you want your live stream on Facebook to get off on the right foot, you'll need to write a compelling title. Thinking along the lines of a title for a blog post or article helps. When people get notification about your live broadcast, this is the first thing they see.

Speak Clearly

Practicing your diction before you go live is important. You want to be casual and relaxed, but mumbling doesn't help you to sell your products or services.

Take Advantage of Both Cameras

Most of the smart phones you'll use for a Facebook Live broadcast have front and back cameras. Using both of them gives your audience a better overview. However, you need to speak a little louder when you're using the back camera.

Starting your Facebook Live Broadcast

Facebook Live is easily accessible from your iOS or Android device via the Facebook app. The way it works is simple: just head to your PHWFF Facebook page or group and instead of typing in text, look for the "Live Video" button. From there, you'll be prompted to enter a description.

STEP ONE: *Open your PHWFF Facebook Page or Group on your mobile device via the Facebook app. Select: Create Post. Be sure you have set the stage, created a plan, done a quick practice, and have a strong internet connection before starting!*



STEP TWO: *Hitting Create Post will open a new window. Select Go Live. Be sure to double check your plan and preparations before starting!*

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SHARE



Project Healing Waters Fly Fishing, Inc.

Public

What's on your mind?



 Camera

 Photo/Video

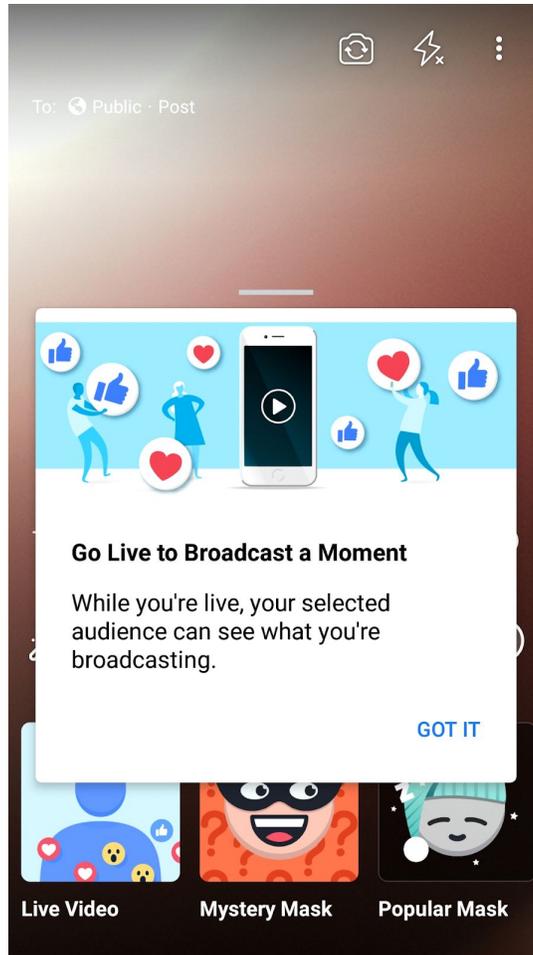
 Background Color

 Go Live

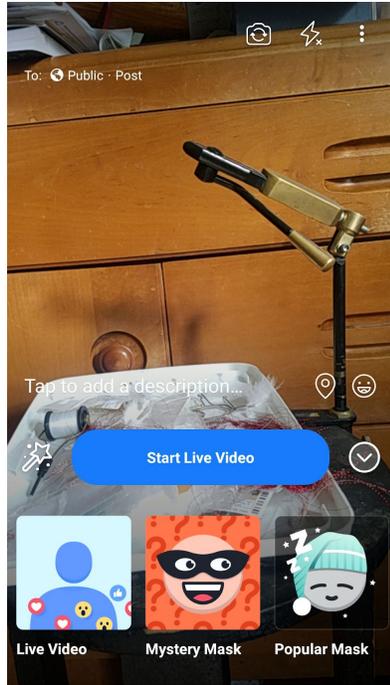
 Create Job

 Get Messages

STEP THREE: *Make sure that your internet connection is strong, you have a plan in-place, you've reviewed your background and the camera shot you're looking for! Then hit 'Got it!'*



STEP FOUR: *You can use both your forward facing camera OR the 'selfie' camera for your Live Broadcast. You can even switch between the two! Just make sure to adhere to your plan, talknig points and subject matter. When you're ready to start, just hit "START LIVE VIDEO"*



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