



## Messenger Video Chats

Messenger Video Chats on Facebook can be one way to reach, and stay connected with, your participants and volunteers in real time. Whether you're hosting a live Q&A or teaching a fly tying class, these tools will help you manage your stream and interact with viewers in real time.

These can be effective if you have a smaller program or need to have closer, one-on-one engagement with participants. You can video chat with just one person, or with a group of people (up to 8 individuals).

### What are Messenger Video Chats?

Facebook Messenger is an instant messaging feature built into Facebook. The application and website is an instant messaging service that connects to Facebook. It allows Facebook users to connect with each other and send instant messages, emoji, photos, videos, and perform other light tasks like group video chats. You can video chat with just one person, or with a group of people (up to 8 individuals).

### How to Get Started with Messenger Video Chats?

You'll need a Facebook account to use Messenger Chats. You can video chat with just one person, or with a group of people. Keep in mind, placing calls through the Messenger app for iPhone, iPad or Android may use your existing data plan. Please contact your mobile operator if you have questions about data charges for calling.

Android, iPhone and iPad:

To video chat with one person:

1. From  Chats, open a conversation with the person you want to video chat with.
2. Tap  .

To video chat with a group:

1. From  Chats, open a group conversation with the people you want to video chat with.
2. Tap .

## Windows

1. Open the conversation with the person or group you want to video chat.
2. Click .

To end a video call, tap .

Note: In voice or video calls between only two people, your IP address will be shared with the other person's device to establish a peer-to-peer connection. A peer-to-peer connection uses your IP address to connect directly with the person you're calling to help improve the audio and video quality of your call. While this happens in the background, it may be possible for the other person to discover your IP address.

## Messenger Chats Best Practices

### Getting prepared

#### Make an Announcement

**Messenger Chats are limited to 8 people**, so be sure to notify them and build anticipation by emailing your participants and volunteers to alert them about when to expect an invitation on Facebook to join the chat. A 24-hour advance notice 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.

### 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.

## **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.

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.

## **Build Interest**

Notify up to 8 people to let them know when your chat will start. Keep it short and catchy to build interest.

## **Pick the Right Spot**

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 idea get cut short by a bad connection. If the 'Go Live' button on the app has gone gray, you need to get a better signal.

### **Look Good**

Preparing for a successful Messenger Chat 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 Messenger Chat 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 to join, 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**

If you're using a smartphone, you'll have both 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.