

Meet An ARABIAN HORSE DAY

How to Use Facebook Live

To go live on Facebook personal profile:

- This will show you how to go live on your personal Facebook account
- Click create post
- Click ... then click Live Video
- Write something about your live video – this might be a short explanation of what you are going live about
- Click Go Live in the bottom left

To go live on a Facebook page you manage:

- Go to the page
- Click LIVE next to CREATE
- Click USE STREAM KEYS below GET STARTED and select CAMERA to use a web camera for your video
- In the left menu, select whether you'd like to GO LIVE NOW or SCHEDULE a LIVE VIDEO for a future time and date.
- Add a title and description to your live video. Here you can also check in to a location, or add a feeling or activity.
- Click GO LIVE in the bottom left

Facebook Live Best Practices

- **Make a Plan** – before you go live make sure you have an idea of what you will be talking about and showing during your live video.
- **Think About the Length** – Facebook suggests that live videos be at least 10 minutes, can be up to 90 minutes
- **Mention People by Name** – When people comment during your live video mention them, answer their questions, thank them for joining.
- **Say Goodbye When You Are Done**
- **Advertise With Great Description** – leading up to your video, let people know what you will be doing. Try to start getting people excited about it.
- **Check Your Connection** – make sure you either have a good internet connection or good cell service. If the 'Go Live' button on the app goes gray, you need to get a better signal. If you are

not able to get a good connection, think about pre-recording your video and posting it later. It does not have to be live.

- **Look Good** – you should be on screen at some point during your video to keep it personal. So when you do make sure you present yourself well.
- **Target Audience** – Think about who you want to reach? Are you trying to get new lesson riders? Maybe show some aspect of your lesson program. Are you just trying to help promote the breed? Maybe spend some more time introducing your horses and showing off their personalities.
- **Pick the Right Spot** – Remember to also present your facility well. If you have a manure pile around back, this may not be somewhere you want to show on your tour. If you have a horse with an injury, maybe you skip that horse on your tour. Remember to think about what you are showing off and how you are presenting your facility. Also think about how you will be holding the camera. Will you be holding it as you walk around? Or will you have someone with you that will be your videographer so that you can point and show people things you are talking about.
- **Get Some Practice!** – You can take a dry run video before you go live. Set your privacy settings to “Only Me”, you will get to see your efforts before everyone else does. You can then set this to public view or delete it and actually go live when you are ready.
- **Remind People to Follow** – If you are using this to promote your programs, make sure you tell people how they can get involved. How can they follow you or contact you? Give them a way to take action!