



FACEBOOK

LIVE PRODUCER

HOW-TO GUIDE

Scheduled and LIVE Broadcasts



by Lynn Bardowski

Exclusively for Facebook Party Pro students

© Copyright September 2021 All rights reserved



SCHEDULE

A LIVE EVENT

ON DESKTOP



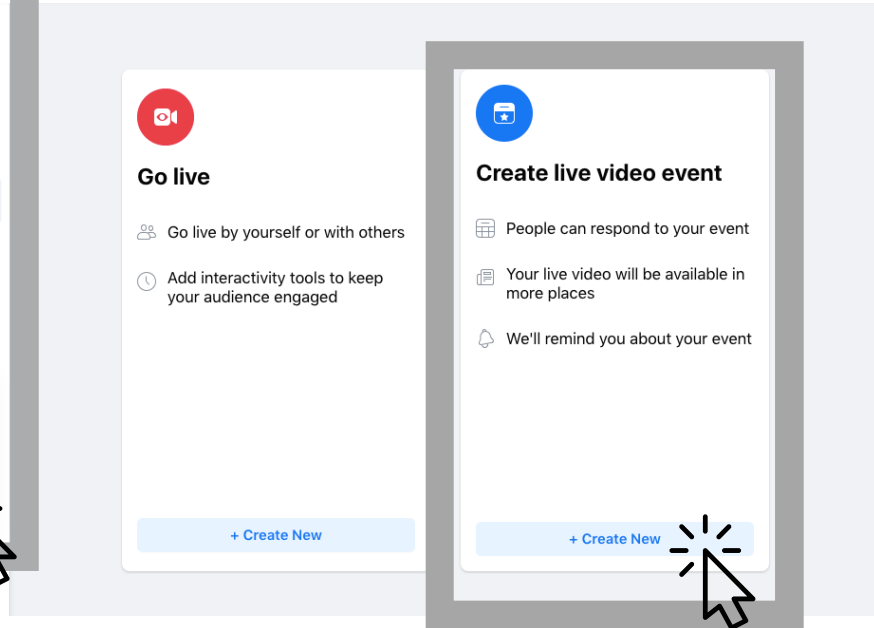
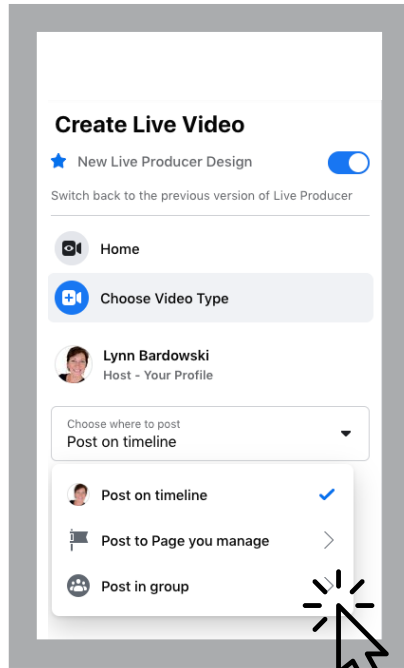
Schedule a LIVE Video Event

Step 1

From your Desktop computer > Facebook Profile: Click the LIVE Video Icon in the "Write Something" Box

Choose where to post: Profile Page Group (listed in ABC order)

Click: Create live video event > Create New



Step 2

Upload a 1200 x 675 Cover Photo.

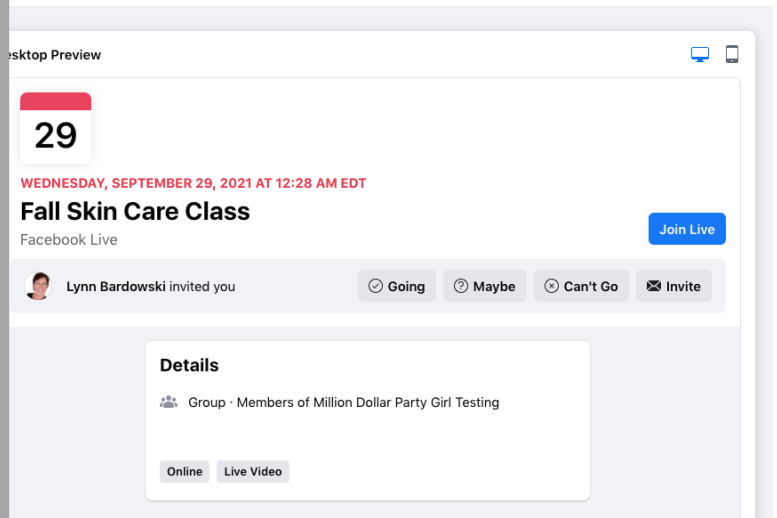
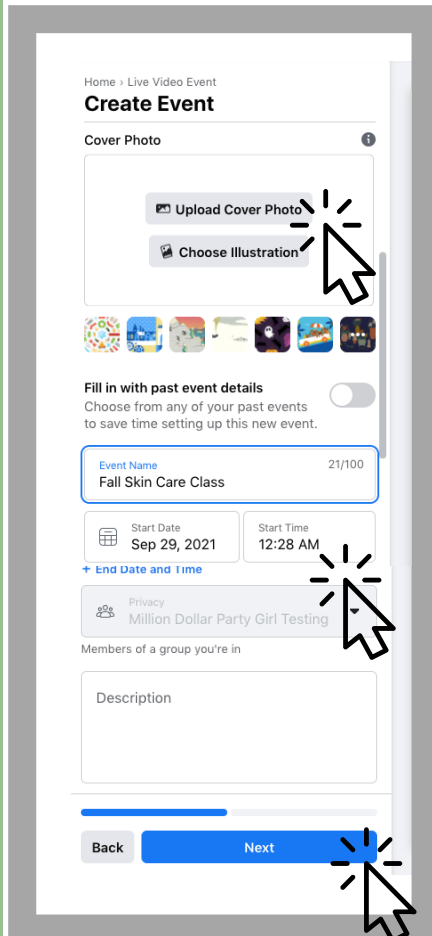
Tip: Go to Canva.com and search YouTube thumbnail templates to create a captivating cover.

Write a clear Event Name

Enter a start date and time

Write a compelling description to "hook" your audience. Example: "Watch to learn the top 5 holiday makeup trends!"

Click: NEXT



Step 3

Click: Event Preview
to see what the
event will look like

Click: Create Event

The image shows two overlapping screenshots from the Facebook event creation process. The left screenshot is titled 'Personalize' and shows a sidebar menu with options: 'Event Preview' (selected), 'Event Settings', 'Settings', and 'Distribution'. Below the menu is the 'Event URL' section with a 'Copy' button. At the bottom, there are 'Back' and 'Create Event' buttons, with a mouse cursor clicking on 'Create Event'. The right screenshot is titled 'Desktop Preview' and shows a preview of the event page. The event title is '5 Holiday Makeup Trends' for 'Episode #25' on 'THURSDAY, SEPTEMBER 30, 2021 AT 3:00 PM EDT'. The preview includes a 'Join Live' button and a list of attendees with response options like 'Going', 'Maybe', 'Can't Go', and 'Invite'.

Step 4

Click: Set up LIVE
Video

Note: When you set
up the LIVE Video
event you'll see the
link to share it

To find your
scheduled
broadcasts go back
to Facebook LIVE
Producer:
Click on the Live
video icon in the
"write something"
box (on your Profile,
Group, or Page) and
click HOME in the
top left corner

The image shows a screenshot of the Facebook event creation interface with a confirmation dialog box overlaid. The dialog box has a green checkmark icon and the text 'Event Successfully Created'. Below the text, it says 'Your live video event has been successfully created for Tomorrow at 3:00 PM'. There are two buttons: 'Return Home' and 'Set Up Live Video', with a mouse cursor clicking on 'Set Up Live Video'. The background shows the 'Personalize' settings panel and the desktop preview of the event page, which is dimmed.

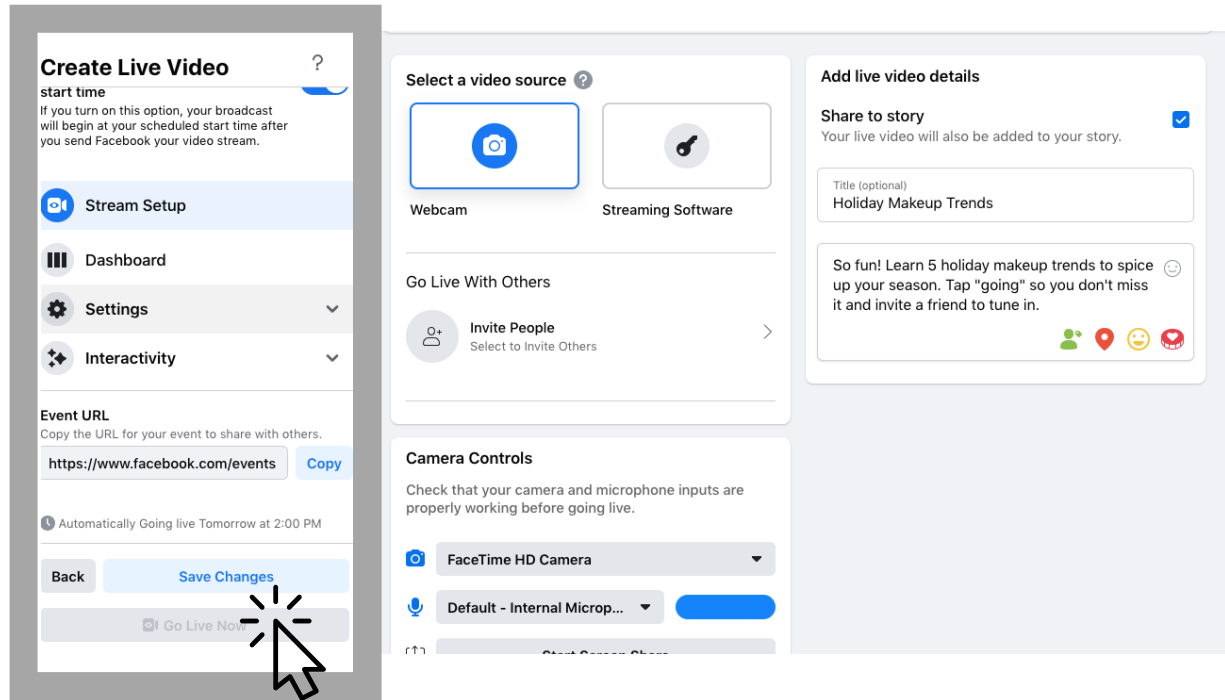
Step 5

Click: Event Preview to see what the event will look like

Click: Interactivity to set up Polls and Questions (see Page 6 & 7 for more details)

Copy the Event URL to promote the event ahead of time so you can gain more viewers.

Save Changes



Step 6

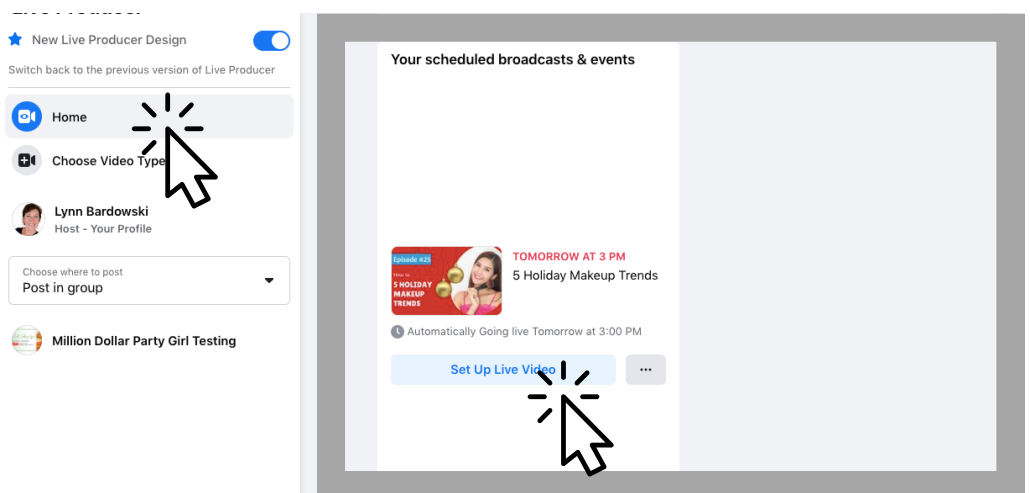
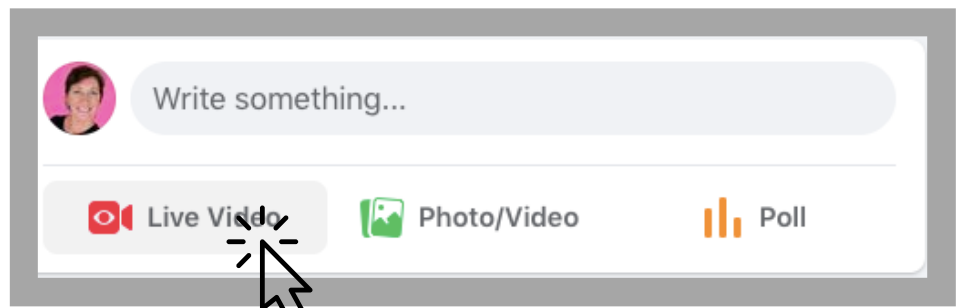
Go LIVE

Go to the Group, Profile, or Page where you scheduled the LIVE Video Event. Click on the Live Video icon in the "write something" box.

Click: Home

Click: Set Up LIVE Video

Click: Edit Post if you need to change the date/time



Step 7

Select a video source: Webcam

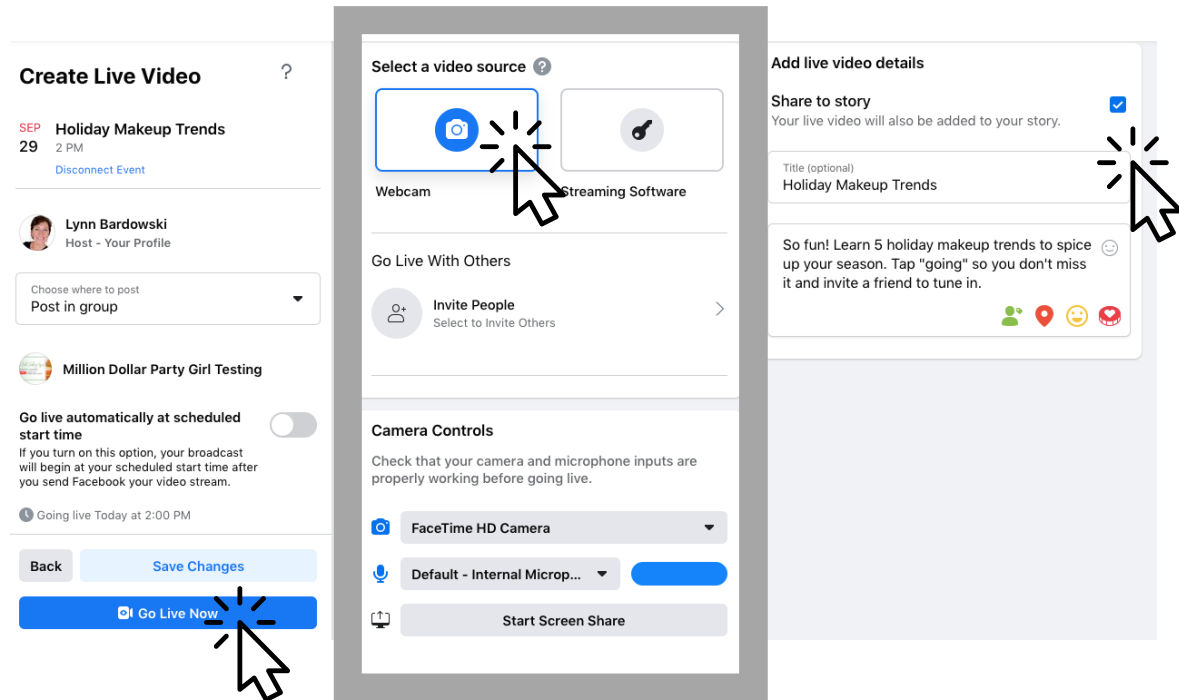
Click: "Invite People >" if you are going live with others.

Note: Going Live With Others uses "FB Rooms." Use a second device to watch your broadcast to see comments.

Connect Controls: Camera and Mic

Share to story to gain more viewers

Click: Go LIVE Now

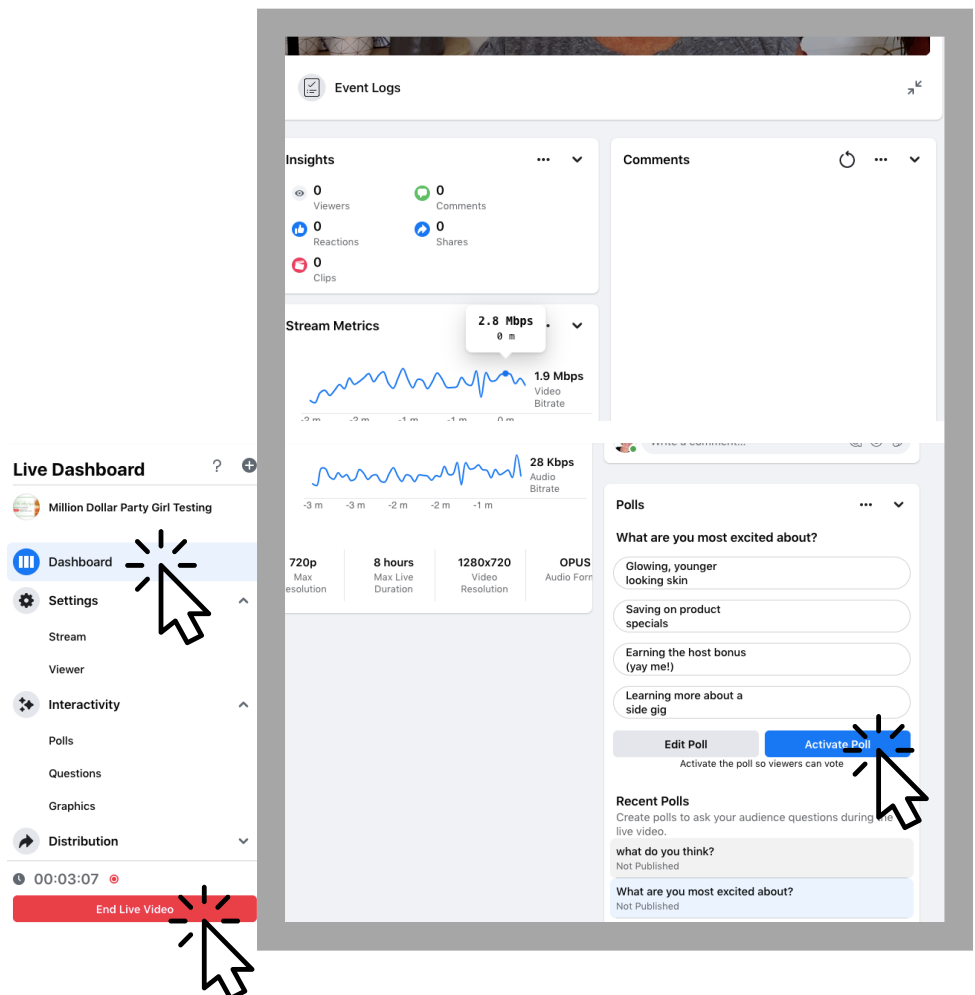


Step 8

Click: Dashboard to see comments, insights, and activate Polls

Click: Questions to open a "card"

Click: End Live Video to end your broadcast



GO LIVE

ON DESKTOP



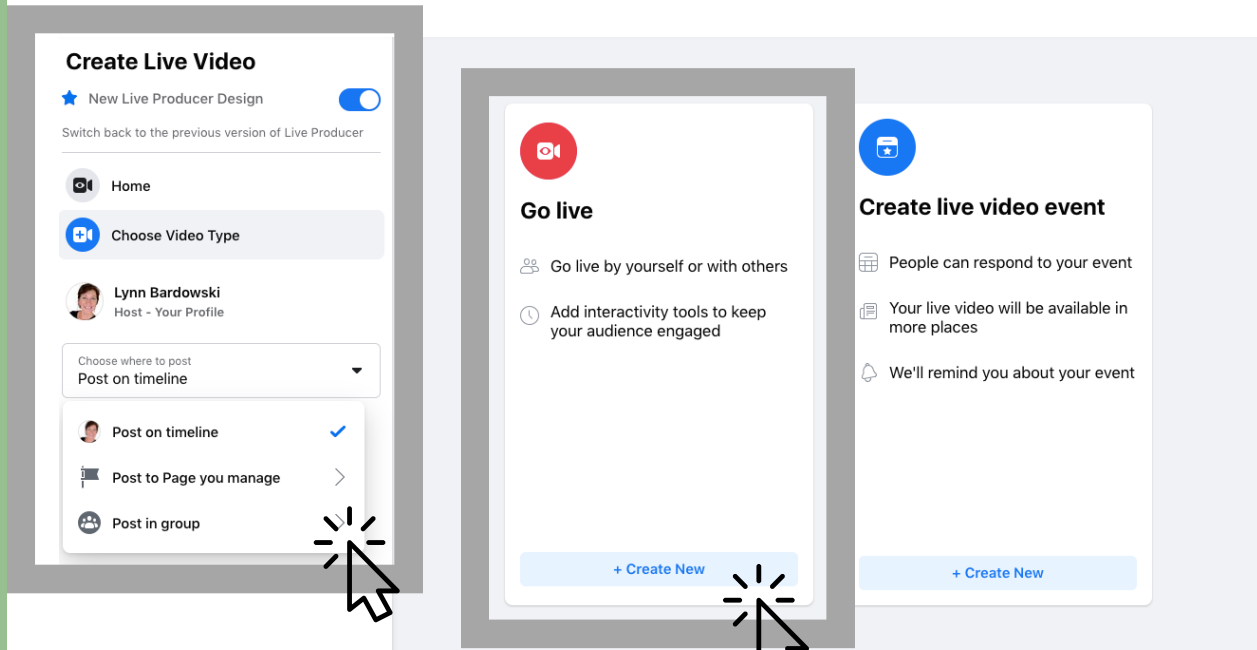
Go LIVE without the option to schedule your broadcast

Step 1

From your Desktop computer > Facebook Profile: Click the LIVE Video Icon in the "Write Something" Box

Choose where to post: Profile Page Group (listed in ABC order)

Click: Go live > "Create New"



Step 2

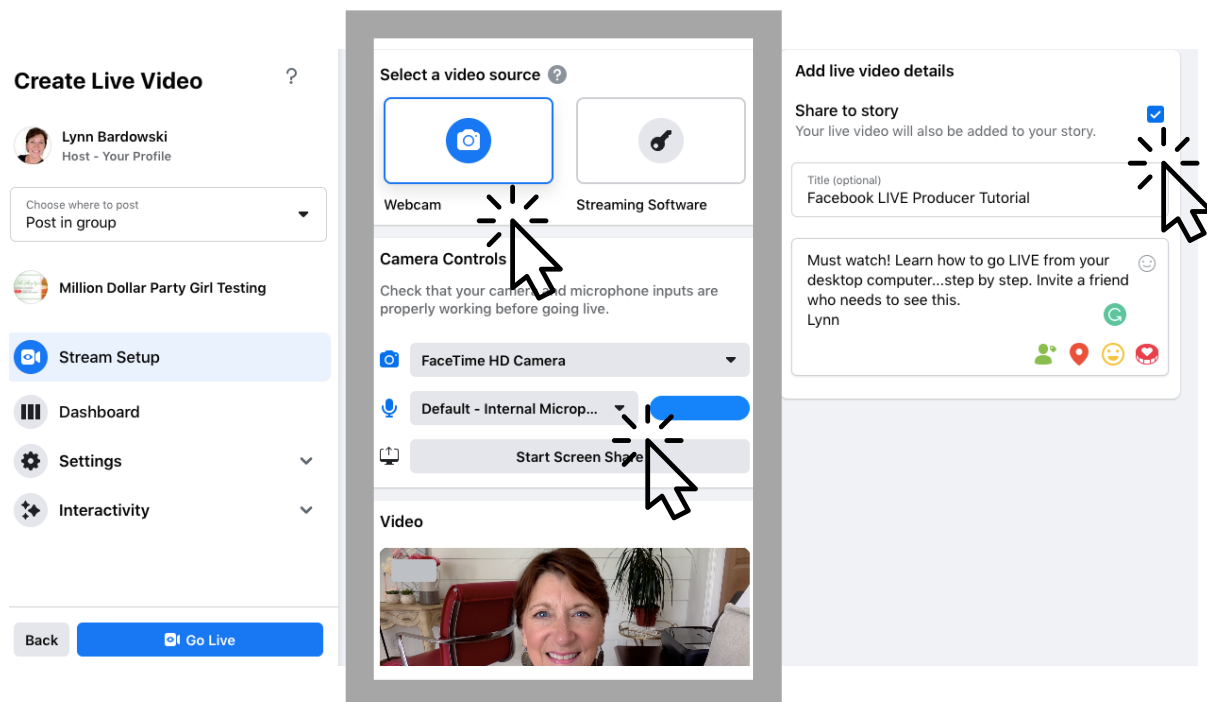
Select video Source: Webcam

Check camera controls OR switch to Screen Share if you are screen sharing (you can't do both).

Add LIVE video details: Share to Story to gain viewers.

Write a Title

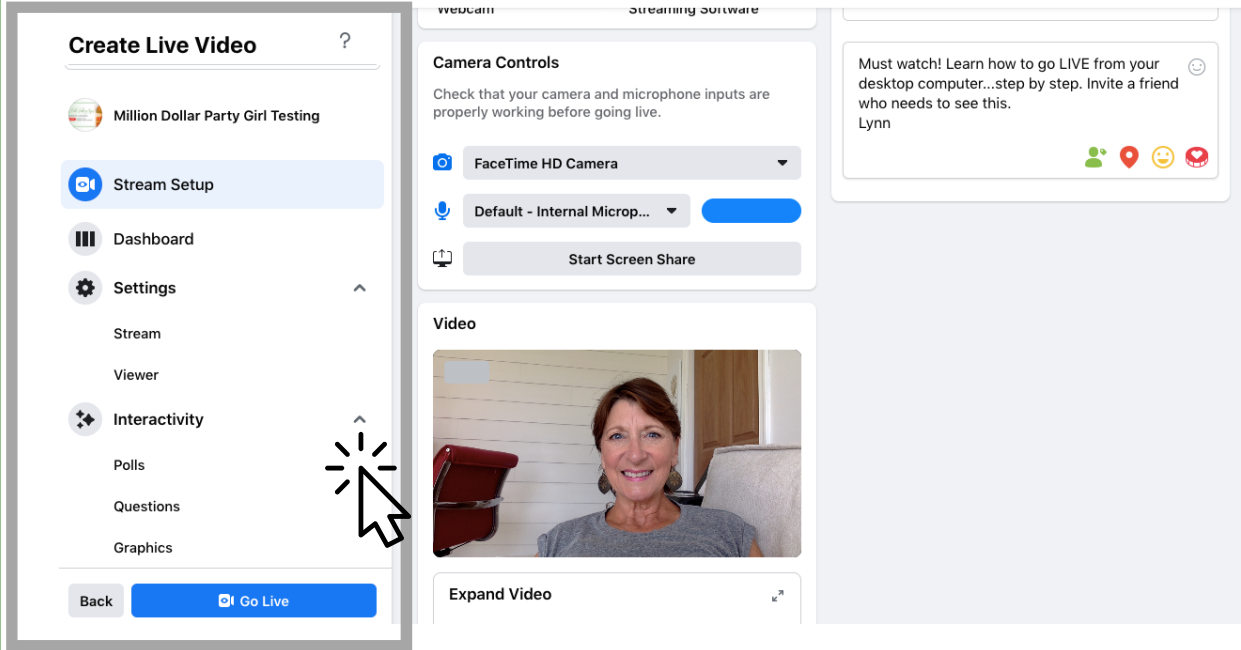
Write a compelling description to "hook" your audience.



Step 3

Tap "Interactivity" to add interactive polls or questions.

Note: You need streaming software to add graphics. I don't recommend software because it's not duplicatable.



Step 4

Create a Poll: (optional)

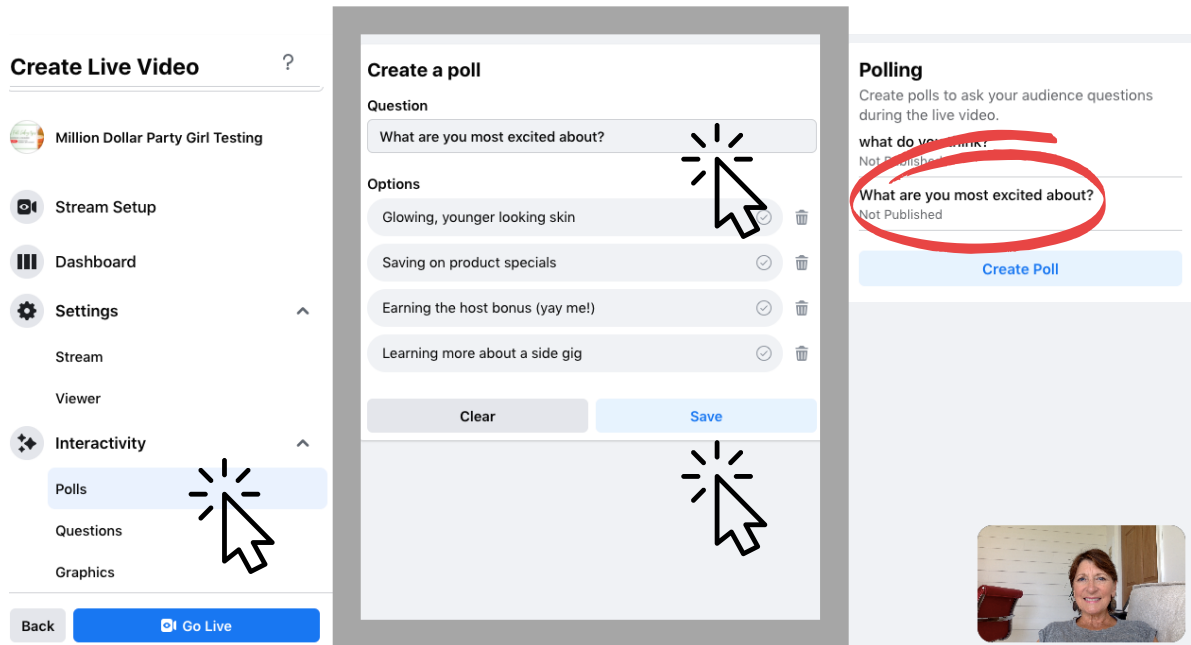
Click: Polls

Write a Question

Write up to 4 Options. Click the trash icon to delete if needed or click Clear to start over.

Click: Save

Once saved your Poll will appear under "Polling" on the right



Step 5

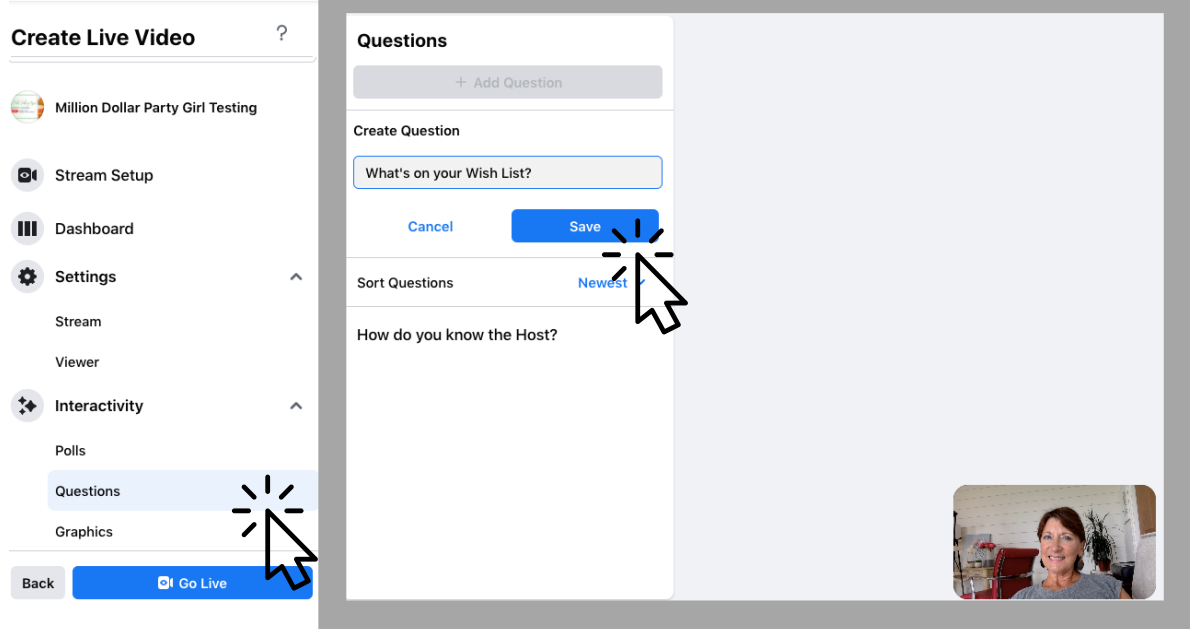
Add a Question:
(optional)

Click: Question

Write a Question

Click: Save

Sort Questions by
Newest or Oldest



Step 6

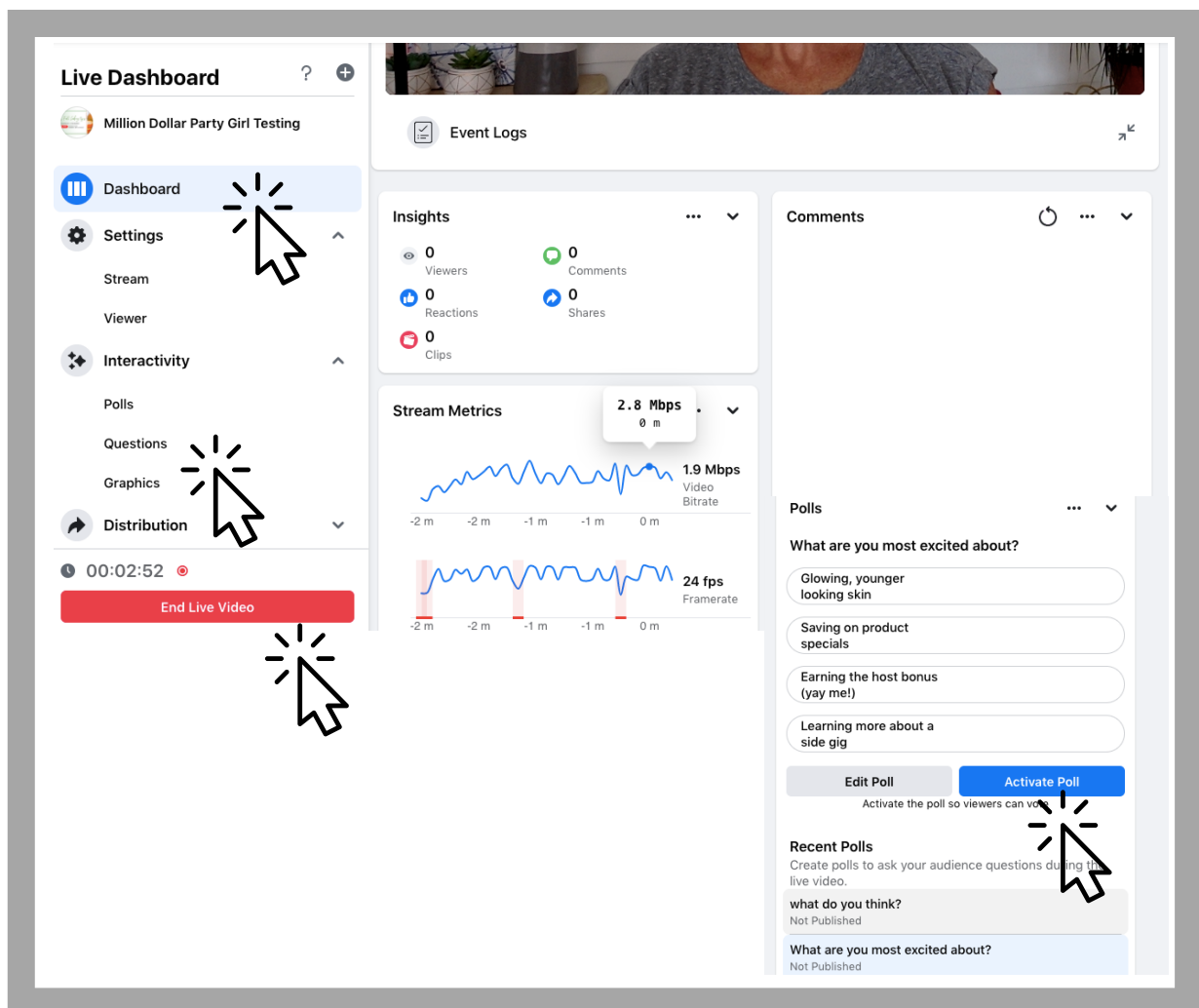
Click the Go LIVE
button to go LIVE

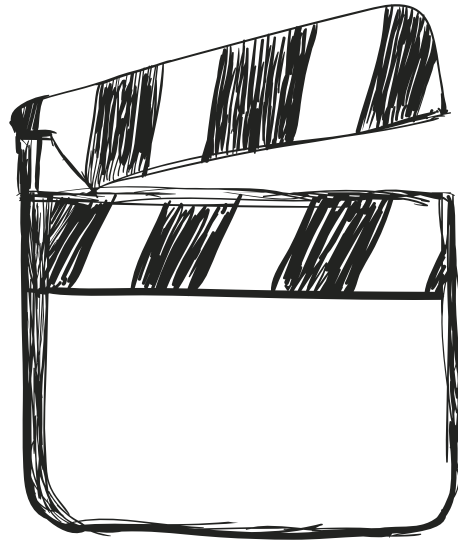
Click: Dashboard to
see comments.
Scroll down to see
Polls.

Click: On a Poll to
activate the Poll so
viewers can vote.
Pause the Poll to
stop voting.

Click: Questions to
open a "card."

Click: End LIVE
video to end





Get started by practicing in
a Private Facebook Group
with a few team
members.