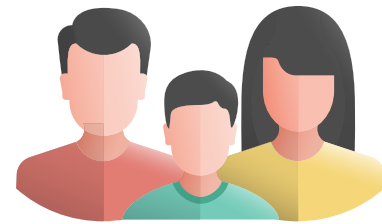


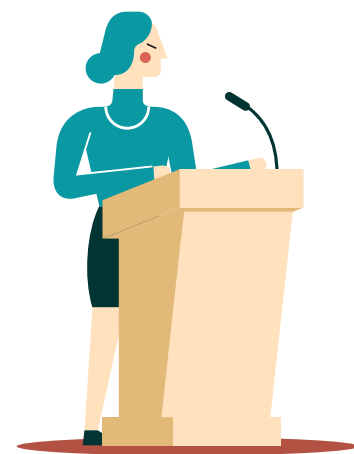
# VIDEO BEST PRACTICES

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## 1. Identify your viewing audience

- *Have a clear purpose.*
- *Plan what you're going to talk about and stick to that topic.*
- *Write an initial script or outline of talking points.*
- *Share the script with someone for an outside perspective (is the content relevant/on point/engaging?)*
- *Walk through the script with others who will be part of the video presentation.*
- *Rehearse.*



## 2. Set the stage for the video presentation

- *What should the backdrop be?*
- *Check for background, ambient noise, distractions and things that shouldn't be seen in a recorded or live presentation.*



## 3. On-camera personality do's and don'ts

- *Be mindful of attire (i.e., avoid loud, flashy clothing that may distract or could lead to on-camera wardrobe malfunctions, statement shirts, etc.).*
- *Speak clearly and confidently at a regulated pace to ensure your viewing audience can hear and understand what you are saying.*
- *Be a thought leader but convey your content in animated, non-ego way. You want your audience to be engaged so smile, be light and show a little personality but don't get too animated—keep in mind your brand's tone and manner and represent it in a positive way.*



## 4. Contingency planning

- *Prepare for a battery backup or contingency plan for technical difficulties.*
- *Prepare for audience questions—prep your audience in advance by letting them know the rules of engagement (i.e., what topics are on the table for discussion, what topics are not).*

# FACEBOOK LIVE BEST PRACTICES



## Set Up

1. Go to the Facebook Page App and tap the "Live" option denoted by the camcorder icon.
2. Give Facebook access to your camera and microphone when prompted.
3. Choose your privacy setting.
4. Write a compelling description.
5. Tag friends, choose your location or add an activity.
6. Set up your camera view (**vertical and on tripod**).



## Going Live

1. Timing is everything - consider 6-9 p.m. when people are winding down.
2. Be consistent.
3. Promote Facebook Live with content.
  - Ask audiences questions prior to going live.
4. Prior to going live, give your live video a compelling description.
  - This is your opportunity to entice the audience to watch the live stream.
5. Double check your camera view, ensuring it's facing the right way.
6. Interact with viewers.
  - Keep engagement going by asking the audience for questions during the live stream.

