

Checklist for Live Streaming Broadcasts

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Join my Facebook Group: [The Digital Scoop](#)

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About Me

- Helping businesses to utilize online marketing to drive brand awareness and business growth
- Services: Digital Marketing Assessment, Strategy and Implementation; Event Speaker; Corporate Training; Executive Coaching; Social Footprint Analysis/Audit; Campaigns; Email Marketing
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3 Part Facebook Live Checklist



Before Broadcast



During Broadcast



After Broadcast

Before Your Broadcast - Promote Event!

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- Tell fans when you're broadcasting ahead of time (via email, social networks, blog, or any other channels you have).
- Verify your connection speed (use WiFi if available, 4G at least if no WiFi). <https://sourceforge.net/speedtest/>; SpeedSmart (App)
- If possible, turn off any other computers or devices that might consume bandwidth on your Internet connection during the broadcast.
- Turn off all extraneous sources of noise (heating/air conditioner).
- Make sure your phone is charged and plug in if possible.
- If filming at home, make sure your family knows you are going live and ask them to minimize noise.
- Turn on airplane mode then turn WiFi back on; Turn off cellular wifi (wi-fi calling); Turn on “Do Not Disturb”
- Use tripod, selfie stick, or gimbal to stabilize your phone.
- If using external lighting (clip on light, ring light, etc.) ensure it is plugged in or using fresh batteries.
- If using an external microphone (lavalier, directional, etc.) make sure it is plugged into your phone and active
- Verify your framing, lighting, and audio levels in camera mode.
- Plan your broadcast - think about your main call to action. Try a teleprompter. [BIGVU Teleprompter App](#)

DURING THE BROADCAST - Start Talking!

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- ❑ Make eye contact with the camera as much as possible.
- ❑ Introduce yourself, background, and social proof.
- ❑ Tell viewers what they will get from the broadcast, recap agenda.
- ❑ Kickoff with an Easy Question: “Where are you watching from?”
- ❑ Say hello to commenters by name and respond to their comments live.
- ❑ Mention your call to action (or tease it).
- ❑ Ask viewers to subscribe to live notifications.
- ❑ Try to speak as if you are speaking to a friend.
- ❑ Be prepared for lag between your video/audio and what people are seeing and commenting on (comments could be 30 to 60 seconds behind your stream).
- ❑ Leave Time for Q&A: Repeat comments or questions for those only listening.
- ❑ Add calls to action throughout the broadcast.
- ❑ Use a closing line to signal the end of the broadcast.

Checklist After the Broadcast - Share Content!

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- Edit the video post (title, tags, captions, thumbnail).
- Continue monitoring and replying to comments when people watch replays.
- Consider boosting your video post to expand its reach.
- Save or download the highest resolution version.
- Re-purpose the video wherever is relevant (blog, YouTube, etc); Add link to bios
- Embed the video in your blog.
- Extract the audio using tools such as Audio Extractor to create a podcast episode.
- Have the video transcribed by Rev or SpeechPad to use as a blog post.
- Extract “quotable moments” and turn them into tweets that you schedule out in Hootsuite, Buffer, or Edgar.
- Learn more tips and tricks - join my Facebook Group: The Digital Scoop

LIVEWIRE COLLABORATIVE SERVICES



Digital Strategy: Building comprehensive online solutions that expand and strengthen customer engagement and drive brand awareness. Includes 5 Step Framework: digital audit, branding, competitive analysis, content strategy, reputation management



Digital Training: Train intact boards and leadership teams on becoming social ambassadors or how to build thought leadership. Also provide customized social media training for corporations, businesses as well as one-on-one executive coaching.



Professional Speaker: Regularly speak at conferences, organizations, business and networking events. Hot topics include: “PowerUp” Facebook, LinkedIn, Instagram, and Video Marketing!

Any Burning Questions?

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