



Element 33/Marketing Elements

How to go Live on Facebook



How to go live on Facebook

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Essential Equipment

You can go live with very little equipment. However, by adding a few things, your simple live stream can look more professional

Cell Phone

The easiest way to go live is through your cell phone. You can go live over WiFi and cell data (only use cell data, if you have an unlimited plan). It doesn't matter if you have an Android or iOS phone. Each type of phone can download the Facebook App.

Facebook App

The Facebook app is essential for going live. The regular Facebook App lets you go live on your personal account, business page, and/or group. You can also go live on the Facebook Page app, which is a separate app offered by Facebook.

WiFi/Cell Data

To go live, you need either an active WiFi or Cell data. WiFi is preferred over cell data because it can be much faster and have a stronger connection.



Extra Equipment

To step up your game, you can add additional equipment to make your live look better and more professional. I will have a page for suggestions for equipment

Microphone

If you are in a small enclosed space, you may get away with just using the mic on your phone. However, If you are in a noisy environment or farther away from the camera/phone, consider getting a microphone. You can get them pretty expensive. My suggestion is a lavalier, a mic that attaches to your clothes. Conversely, you can get a shotgun mic that connects to your phone and records sound in a particular direction.

Tripod

You will need a tripod if you are doing it solo, a tripod is a must. It keeps your video level and steady. You can get a full-sized or a desktop version. Just make sure you get a cell phone mount for the tripod.

Gimbal

A gimbal is needed if you are going to be moving around. The gimbal will smooth out your camera work and, it won't appear jumpy or like Blair Witch Project.



Extra Equipment

Lights

Going live in an outside location, you will probably not need lights. If you are inside, lighting conditions can vary; it is a good idea to invest in lights. Adding diffusers on the light will create a softer light and do away with shadows. This will give you a more professional look to your production.

Additional phone/camera

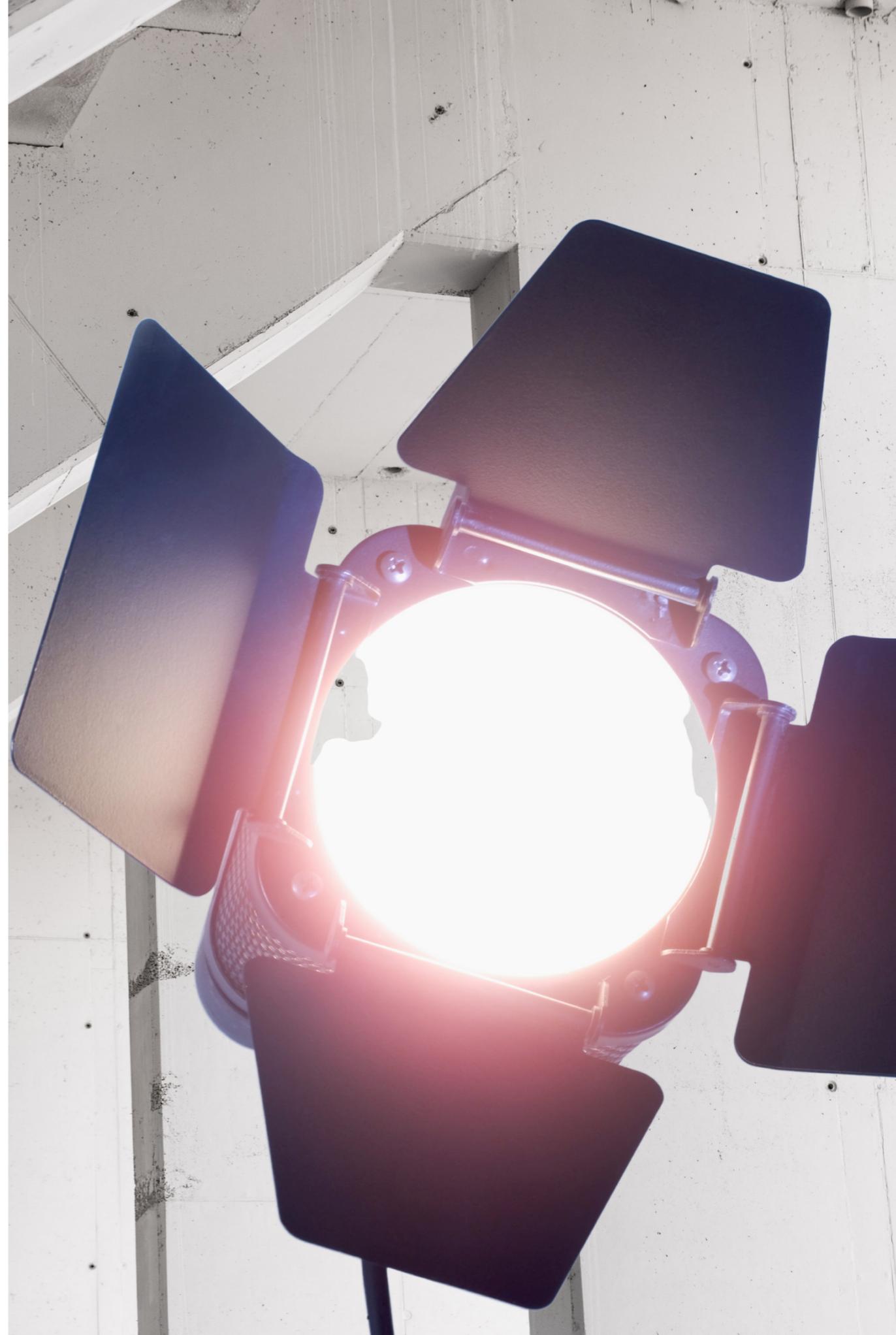
If you are using a switching program, you will need an additional camera angle; this means another phone/camera.

WiFi Hotspot

If you don't have access to excellent WiFi, or you are doing a live outside your regular location, consider getting an unlimited data hot spot. It's always better not having to rely on someone else's WiFi.

Switcher Program

A switcher program will take your production up a notch with extra camera angles, on-screen graphics and more.



Equipment Recommendations

Here are my recommendations for equipment that I use and trust.

Microphone

- **Rode smartLav+** - This mic has served me well over the years. It has a TRRS Jack that plugs into your phone's headphone jack. If you are on iPhone X or higher, there are adapters you can get to use this mic. The only downside is the cord is 6 feet long. \$79.99 <https://amzn.to/33L61r2>
- **Rode TRRS extension cable** - This extender gives you an extra 20 feet of cord. \$25.00 <https://amzn.to/2QK2rYF>
- **Rode SC6-L Mobile Interview Kit** - One end is a lightning connector, and the other end you plug in the smartLav+. But that's not all; you can plug in headphones to monitor the sound. \$79.99 <https://amzn.to/2Japtnq>
- **Rode VideoMic Me** - If you want a shotgun mic that allows you to be more mobile, this is perfect. It comes in a TRRS Jack or a lightning connector. Included in this kit is a wind guard as well for outdoor or windy settings. \$44.88 - <https://amzn.to/2WNArai>



Equipment Recommendations

Microphone (con't)

- **Boya By-M1** - Rode may be out of some people's budgets, the Boya By-M1 is more affordable, while not the same quality as Rode, it will serve you well. One thing to note is the cord on this mic is over 15 feet long. Price - \$19.99 <https://amzn.to/2WIGjBQ>

Tripod & Mounts

- **Sunpak 620-020 Tripod** - You do not need a super expensive tripod to get started. I have used the Sunpak tripod for a few years. Over the years I have been surprised how well this tripod has held up \$18.95 - <https://amzn.to/3duN9kc>
- **Neewer Smart Phone Holder** - If you don't get a tripod with a cell phone mount, you will need to get one. This one from Neewer can do vertical or horizontal video. \$10.50 - <https://amzn.to/2wDmu46>
- **JOBY GripTight GorillaPod** - I love this tripod for several reasons. The first is it has a built-in phone mount. Second, because it can be attached to anything due to the legs. Lastly, its super light and compact. \$29.99 - <https://amzn.to/2QK1b7T>

Lights

- **Neewer 3 Packs Dimmable Bi-Color 480 LED Video Light** - I love this set because you get three lights in one set. I have used these for livestreams and videos. They perform pretty solid for beginning video production - \$185.99 <https://amzn.to/2Uf2C0c>
- **Neewer Collapsible Softbox Diffuser** - I love these because they create a soft light that cuts down shadows. This makes the light cover evenly across your subject. \$22.99 each - <https://amzn.to/3dtWMja>

Gimbal

- **DJI Osmo Mobile 3** - I have used the DJI Osmo since it's inception. The Osmo creates smooth filming even when you are walking or panning across. The 3rd version is a game-changer. It's not only cheaper (down from \$299 for version 1). It allows you to charge or use a microphone. It's super simple to use, and now it is very affordable. I recommend getting the combo kit. It has a stand, carrying case, and more! \$129.99 combo <https://amzn.to/33l6iuJ> \$119.99 Gimbal only <https://amzn.to/2QlvtYK>

Equipment Recommendations

Third Party Switcher

- **Switcher Studio** - Switcher Studio is one of the most straightforward third party solutions I have used. Switcher is made for small businesses to one-person operations. They have a two-week free trial, and then after it ends, it's \$39 or \$75 a month. The pricing depends on what services you need. <http://www.switcherstudio.com>

- **Facebook approved partners for streaming**

- Ai-Media, BeLive.Tv, BoxCast, DJI, EasyLive, Epiphan Webcaster X2, Grabyo, Live U Solo, Livestream Studio, Mevo, MimoLive, NewTek, Social News Desk, Stage TEN, Stream Shark, Telescope, Teradek VidiU, vMix, Wildmoka, Wirecast Wowza and Xsplit
- Use which ever one you find that is easiest to use and easy on your budget. Remember, you can go live just on the Facebook app for free.

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Sources

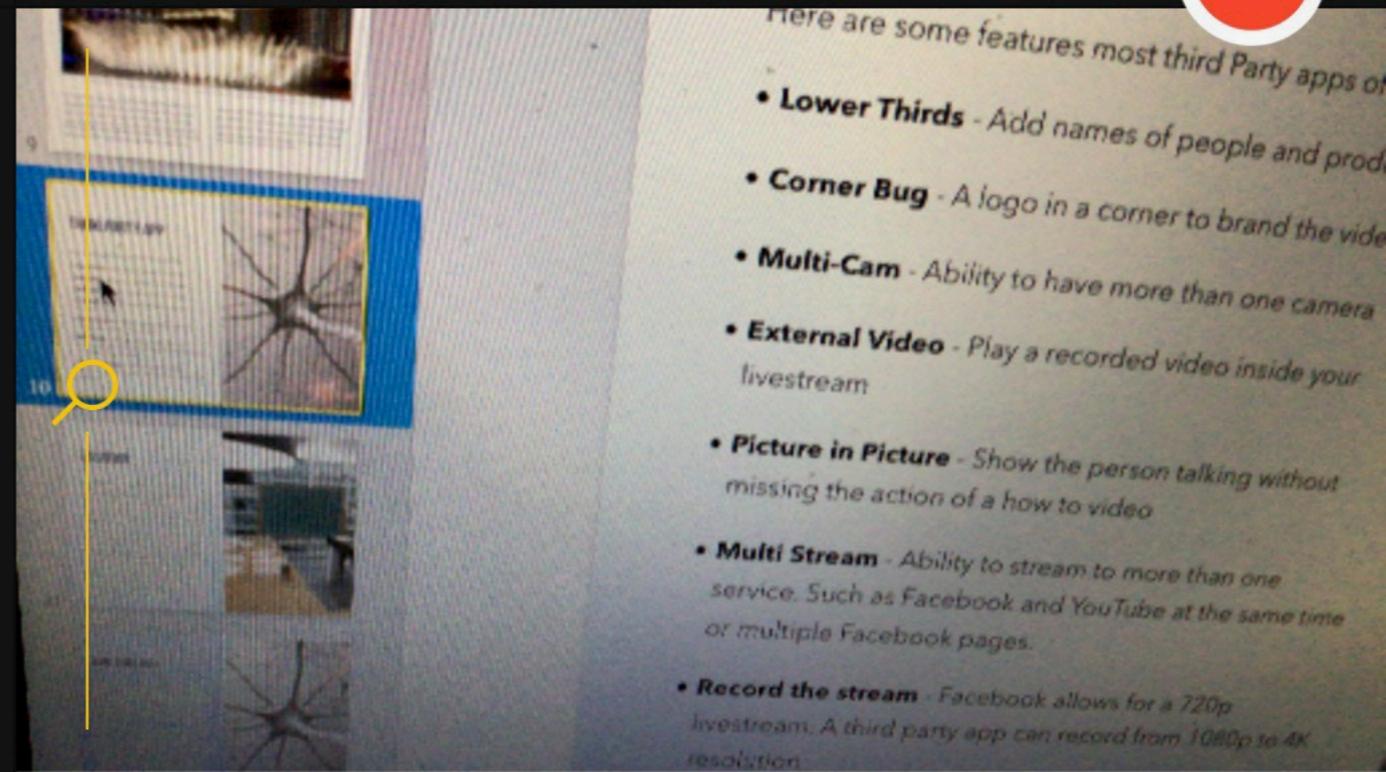
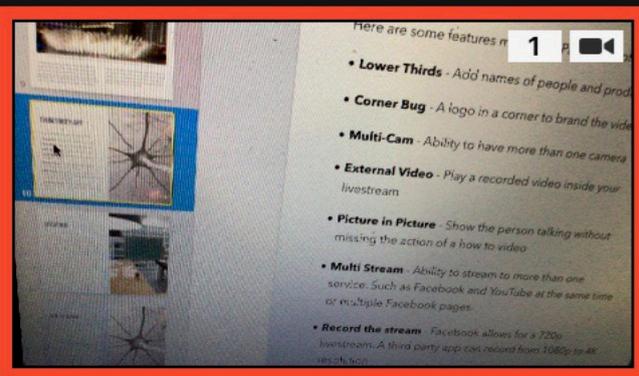


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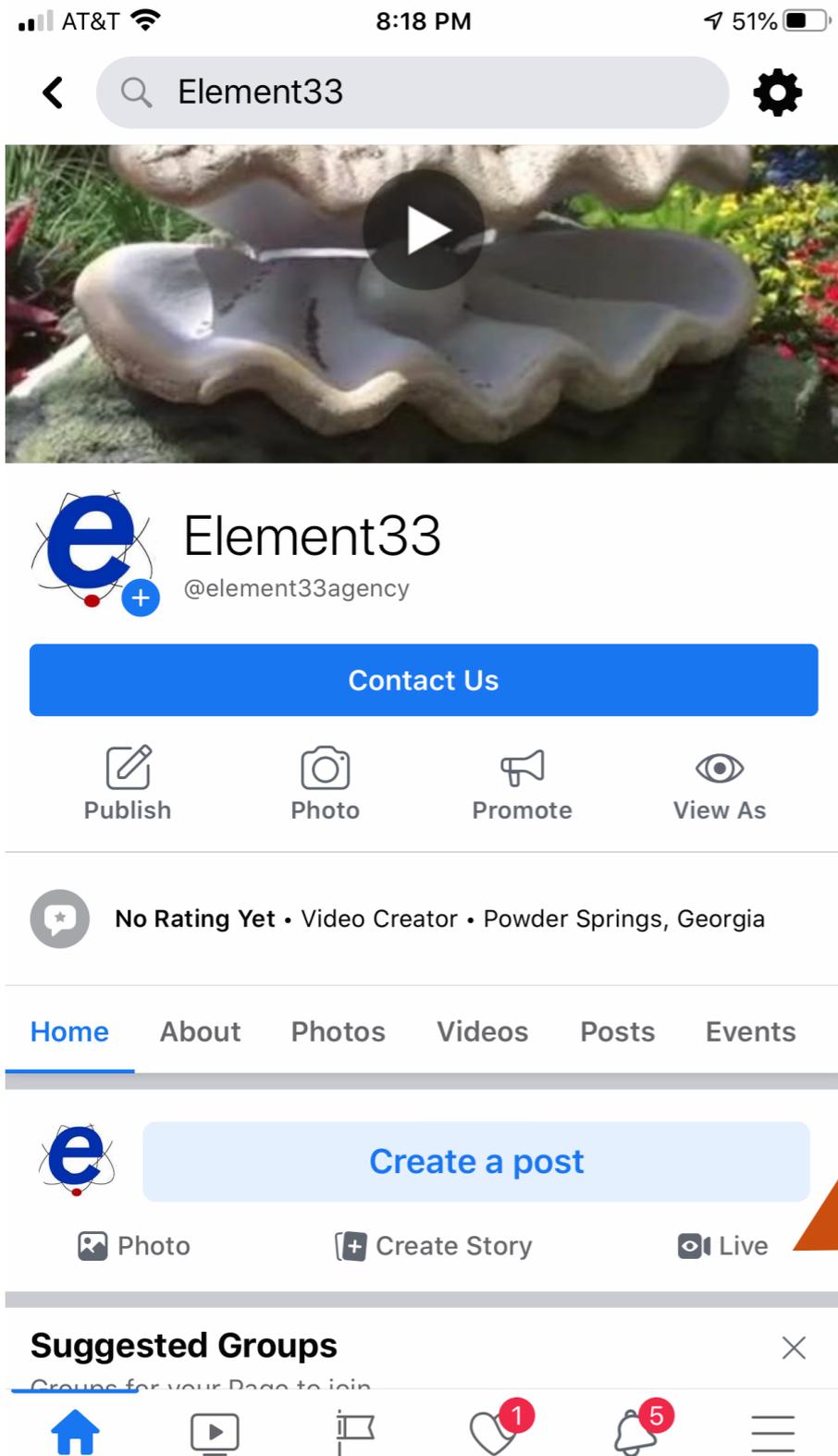
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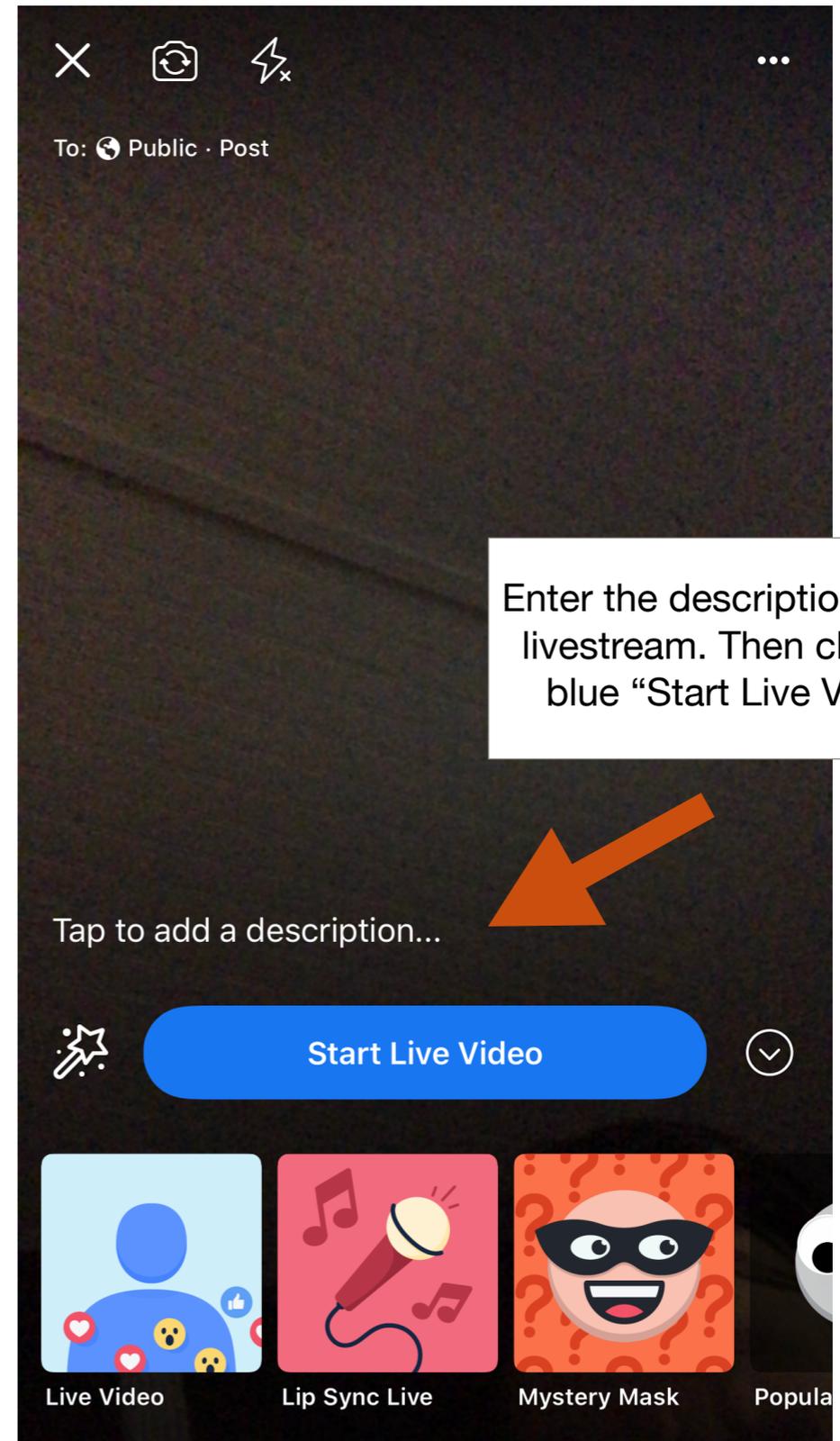
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Facebook Platform - To Go Live



Click to go live



Enter the description of you livestream. Then click the blue "Start Live Video"

Facebook Platform - While Live

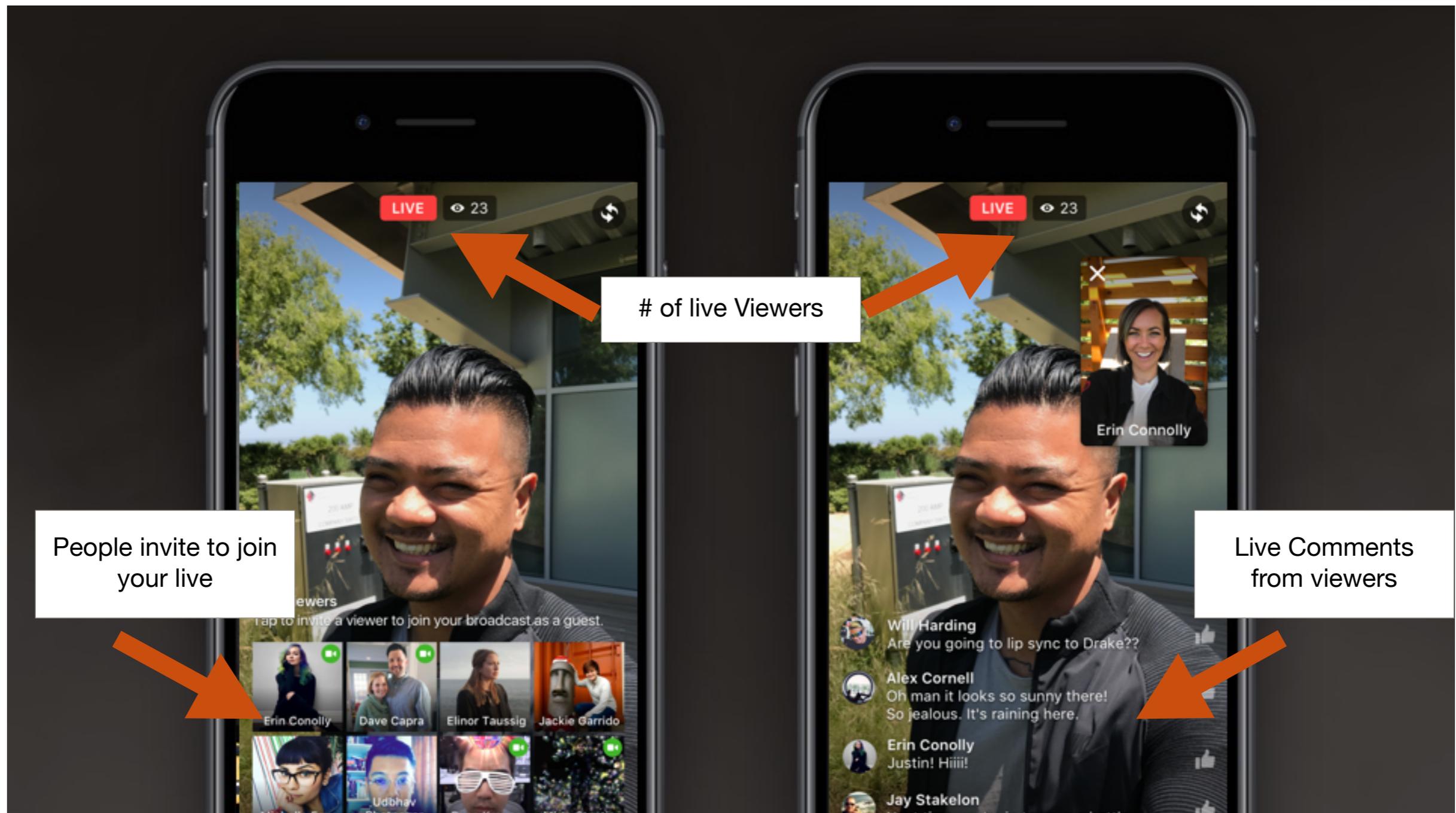


Photo: Facebook

Before you go live!

Here are a few things you should do each time before you go live:

- **Test your Connection-** Double check your connection. You can go live on your personal account and change the settings to “only me.” Test it as you would during the live stream. That means test both the video and audio.Â
- **Make sure your mics are connected** - This may seem like a “duh” advice, but running around before a live stream you can forget to attach them or not plug them in thoroughly. Yes, I have made this mistake
- **Charge your phone to 100%** - Make sure when you go live that your phone is at full battery capacity. Livestreams drain batteries, and there is nothing worse than going black in the middle of a stream.



- **Have a power source ready** - I generally keep my phone plugged into a wall socket or external battery. Livestreams over an hour will need external power to last the entire production.
- **Be prepared to roll with issues** - No matter how well you prepare, something may go wrong during your Livestream. The important thing is, don't panic. Just roll with the

problems. I would say most times your viewers will not notice anything went wrong; however, if you make it a big deal, they will notice and possibly tune out. If it's a significant issue such as connection issues, apologize and say you are working on a solution to the problem.



After the Livestream

What do you do after the live stream ends.

- **Promote viewing after the initial airing** - People may have been unable to watch along live. Let them know it's on-demand on your page anytime they are free. Do an "In case you missed our live."
- **Make a list of things to improve** - After it's over, watch the Livestream and then have a debriefing. Go over what went right and what went wrong. There are always ways to improve the next live, no matter how well it went.
- **Repost the Livestream** - Repost the live stream a few weeks later. This is a great way to repurpose your content and get more views.
- **Check the post often for new questions/ comments** - Make sure you check the live stream daily after airing and then the next week, at least a few times a week to answer new comments and questions.
- **Share on your personal profile** - Share your work with your friends. It's great to show your accomplishments/projects with friends.



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