

# Best Practices For Facebook Live & Streaming Meetings

Live broadcasts through social media channels, such as Facebook Live or Instagram Live, offer an outstanding opportunity to connect with families and staff members during this period of social distancing. When done properly, you can use these platforms to close the distance between you and your audiences while creating real time engagement.

## PREPARATION

### Promote your school's Facebook Live broadcast 4 to 7 days prior to the event

- Use your Facebook page as well as utilize your school's other social media channels, a robocall/email, and your mobile application (if possible)
- During the promotion, remind your audiences that recordings of your Facebook Live events can viewed on demand in your video tab.
- Develop a clear description or title for your event so viewers know what to expect

### Scout and test your location

- Be aware of what your viewers will be seeing and hearing. Eliminate distractions in the background and minimize stray sounds or ambient noise.
- Make sure the recording area is well lit and the sound is clear.
- Connect through a hard-wired connection if possible. If you use Wi-Fi, please ensure the signal is persistently strong before going live.
- Perform a discreet test broadcast before going live.

## BROADCASTING

### Presentation guidance

- Dress appropriately
- Set ground rules at the start of the broadcast

### Have a set duration. Do not exceed an hour. Start on time and end on time.

- Welcome your viewers and say hello as they join. If you have a large number of viewers, don't worry about greeting them individually. But be sure to say hello.
- This is a public presentation, no different from meeting with parents in an auditorium. Be appropriate in your comments and actions.

## COMMENTS GUIDANCE

### No personal attacks, vulgar commentary, be respectful, etc.

- Don't freestyle. Use a script or talking points.
- Stick to one presenter. If you have multiple speakers, you'll need microphones, cameras and sound. It's easier to have a single presenter.
- Talk only about what you know. Never speculate or guess. Use talking points.
- This is a public presentation, no different from meeting with parents in an auditorium. Be appropriate in your comments and actions.
- Take questions, but tell the viewer how to submit them. Use the comment section to receive questions. Designate a time for Q&A in the ground rules.