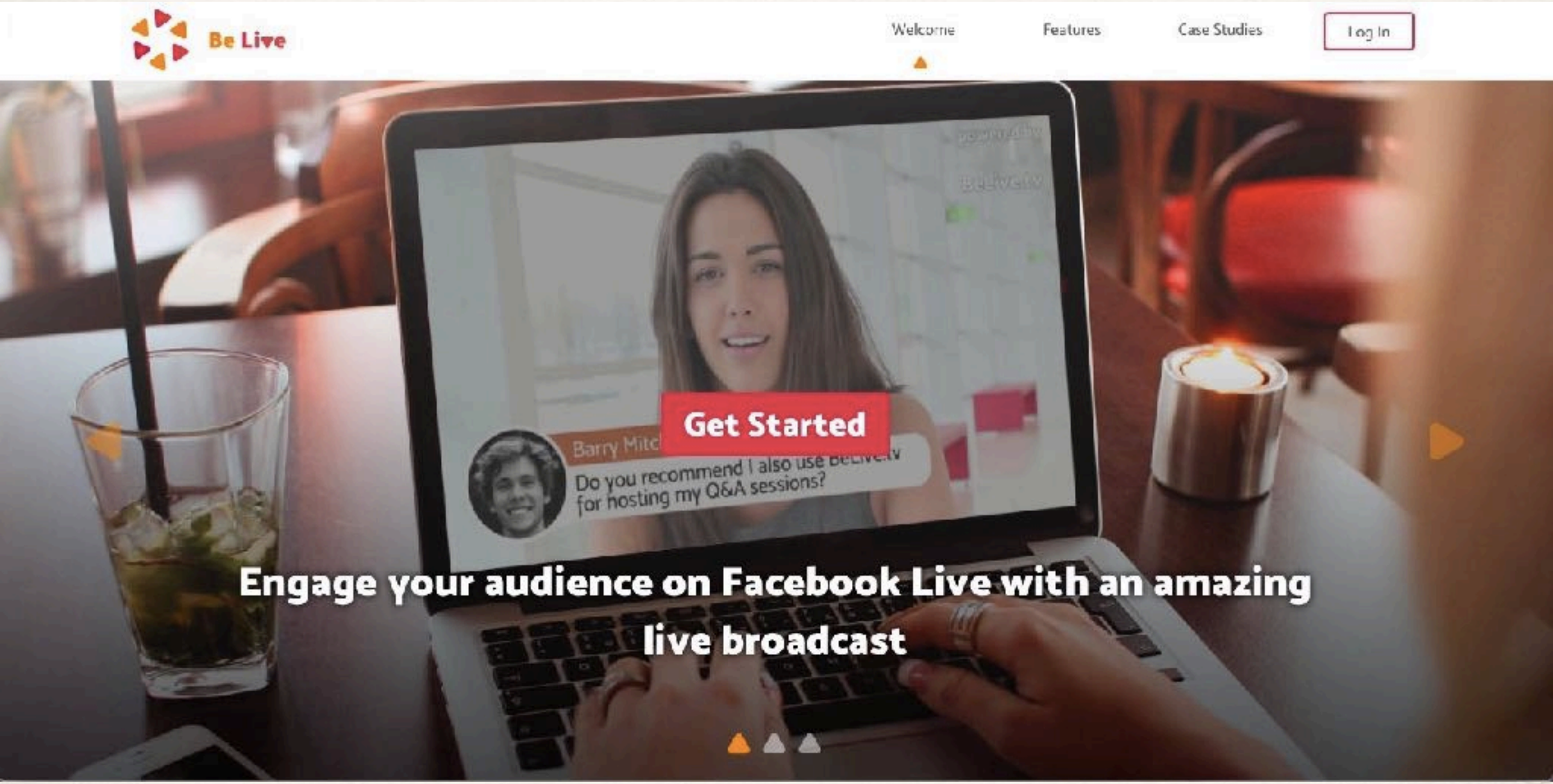
Hosting a Live Facebook Event

Planning your Event

- **Why**: What is the goal?
- **Who**: MC/Tech & Speakers
- **Where**: Home? Office?
- **When**: Date/Time
- **What**: Content


Be Live
Welcome
Features
Case Studies
Log In
Get Started
Engage your audience on Facebook Live with an amazing live broadcast

belive.tv

Why BeLive?

- Facebook!
- Can have remote guests in broadcast
- Records broadcast and posts to your page
- Can download video for other uses
- Cool ways to interact with viewer comments

Tech Stuff

- Must have admin control of agency Facebook page
- High speed internet, several laptops
- Belive is in beta
- Chrome only
- Free, for now…
- Test only option

Types of Broadcasts

- QA
- Interview
- Talk Show

belive.tv

Be Live

Welcome Features Case Studies Sign Up

Start your first Broadcast

x

Choose broadcasting mode

Solo | Interview

Text to Share with the Broadcast

Your Email

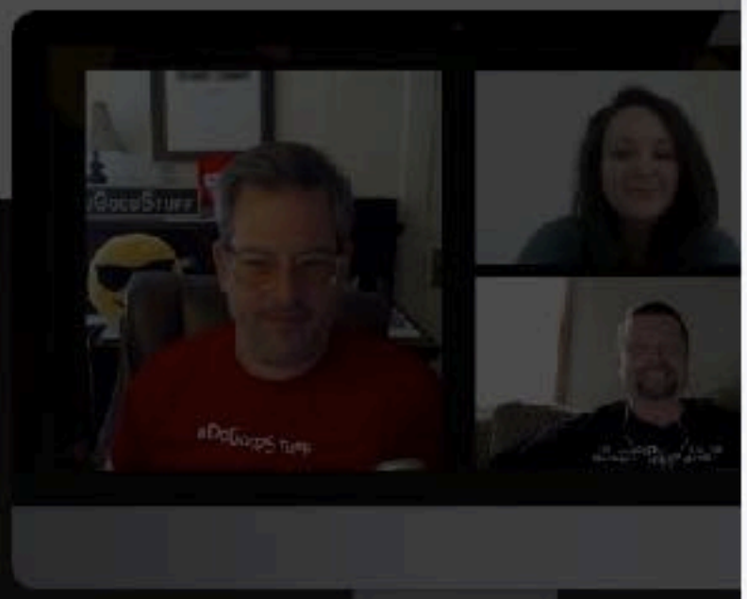
☐ **Create a scheduled Facebook Live broadcast**

☑ **Broadcast through Facebook Live**

Connect with **Facebook**

Engage your audience on Facebook Live with an amazing live broadcast

BeLive



Create Show Broadcast

x

Text to Share with the Broadcast

Your Email

Broadcast Title (will not be shared) (required)

Create a scheduled Facebook Live broadcast

Choose where you want to post this live broadcast

On your own timeline

Receive broadcast details on Messenger

Send to Messenger

Amber Hodson Not you?

how
gether

your fans, guests, or friends in
!

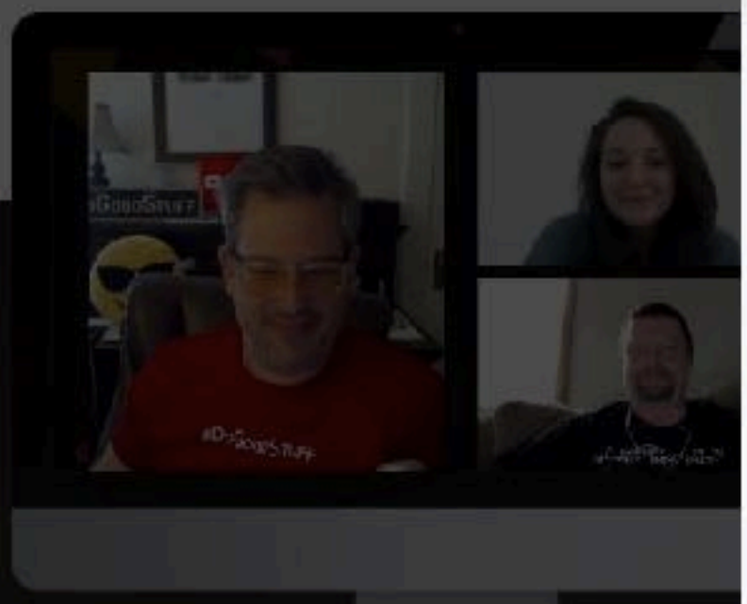
screen, and up to ten guests can

your audience up to date

uter from anywhere at anytime

om either a computer or from

BeLive



Create Show Broadcast

x

Text to Share with the Broadcast

Your Email

On your own timeline

On a page you manage

On a group you manage

On an event

Testing Only - Do not post

On your own timeline

Receive broadcast details on Messenger

Send to Messenger

Amber Hodson Not you?

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BeLive Team

Inbox - AOL 9:54 AM

Your BeLive "Deaf Action Demo" Broadcast (#13)

To: Amber Hodson MSW, CI/CT

Thanks for creating a Talk Show broadcast with BeLive!

Your broadcast is available at https://belive.tv/broadcasts/deaf-action-demo/show_host

Check out the tutorials playlist on our page if you have any questions.

We are here to help and answer any further questions you may have, just hit reply!

Have a great broadcast!

--
The BeLive Team

Be Live

Sign Out Amber Hodson

+ Create a Q&A Broadcast

+ Create a Face to Face Interview Broadcast

+ Create a Talk Show Broadcast

Amber Hodson's Broadcasts

Title	Facebook Post	Image	Start Time	Broadcast Link (inactive until LIVE)	Broadcast
Face to Face			April 29, 2017 14:19	https://facebook.com/DeafHope/videos/1545680172711622/	Face to Face Page delete

Be Live

Sign Out Amber Hodson

Broadcast Section

Bring a guest into the broadcast from the lobby below

Bring a guest into the lobby b

Lobby Section

Connect Camera

Add a photo from albu

Add Guests | Copy Link

Live Broadcast Preview

This broadcast is set to "Testing Only". When you have a Facebook destination set, the button above lets you start your broadcast.

Agenda | Write On-Screen Updates | Show

Live Comments

BeLive.tv production studio: Comments from the Facebook Live post appear on BeLive!

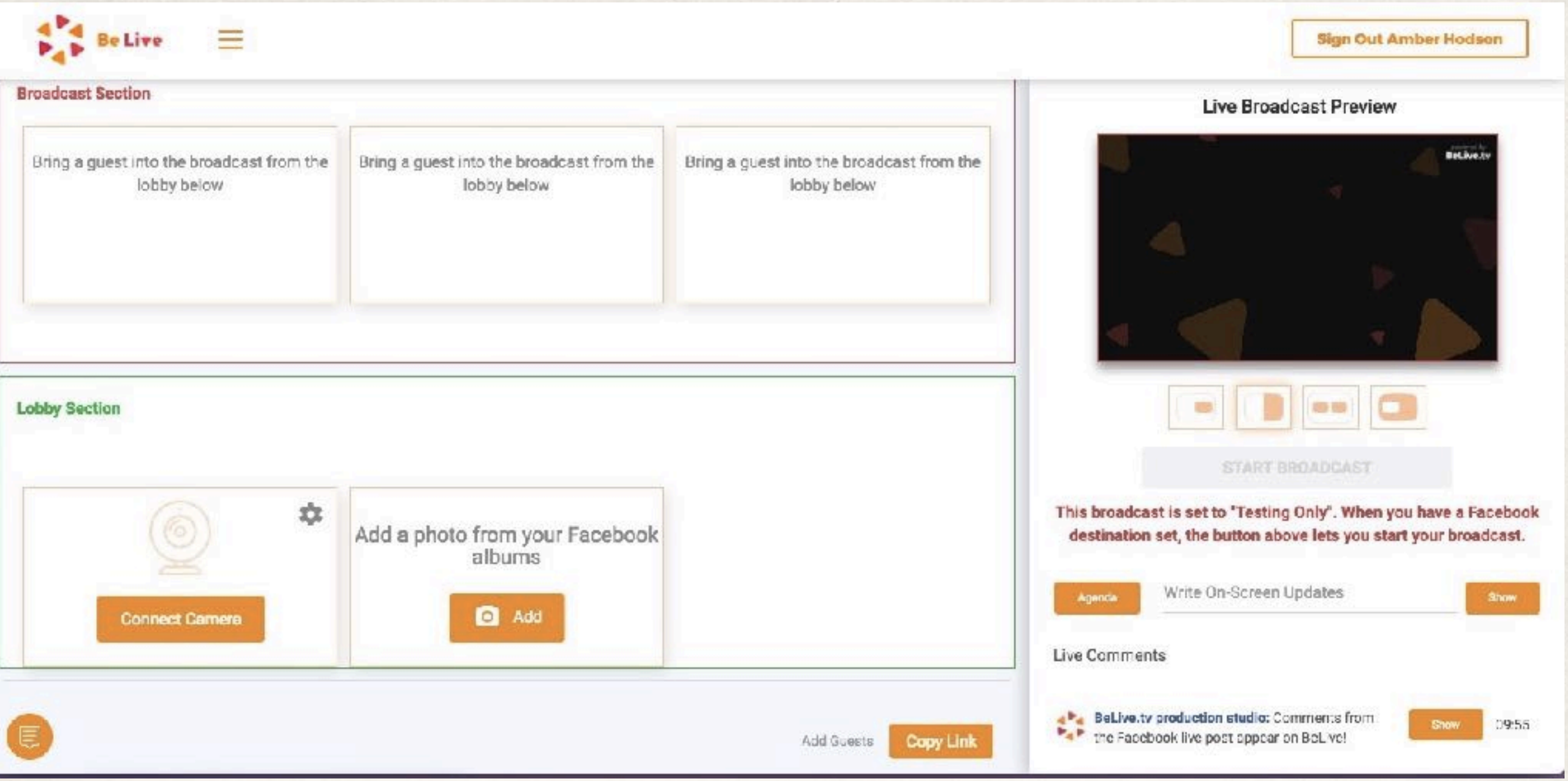
Show | 09:55

Be Live

broadcast

3. Click "**Start Broadcasting**" in the sidebar to start the broadcast on Facebook Live
4. When you have more than one video in the broadcast, you can switch between different **layouts** using the selectors under the live video preview
5. Audience comments will show up in the sidebar. Click 'Show' to highlight a comment, your viewers will appreciate it!
6. Greet your VOD viewers! Many of your viewers will watch the **recording** of your broadcast later, so use the beginning of the broadcast to introduce yourself and the topic of the broadcast
7. Use the **Agenda** feature to prepare talking points and save On Screen Updates
8. Have fun!

Start

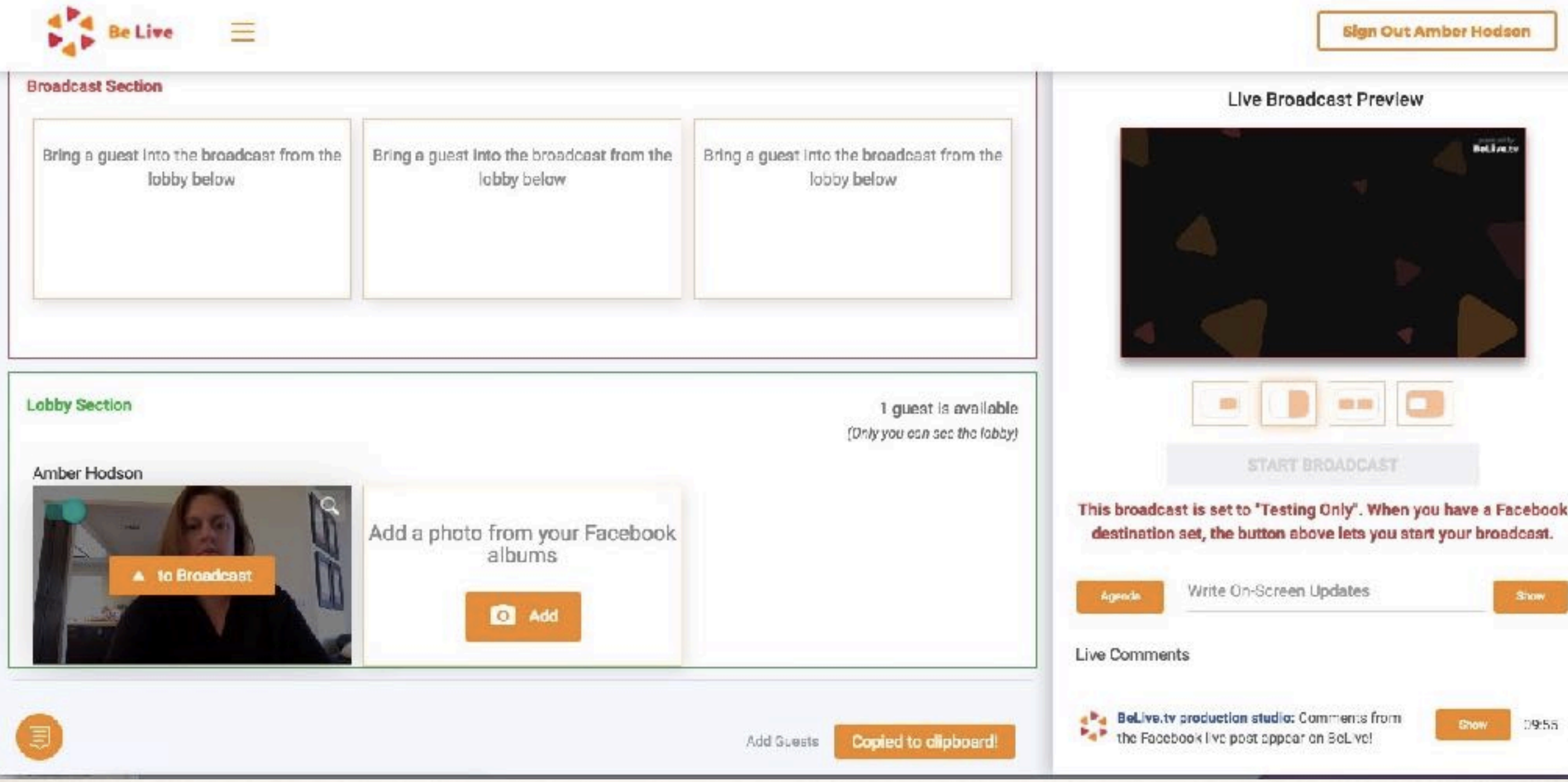


Right side is control panel, not seen by viewers

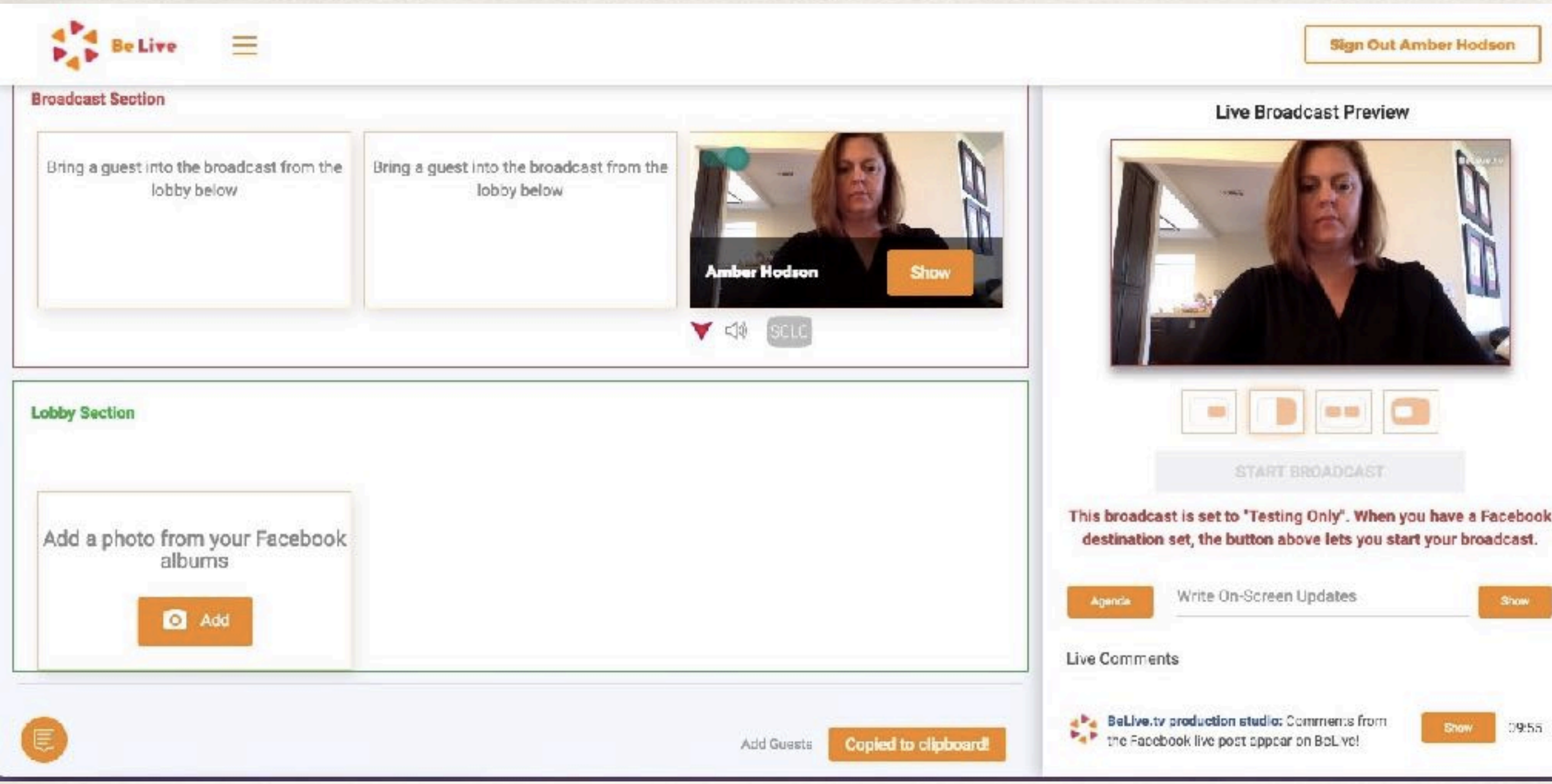
Connect camera

Share link with guests

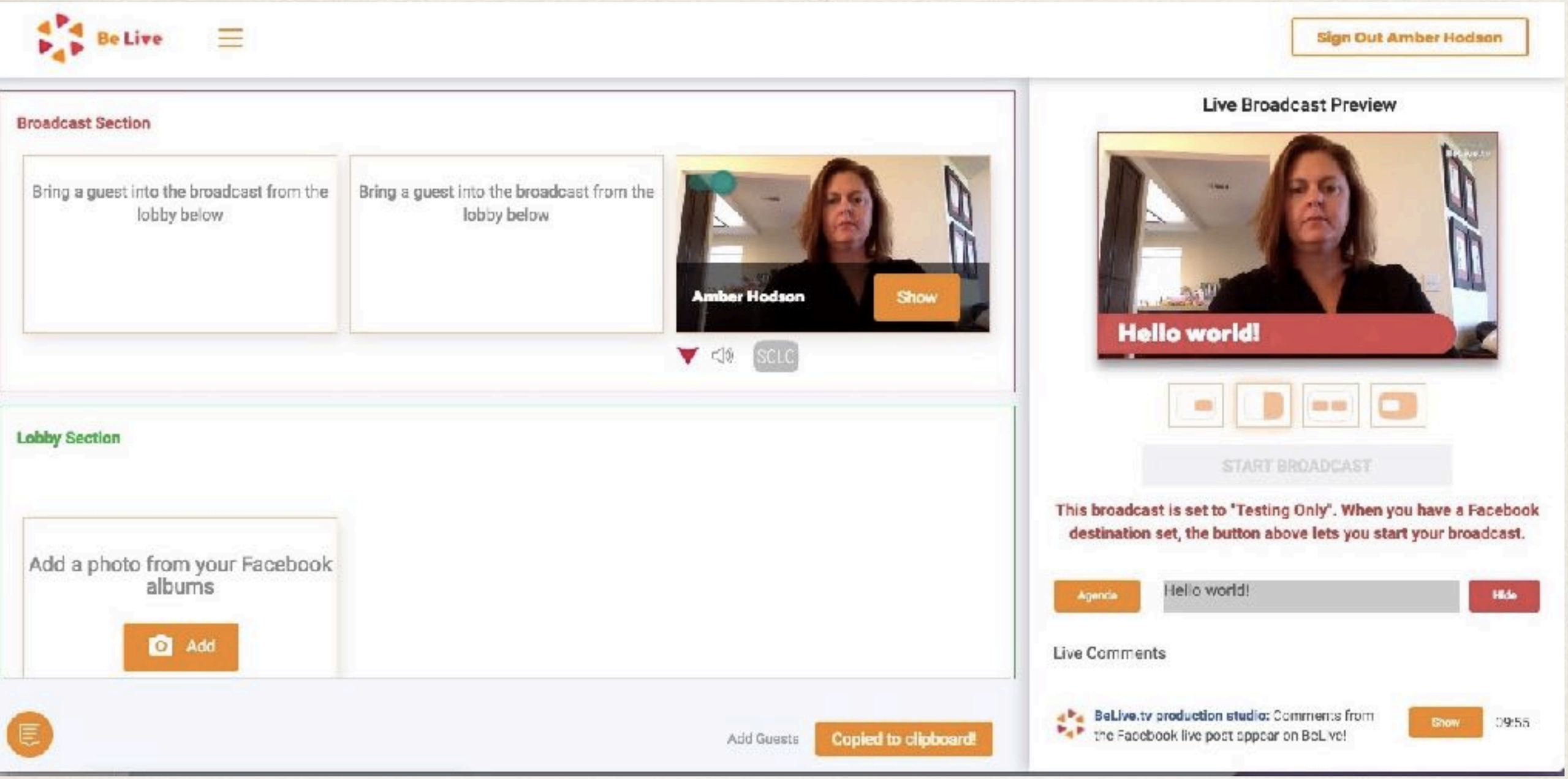
Change window panels on right side



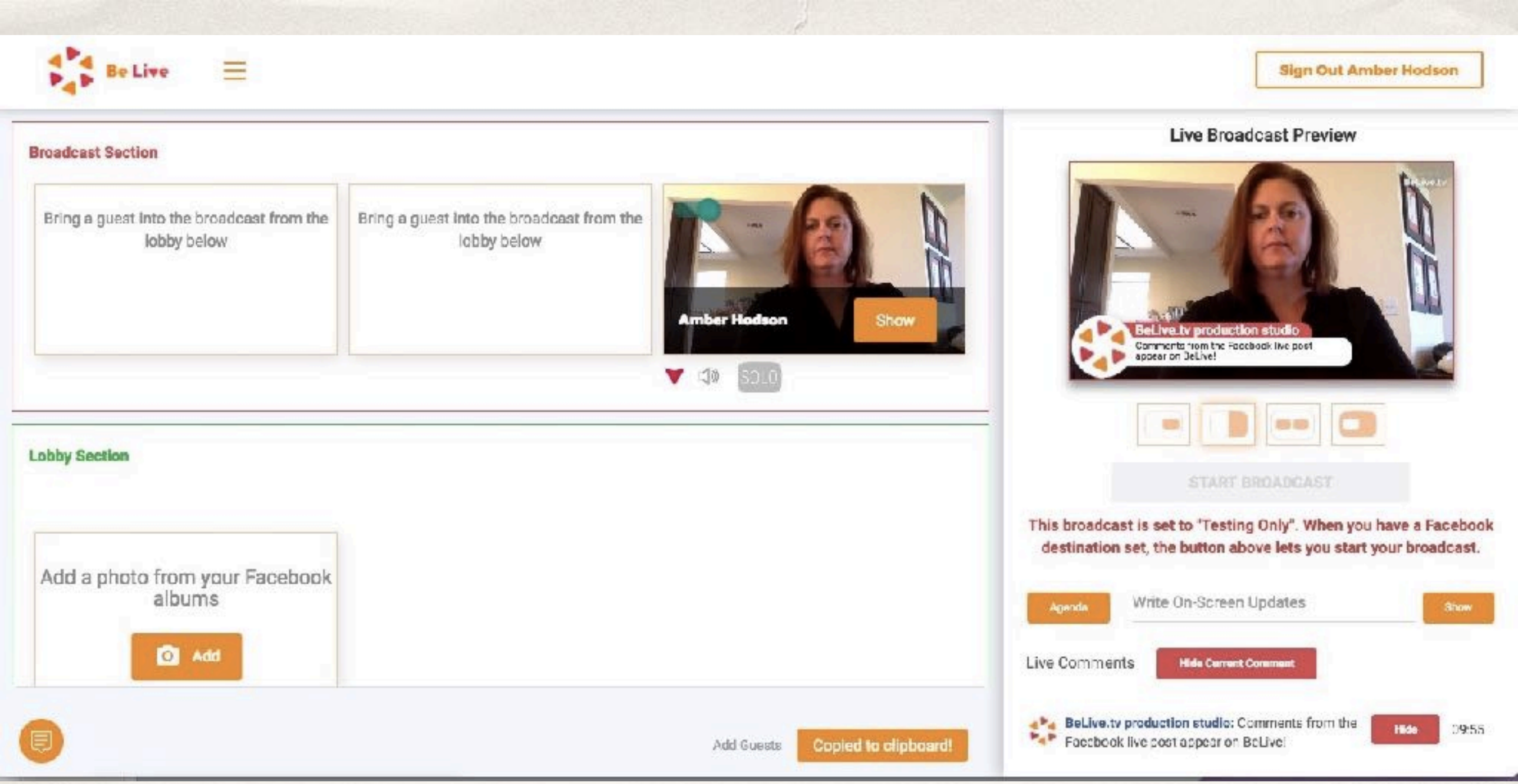
move video feed into to broadcast



use red arrow below video to remove from broadcast



type in text to appear at bottom of screen



choose which viewer comment to appear on feed

How'd we do?

- Fundraiser or Educational
- Reach: over 47,000
- Views: over 7,000
- What is the difference?

What worked?

- Special guests
- Panel Discussions
- Games
- HUGE reach compared to usual events
- Content we can re-use for many purposes
- Managing comments on several laptops

Challenges

- Server was overloaded!
- End Broadcast button - ack!
- Deaf-Blind access?
- Background/Setting
- 30 minutes per speaker

After the Live Event

- Download
- Edit: cut, add links, more info
- Add descriptions/captions
- Youtube

Questions?