



Shining on social: Stories and media relations to help you save more lives – Facebook Live

-Facebook Live generally ensures longer average view times vs uploaded videos; and Live events will typically earn more audience engagement.

-Strong visuals are a key to successful Facebook Live posts.

-Visuals to avoid: talking heads, static shots.

-Visuals for success: cute animal close ups (especially in the first 5-10 seconds), keep the camera moving.

-Feature your adoptable animals, link to their adoption page in the comments.

-Check all options for internet connection: wifi, cell signal, renting a mifi? Spotty connection = bad experience for your audience.

-Before you go live, use Speedtest.net app to check your upload speed.

-Invest in an inexpensive audio solution. Wired lavalier mics that plug into your cell phone are available on Amazon for around \$15.

-With your cell phone and on-camera person, walk your planned route as a rehearsal before you go live.

-Respond in real-time to comments/questions that come in during the live event, through an on-camera person and via the comments.

-Use the 'Engagement Graph' feature (only available on mobile) to look at what pieces of your live event were the most/least popular.

-Add your sourced action link to the description of your live event, or pin that link as the first comment.

-Explore the use 'Text to Give' as a fundraising opportunity.

-Take advantage of the 2 different button options:

1) Donate button – easy to use and free.

2) Learn More button – buying ad space for your Facebook Live event.