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Facebook Live: Engaging in 2017

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Services
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Facebook Live

- What is Facebook Live?
- Why would you use Facebook Live?
- Who am I going to engage with using this?

Do's and Don'ts of Facebook Live

- Take the time to find out what works best for you
- Keep things consistent
- Ensure you have experts available for questions if doing a Q & A
- Remember these are archived and watched later more than live

The Don't

Just say No to background music



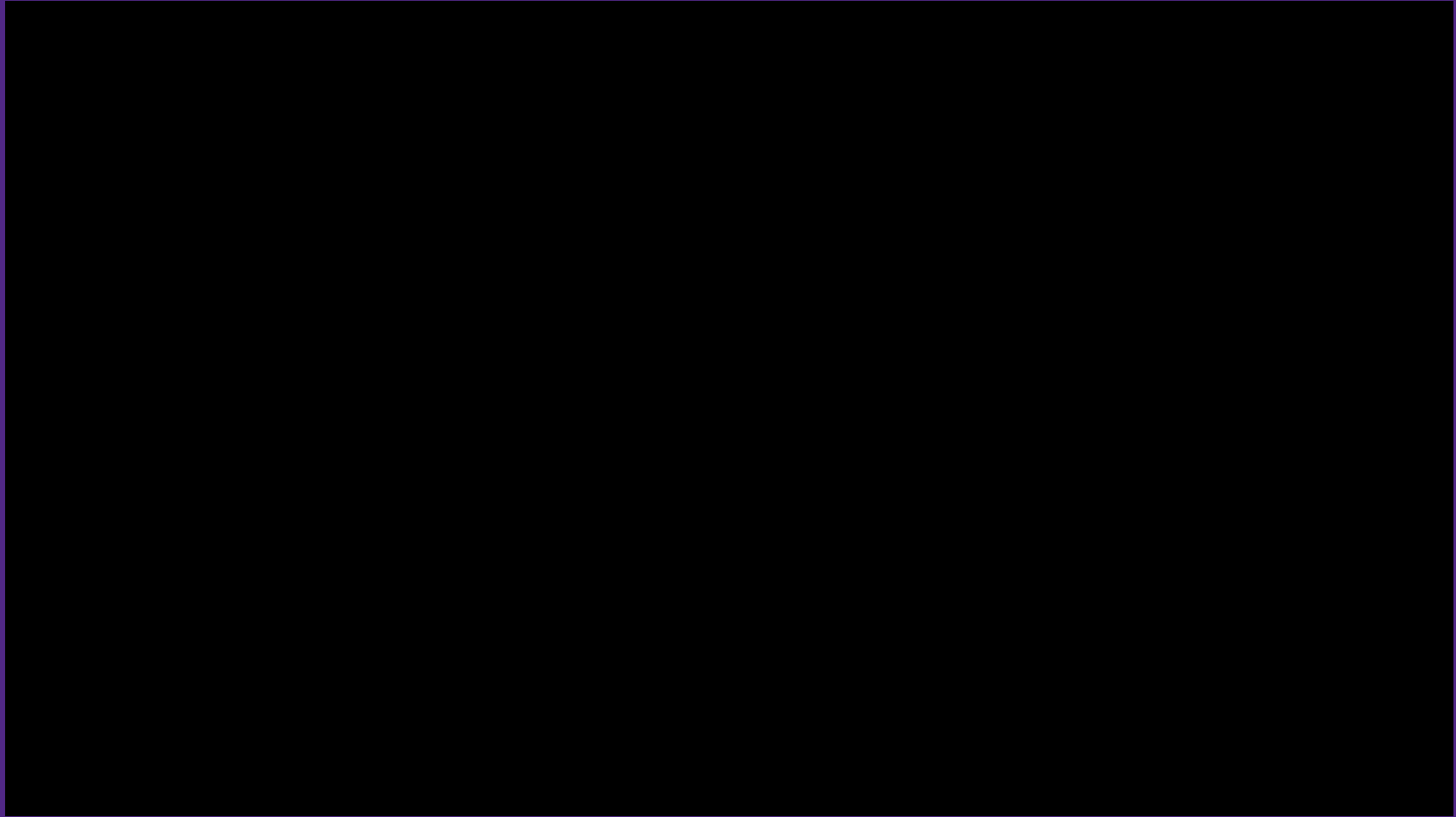
Don't sit in front of a window and test sound quality



Find a quiet place



Ensure you know when you are live



Always know what is in the shot



The Do's

Use a program that can add info to the page



Can have multiple people during a chat



Lessons Learned

- Timing is everything
- Content that peaks interest
- Practice makes perfect
- Trial and error is the best learning tool



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