

When to Use Facebook Live

When to Use Recorded Video

TIME

Video will be 20+ minutes

AUDIENCE

Topic is interactive

TO NE

Tone is more informal

PLANNING

An outline of main points, but no script

QUALITY

Quality is less important

PLATFORM

Plan to use only for social media use



TIME

Video will be less than 20 minutes

AUDIENCE

No real-time audience participation required

TO NE

Tone is more professional

PLANNING

Script or more polished outline

QUALITY

Want higher audio/video quality

PLATFORM

Want to use on different platforms, including website and email



PURPOSE

Facebook Live

Live videos are designed as a way for you to engage with your followers. Prioritize content that sparks conversations and meaningful interactions, during which you can actively respond to and moderate comments. The longer your livestream goes, the higher it moves up in your followers' news feed. Live videos can deliver three times higher reach than a regular video post when you're live for more than 10 minutes.

Recorded Video

Shorter videos or videos that don't require audience participation should be pre-recorded. Recorded videos are great for presenting specific information that you can plan and script out. You can practice with recorded videos through multiple takes, so you don't have to be on your mark like in a live video.



PLANNING



Create an event one week before the livestream.



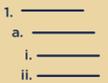
Share daily helpful updates about your upcoming broadcast.



The day before the live, leave a comment in the event asking for last-minute questions.



When the video goes live, post the link in the event page.



Prepare an outline for the main points you want to get across.



Use the appropriate Facebook page for your video based on the audience. If you have a topic of interest to a wide range of followers, you can request access to the main Concordia Facebook page.



Using a higher quality production will depend on your audience and the tone you want to convey.



Professionally recorded and produced videos are appropriate when you're trying to convey a more serious look.



If you're trying to convey a more relaxed or informal tone, a simple recording from your phone or computer camera might be a better option.



Especially during the coronavirus pandemic, informal videos may resonate more than something overly produced.



If you are going to shoot a video yourself, the marketing department can also help clean it up by adding branded graphics and supplemental text.



EQUIPMENT



Use a decent-quality device for recording.



Use a tripod or stabilizing device.



Make sure you have a strong internet connection; depending on where you are, WiFi or cellular data may be better.



Decide whether your phone or computer camera or a professional camera is a better option. Whichever you choose, make sure it's a high-quality recording device. You may be able to change the settings on your device to record at a higher quality.



Use a tripod or stabilizing device.



In some situations, the marketing department may be available to help you professionally film and edit your video. If you believe your video warrants the marketing office's involvement, please contact us weeks in advance.



TIPS TO MAKE YOUR VIDEO SUCCESSFUL

FACEBOOK LIVE

The longer your Facebook livestream goes, the higher it moves up in your followers' news feed. Live videos can deliver three times higher reach than a regular video post when you're live for more than 10 minutes.

BEFORE THE LIVESTREAM

- Turn off device notification alerts.
- Turn the device horizontal before you go live and ensure orientation lock is off.
- Turn recording device volume up.

DURING THE LIVESTREAM

- Say hello to commenters by name and reply to their comments. A good idea to increase engagement is to say something like: "Hey, if you're joining me live say hello in the comments so that I know you're here!"
- Keep in mind that there is a 1-2 minute delay between what is happening in real-time and what your viewers see on their screen.
- Bring audience questions or comments into the broadcast itself by answering questions on-air.
- Keep reintroducing yourself and the topic throughout the video. People may be joining the livestream at different times.
- The longer you are live, the more likely people are to discover and invite their friends on Facebook to watch the video. Plan to fill at least 20 minutes, but be prepared to go longer depending on audience interaction.
- Be sure to lead your audience to ways to find additional content. Send them to key areas on the cune.edu website. Example: "To register for a campus visit, go to cune.edu/visit."

AFTER THE LIVESTREAM

- When the broadcast is over, click Finish. You'll have the option to share the video as a post to your page and save the video to your camera roll.
- Plan to have someone go back once the video is posted to answer questions that weren't addressed during the livestream or that weren't asked live. You may need to monitor comments for a few days after the livestream.

FACEBOOK PREMIERE TIPS

The Facebook Premiere feature allows you to upload and schedule your pre-recorded video to release at a specific time. As with Facebook Live, your followers will receive a notification that you are premiering a video. They can comment and react to your video and each other in real-time as they would with a livestream.

SCHEDULE A PREMIERE

- Upload the video as you normally would. Add a title and description.
- Select the Premiere option and choose the date and time you want to schedule your broadcast.
- Once you click Publish, your premiere will be scheduled and an announcement will immediately post to your page inviting followers to sign up for reminders of the scheduled video release.
- At the scheduled time, the video will air. Followers will receive a notification three minutes before the video goes live and be invited to wait in a virtual "lobby."

TIPS

- A Facebook Premiere is a good alternative to a Facebook Live because it not only takes away the pressure of performing live, but also frees you up to interact with your viewers in the comments section during the broadcast.
- You must schedule your video at least 10 minutes prior to the time of your broadcast, but you can schedule it up to seven days in advance, which gives you time to promote and build buzz for the video.
- Once the broadcast ends, the video will automatically be posted to your timeline, and users can continue to like, comment and engage with it as they would a regular video post.