



# Facebook Live Streaming

## Still the #1

Why is Facebook still the big deal? I've got one thing to say about that. 1.2 billion views a day, that's right, a day. In 2012, that was one billion views a month. So in five relatively short years, you can see how big that market's become. So for many businesses, Facebook is going to be where your people are and that's the reason why it's still important and it's still really great to be across some of these new features, especially if you think about the history of Facebook. It really started off in Zuckerberg's dorm room with a whole heap of kids working out how they can communicate together. What started from a basic world of interpersonal communication has certainly moved rapidly into the world of business connectivity and a two-way conversation. So as I said before, Facebook is really seeing that the great value for them is in moving away from the public-chatty stuff and moving really into business. Business is where their revenue is going to be and with all the people involved in that, business and Facebook is also where your revenue is going to be, so there's no greater reason than that to be able to understand it and get across it. Live stream is just one of the features that they're really building and really pushing a lot this year. We're going to cover, as I said, in depth across the next two live streams: the world of Facebook advertising, which is a really big deep and complex world, one that you need to get across and the benefit of Facebook advertising is really quite extreme. So we really want you to be across that. The other thing Facebook is doing really well is analytics and that's going to be our fourth stream. And the analytics part of Facebook is another reason why it's so important for your business because you know how to get in behind what your customers are doing. You can see the time of the day they act and react, how they're actually working with your products online, how they're working with conversations that your business is having online. So that's another one of the reasons that Facebook is so good, much like Google, it really gives you everything you need to know and

understand about your customers. And of course, you're connecting with your target audience and that's one of the things as a small business, you need to be really across.

- **Connect with your target audience**

The first thing you need to know, before we even get into the nitty gritty of live streaming video, is basically who is your audience and where are they.

- **Drive Traffic to your website**

It's a question you should continually ask yourself and if you've been in business for a little while, you might've asked yourself that question really early on but you haven't necessarily revisited it, so make sure that you're really clear that your people are



hanging out here and this is the best channel to communicate with them on. Facebook is brilliant.

- **Create content and engage with the target audience**

- **Low cost marketing channel**

It allows you to create a lot of content really quickly. And we all love it for that. You can get in there and you can throw up a photo, you can schedule it onto Instagram at the same time. You can really let people see in a static way what's happening in your business, you can encourage other people to share their interactions with your business on Facebook and you can really get the conversation going, so it gives you the capacity to create a lot of content in a really quick moving way.

- **Create SEO opportunities with increased web content and traffic to your website**

The other thing Facebook is really brilliant at of course is it's really great for SEO on your website. You can create content on your website, you can post that content and the links up on to your Facebook page and you can start driving traffic back and forth. By creating those back links, what you're doing is really enabling more people to find you. You're making that algorithm that Google uses to pick up a way to rank your website much more easily. So using Facebook and connecting it with the activity that's happening on your website and on your homepage that really makes a difference to the SEO that you're going to get. So you want to create those opportunities for yourself with Facebook. Basically it's still the big gorilla but it's going to help your business get to be an even bigger gorilla as well. So people do tend to have a bit of a whinge about Facebook. It's one of those things that we tend to kick around as a footy a fair amount but at the end of the day or at lunch time in the live stream, the thing we need to remember is Facebook is still where it's at and still where everything's happening, and still what people are going to. It's number one.

### Why bother?

So let's talk a little bit more about Facebook, some of the stats, if you're still thinking well, "Really, why would I bother?" These are sort of the 2017 mind-blowing figures. It's about a 50-50 breakdown between men and women. I can't really give you the percentages because Facebook calculates them in a way which is a little bit hard to understand. But a really large proportion of users are out of that one billion daily views are still going there all the time. So it's roughly a little bit more than 50% women, a little bit less men. The most users in that demographic are 25 to 34, so again if that's the age group that you're aiming towards with your business, then you're laughing because you know that those people are the ones that are already there. The thing that we do know as well though, is that one of the biggest growing groups on Facebook are baby boomers and there's a whole stack of baby boomers who are really embracing Facebook. They're really embracing it because mainly they're being pushed by their kids and their grandkids to get with the program. But at the same time, a lot of those people are retiring out of jobs and they're starting new businesses so if you're in that category and you're feeling a little bit lost by all the tech, you're not alone and it's a really big and growing group and a really fantastic way again to connect with that. If your demographic falls somewhere in between those statistics, what you need to know is, I'll just refer back to it, 1.2 billion views a day. So whoever you're trying to attract, it's pretty much likely to say they're going to be there. The average time people spend on Facebook is about 20 minutes and that's an average time and certainly I'm sure you have examples of people that have used it for a whole lot longer than that, so 20 minutes means that there's plenty of time to have a relatively deep dive. So if they're been messing around on Facebook, something like a video is really great because it means it's going to capture them. We're going to talk all about that when we really dive into Facebook. The other thing people often want to know is what is the best time to put things up on Facebook? So again according to Facebook statistics for 2017, one of the best times is between 1:00 and 3:00 PM. That's the time the most amount people are in traffic. I guess you can understand that because that's when people are having their lunch break or maybe they just have a bit of a break in between getting the kids from school, taking some time out to just to do a little bit of shopping. So that's not a bad time to be online. If you go online at seven o'clock, quite a good traffic time as well and you're likely to get more people at 7:00 than you are at 8:00 PM. I tell you there is a world of fantastic Facebook facts and statistics but we're going to keep on moving. Needless to say, Facebook is too big to ignore and that's why you need to understand all the nitty-gritty about it and that's why we're giving you this Facebook pro series from Digital Ready.

Alright, one of the things about Facebook that does tend to get people a little bit uptight is that it changes a lot. It's always introducing new things. On the one hand, we can say that's kind of a great thing because it's in that still traditional start-up mode even though it's one of the biggest businesses in the world and that it's constantly evolving. And the great thing for Facebook is that there are so many customers giving feedback all the time. Did somebody say one billion views a day? With all of that feedback, Facebook are able to work out what it is that you really want. So while you're thinking about all that data of yours that they're collecting, some of the things they do

with it is actually for good. And one of those things is to work out what businesses particularly need. So you might've noticed last year, that Facebook suddenly changed the emojis that you could click on at the bottom of your post. It used to be just 'like' and I'm sure like me, you often find that someone put a really sad post up and clicking 'like' just seemed to be the wrong thing to do. So Facebook came up with a series of really emotional emojis. You could say that, you could say that, you could laugh, you could have a bit of happy and sad. One of the reasons that they did that, we might say, is so we can actually respond to how much Facebook changing all the time and makes us crazy, but what that was was a direct response to people asking questions and saying, "Hey, we need this. We need something more." So Facebook does respond and it does change, but mostly it's looking for ways that it can value add to your business. The thing that does drive business owners crazy is just when they think they've got it nailed, Facebook will come along and it'll be completely different.



*So Facebook is a little bit like the weather. It changes constantly.*

Though as Tasmanians, we're used to going out with a cardigan and a pair of sandals. So the thing with Facebook, if you're feeling that you're never going to catch up and that it's all too much, we all feel like that, and that's one of the reasons that the Digital Ready program exists, so we can be there right alongside you and your business letting you know every year what the new tips and tricks are or what the new features are.



## What's so great about Live Streaming?

And so let's dive deep into live streaming. So Sheryl Sandberg who's the COO of Facebook, she said last year in a keynote address right towards the end of 2016 that in five years' time, Facebook was going to be all video. So just let that sink in for a minute, what that actually means if you think about the evolution of Facebook, when it started to become more popularised, all we had was a little string of text, maybe a few lines.

- **Video is Sticky**

Then we moved to sort of being able to put photos up, and then it was photos are sticky, you've got to have photos. People don't respond to text anymore. Then they enabled video features. The videos were much better. Video was sticky, suddenly everything you needed was

video. So what Sheryl Sandberg was saying and what Mark Zuckerberg was saying as well is that Facebook is fundamentally going to become all about videos. Now at the end of last year, when that keynote was being made, they were talking about this evolution into live streaming. They'd only just launched it. At the time it was only being used by a few celebrities and then it was rolled out to the whole community. And if you think about the other big uses of video, and let's say look at YouTube, it's the other big example of where video is extensively used. Facebook is effectively reaching out and grabbing a whole heap of that market because now, you don't have to record a video and stick it up onto another channel.



- **Right here, right now - or later on in the day**

You can have everything you need right here, right now, and live. So that's a pretty major step for both consumers and for businesses in terms of being able to really capture people's attention and you know that you've got 20 minutes at least of people on Facebook every day. So if you can post up really interesting videos, really compelling stories, you're likely to keep people on your site for longer. So why is live so good? I mean the option obviously was you could've always recorded a video and for a year we've been saying to people you've got to make videos, you've got to take people behind the scenes, you've got to show them your stuff and talking about making video for Facebook rather than making video in Facebook. So this is the real difference, I guess, that when you make video and you record it, potentially you're editing it as well, it's there but it's not there in real-time.

- **It humanises your business**

You're connecting with your people and you're telling them a story but you're not giving them that frisson of what's happening right now. So live is good because it's really intimate. You are literally in the room with me right now as it's happening. Everything that I do, you know, sitting at your desk at work or at home in your home office or out in the garden having a cuppa and a sandwich while you're watching this, you know that you and I are sharing this moment together and we are literally in real-time. There's something about that that makes it a really intimate and a more pleasing experience than just watching a video that you know I recorded, and edited all the mistakes out of, when I forgot what Facebook we were doing. So it's in the moment. Having a live video begins a conversation. What it's doing is that in the way that Facebook is set up for live streaming, while I'm talking to you, it's not just me in the one-way stream. Of course this is the thing that social media addressed way back when, which is that no longer where consumers just having information pushed at them all the time without any capacity to have a two-way conversation. Live video on Facebook gives you the capacity to open a conversation. You're there watching this, you can type in messages for me, you can type in comments, you can stick a little emoji in there and let me know how you're feeling, you might be loving it, you might be hating it, whatever it is, you can tell me and you can let me know in

real time and I can respond to you. I can look there and I can see, hey, Stella is looking, “Hi, Stella, how you going. Thank you for the comment.” It’s stuff like that. I can see who’s there and I can see who’s engaging. And so for a business it’s really important. It might be if you’re an online business, some of the first times you really get to have that live interaction with customers who will never get to come into your store. So it’s a really great thing. Oh, hi, Sam. Sam meets online, nice to see you. It’s really great to have this interaction. It’s really different when you’re sitting and recording a video somewhere on your own to knowing that you’re there and people are on the journey with you. So that’s one of the really great things about Facebook live. So one of the things people used to always say to me as a digital coach which way back when I get the slides out and talk about these things called social media and we really talked about Facebook a lot in the early days, and there would always be a number of people in the crowd who’d say, “Why would I bother? There’s so much time. What’s in it for me?” So I’m going to refer back to our favourite statistic of the broadcast: one billion views a day. That’s what’s in it for you and what’s in it for your business so the catch phrase in Digital Ready, we used to use as coaches all the time was “Your business can’t afford to not use Facebook.” And I’d say the same thing about Facebook live streaming, “You can’t afford to not learn how to do live streaming.”

### Make it Real, not perfect

So let’s get into some of the more technical stuff now. Hang on to your hats. So I can guarantee there’s a whole heap of people who are out there watching who are thinking, “Uh-uh, I am never ever putting my face in front of a camera and letting the world at large see it and comment on it.” You might be thinking, “My face is for radio!” And let me tell you as someone who’s in radio, it is quite convenient to not be able to have people see you.



- **Have an outline of what you are talking about**

But hearing a voice is so different to actually seeing the emotion of a face. Neuropsychology tells us that we really imprint on people’s facial movement and their expressions, and it can really transform the way you feel, much more than just listening to a voice can. So whether or not you want to have moment of having a self-esteem thing about your face, the thing is that your face is really important to your business, and your face is important to your customers because they want to see you, they want to hear you, they want to get a sense of who you are. They want to get a sense of the entirety of you. And of course the great thing about Facebook live streaming is like so many of the other things that we understand about the way social media and particularly real-time communication works, it’s not perfect, it’s never perfect, and it’s like writing a blog. You write a blog, it’ll come from the heart, there might be few grammatical errors, there might be a few spelling mistakes here and there but at the end of the day, you said

what you needed to say to your people, and they understand that. They're not looking for a really groomed piece of communication.

- **Imagine that one person you are chatting with**

What they're looking for is something that's from the heart, that's authentic, that's informative, that is bringing them into the story and making them part of it. And again, I really reiterate that point, the two-way conversation that we're having, what we're doing right now, this is the way of brand building for your business and that's what this is all about. It's part of your brand's story. So personal insecurities and how to deal. You just basically have to get over it. The reality is that you are going to be going out there and you're going to be putting yourself out there and you have to be authentic and you have to just know that it always starts a bit awkward and I know we're all going to look back at this broadcast and say, "Yeah, that was awkward." But by the time we get to part four, it's going to be smooth as silk and it'll be the same for you. And the thing you need to feel really confident about is that your viewers are really going to be hanging on to that as well. They sort of want to be on the journey with you. And that's the most important thing. So don't make it perfect, make it real. And there are some ways you can help yourself to not be all over the place and feel like it's too scatty and we're going to be going through those as we go. So the thing you need to do when you start to do one of these kinds of broadcasts is you need to think about it strategically before you even start. Let's say it's a given that this is going to be good for your business, so, tick, we know you're going to do it. You might want to have little strategy leading up to how you actually start doing it and the key thing you've got to ask yourself is, "Why am I doing it? What is the thing I want to tell my customers about? What do I need to tell my people about?" and that story begins with business.

- **Mind your body language**

So for anyone who's still sitting in that strange Venn diagram between their Facebook personal page and their Facebook business page, one thing I always remind my Digital Ready coaching people is that this is business and every action you take on your business site, and every action you take on your Facebook page for business, it actually has to have a purpose. Your time is money and you're valuable, and you don't want to just be tooling around, not really sure what you're doing. So you need a strategy. You need to really think logically about where you're going and why and running the video, live streaming, is the same. Now, you might sit down and say – okay. Let's say I've got a food van business, so I'm going to be out and about. I want to be talking to my people about where I'm going to be, what's going to be in the food van. Let's say I go every Friday into the city in Hobart or into the square in Launceston or up into Devonport and hang out up there, or in Queenstown, wherever I take my van, but I want you to know where I am. So I might post midweek, so I can let you know my locations are going to be. I might post from inside the food van, so I can give you a bit of a look at what it's like in there and I might be doing some cooking. I might let you know what's on the menu for that day. So before I do that video, I'm going to plan all of that stuff out, and at the beginning of the

week, I'm going to be saying to you in my Facebook posts, "Hey, we've got a live streaming video coming up. I'm going to be in the van and I'm going to be taking you through a menu and I'm going to be giving you some hot tips on where you can find me." So by doing something like that, you've really thought about what is it that I want to tell my customers, what do they need to know about my business in this case, in this week. What am I going to do that's going to engage them? Of course food is always going to engage people. Video is sticky but food is particularly sticky. And so I'm going to give them an insight into the process I do behind the scenes and then I'm going to give them the information which is where am I going to be and what am I going to do. So the call to action is really important, and I would say, not just in that context of what we're talking about here in the Facebook video streaming, but actually in everything you do, every post you put up. What is the call to action, what is it that you need your people to do, either during the point that they are watching the live streaming video or immediately afterwards, because that's the point of which you are going to be able to really capture them when they're all juiced up and excited and ready to go. So think about your call to actions, and let me repeat that because repetition is the greatest tool for remembering, think about the call to action in every single thing you do when it comes to social media, what is the intention, even if you're just putting up a pretty meme with a really nice feel good thing on it. The intention behind that is to give people an insight into your brand that is part of the value set up your brand because you want people to connect with that. And the message you have might just be that you want them to have a great day or you want them to feel good about themselves. That would be followed up potentially by another post that's got a real call to action which is, "Click on this link, we've got a sale coming," or "Here's some fantastic information about something you need to know about." But always think about the call to action because it's important, because it means that you're really strategically thinking about their business and your brand.

## It's Business, Baby

So once you've got your call to action sorted out, you want to also make sure that your customers can do something to that call to action.

- **How can your customers respond straight away?**

So in the case of the food truck example, you're cooking away on your live stream video and you're saying, "Come along. I wanted to come and purchase food from me on Friday afternoon at this location, at this time." What can they do straight away? You can say to them, "Come online and tell me what things you particularly want me to have on the menu. Let me know you're going to come along." People who come along and say that they've seen this live video, "I'm going to give them a 10% discount. So come along and here's the code word to use." Give them something which is going to hook



them in for the call to action, and that's really important. So when you're thinking about your live streaming, if you're lost in the world of 'what am I going to look like? Are people are going to laugh at me?' we've forgotten about that already. It's about the call to action. It's business, baby, and you need to get on board with really thinking about how this tool on Facebook is going to be so amazing for your business.

- **What is your call to action?**

So moving right along, we know what's so great about Facebook streaming, we know that it should be a real and not perfect. What are some of the things that you can do to make it a bit more comfortable for yourself? Well you might say that I'm occasionally looking down, that's because I got some note for myself, and I've written a few notes, so I can structure what I'm saying. The thing with any kind of live stuff that you are doing, like it's really super to be spontaneous, and it's really great to just be telling it like this, but you also want to have a little bit of a structure. That really helps when you're doing your call to action because you don't forget to put in. I'm sure I'll get I'll get to the end of this broadcast, and I'll think, "Oh, I meant to say this. I meant to say that." That's always the way. That's the joy life. But if you have a little bit of a structure and you've worked through it a couple of times before you've gone live, you're much more likely to have less disasters happen when you're live to air. And let me say, from a lot of experience doing live speaking, live broadcasting, the great thing about humans are that they really appreciate that we make mistakes. So it's really unlikely that your customers might see anything happen on your live video and completely freak out about it and never come back to your brand again. What's more likely is that they're going to see that you are a real person and that you're just like them, and the deepening of your relationship with your customers when they know that they are just like you is absolutely gold. A really great example of this is one of Ricky Gervais' first live streaming videos, and originally when Facebook first released live streaming, it just went to a few selected celebrities. Ricky Gervais did his first live stream from a bathtub. It's really great. You can see the top of his head sweating, dripping with water, echoing in the chamber, but it was an incredibly humanising moment because what he did was sort of say like, "I'm there with you, I'm just like you, and there's no barrier in between us anymore." So that's one of the really nice things you can do, you can take those barriers away between you and your customers.

- **Beginning, Middle and End**

So having a little bit of a story is a really great thing. Just nutting it out, because don't forget, anything that you do, again, on your live stream, writing a blog, doing an advertisement, putting up a post on your page, it's telling a story. It's the story of your brand and it's the 'minutiae' of the story of your brand in that moment that you're sharing it. So people like a beginning, a middle, and an end. We started this live streaming video by talking about what we're going to do for the whole series, then I talked about what Facebook had been doing just to tag you back into the world of Facebook if you are head had been off somewhere else, doing something far more important. We put the context in, and then now, we deep diving into the actual video

streaming, what you need to know. We're working systematically with the slides in the background as a help to show you and to prompt you, and then we'll sign off and do some questions and say goodbye. So that's the beginning, and the middle, and an end. It takes us through a classic narrative journey. And I'm telling you about live streaming, what it is, how to do it, how it works for your business, some of the things that you need to know, and then you go off and do it yourself. So whatever it is you're telling your people about, then you need to do the same thing. What's the story you're going to tell on that day? The great thing is that when you get comfortable with live streaming, there are so many stories in your business you can share and what you're going to find is that you are really going to start enjoying knowing that at any moment something amazing is happening, hit your phone and you can go live, and that story is going to be right there. Once you get used to it, you'll be really clear on how to do it. But when you're first starting, it's really good just to dot a few dot points down, just so you don't get totally lost and wander off in the middle of it and then you'll have a 'Warren Beatty' moment.



## Tech Tips

Now, let me just return to my notes. Let's do a few tech tips because I think aside from the personal, "Oh my god, I can't possibly be on a video" thing that everyone experiences. Let me just, again, reinforced that, everyone experiences it, you aren't alone, and you're going to look beautiful.

- **Lighting**

So here are some tech tips. Lighting and sound are probably the two things that you need to really think about. The good thing is, as I said before, Facebook live streaming video in the main is a relatively amateur kind of world. People are telling stories, they're doing things as they happen, so they haven't gone and had full hair and makeup done, they aren't in an amazing studio with great lights and a green screen. What they are is they're in their businesses, they're outside, they're in places and contexts which are relevant to the story that they're telling. So when you think about doing it, and let's imagine that most of you are going to be recording your Facebook live streaming videos either on your phone, or on a mobile device, or in a static situation using your laptop. So I'm just going to really talk now to having a very basic set up. Of course, there are so many tools that are available now for the home tech and the more into it you get, you might find that it's worth setting up and getting a few more tricky and expensive things, but for now, a few basic grassroots entry level, you're going in with the tools that you got. So you need to be in it a good strong natural light. The lighting needs to be in front of you, not behind you. If you have even strong sunshine or a strong light coming in behind you, it's going to completely wash you out. You can test that, because when you first switch on the

Facebook live – and we're going to talk about how to do it in a second – you'll be able to see what you look like, it will show you the live view and so if you're getting completely flared out from behind, you're going to know that you're going to need to move around and fix your lighting. Sunshine is really good. Natural daylight is great. But again, if you're in the middle of the day and the sun is at a peak, just make sure you can get somewhere where you can soften that a little bit. In most homes, if you can just get yourself – if you don't have a good bright white overhead lighting, you can just get yourself a cheap LED light that's portable. You can get them from any number of the large department stores and hardware stores around Tasmania. If you actually want to get a bit more detail on this, I'm not going to go into it too much now, but if you go into the Digital Ready website, there's a blog post there that's all about lighting and there's also a digital factsheet. So you can get in and find out some of those things. It's to do with having webinars and doing live video, so that will give you all you need to know. But what they need to know is when you first look at your phone, let's imagine that my hand is a phone, when you look at it and you see what you look like in live, in Facebook, you can tell if the lighting is right. It's really hard to watch someone who's in a really dark-lit space. Sound is the other thing. Now the sound is at the bottom of your iPhone. That's where the speakers are. So you want to make sure that you've got your phones up high enough that the sound is going to be able to go through. You need to make sure that it's quite clear and also that, even though there is quite a good sound-cancelling microphone inside the iPhone and also inside your computer or your mobile device, if you're in a really busy street, if you're in the middle of a city with heaps of honky horns and traffic, that makes it kind of difficult. So try and get somewhere where you're not going to be disturbed, and there's not going to be loud noises. If you got pets in the house, try and put them somewhere where they're not going to bark right in the middle of your presentation. They're just a few tips on what they need to have with sound and lighting.

- **You**

In relation to you, there're a few tips that make a difference to how people can be captured by you. Wearing really busy tops and really patterned clothing is quite distracting unless of course that's an integral part of your brand, in which case, go for gold. So try and wear things that are fairly neutral and muted. If you had distracting headwear, like you are wearing a small hat with a fascinator or you got a really giant brooch or you have a huge bouquet of flowers on your top, this can be really distracting. So try and keep it as plain and as non-distracting as possible. The focus of the stream, it's you, but it's more what you're saying. So you don't want people to be really widely distracted by the things that are coming out and coming off you. So for example, even though in the situation that we're in, where we have got a green screen behind us, so we can put the slides in, I'm wearing a really simple straightforward very unfussy top, so it's not going to be super distracting and it's not going to get in the way of what I'm trying to get across to you. So that's a little bit of tech tips for you. Let me just give you some tips on your presentation style. And again, one of the things that first happens, when people do anything if

they're a bit nervous or awkward about, is that they don't breathe. So one of the first things that you need to remember when you're doing Facebook live streaming is you've got to breathe and that that breath leaves in your diaphragm, it doesn't leave in your throat. The minute you start panicking and your pulse rate goes up, and start breathing in a really shallow way, you tend to lose your voice, because it all get stuck in here. So if you want to avoid that, what you need to do is just calm before you do it, do some breathing exercises. Do some proper <inhales> in through the nostrils and right down into your diaphragm. Do the classic opera singer, 'Ha!' open up your mouth, open up your throat, and just get some noise and sound coming through. The budgie might laugh at you but it's really worth doing it in the long run. If you're sitting down while you're talking, make sure you have a straight back. If you don't have a straight back, and you tend to be slouching or you're lying down, you compress your diaphragm which makes it really hard to speak. And the key thing is that you want to have a voice that's out there, like a big proper voice. You don't want to have some little terrified tiny voice because people won't find that compelling or interesting. They want you to be able to really engage and speak. So, as I said, just to recap, the body language stuff is as important for viewing as it is for your actual speaking. As soon as you're doing any of these kinds of things, it's really going to stop the way you present. So try and find a place where – obviously, I'm a hand movement freak, but if you keep your hands in front of you, if you keep them in your lap, if you put them down by your sides, anything that isn't you jerking and jiggling around that, again, is going to be distracting but it's going to stop the quality of your presentation and distract the people from the message that you're getting across. You've got your story, you've got your call to action, you have to back all those things up by having a really great mode of presentation. Now, again let me tell you, this is practice, and performance in front of a camera or in front of a microphone or on a stage, as we know, it's one of the things that terrifies people more than anything but it's practice and it's a learned behavior. You're growing a neural pathway that says, "When I do this, I don't want to wet my pants and lie on the ground screaming. I want to feel completely relaxed and know that I'm engaging with customers who I really love." The more you do it, the more you're going to feel like that and the less terrifying it's going to be. So all you need to know is it does get better and that your early efforts are the efforts you're going to be remembered by. You're not only as good as your last broadcast. You're only as good as the future broadcast that nails those big sales for you.

## How To

Alright, so a couple more things that I want to talk to you about now. Let's get to the technical part of it. How do you actually do it? It's really simple. You want to set up a little bit of time beforehand when you're thinking about, "How do I let people know I'm going to do it?" So in the week – let's say, you've got a week timeline and you've got to broadcast, let's say, on a Friday. So on the Monday you want to put up a post saying, "I'm going to be broadcasting. You guys should totally come along. Here's the time," get people a bit razzed up about it. You want them to know what's coming. In Facebook, they can actually click a button that says that they are going to follow

you, so that they'll be able to get updates whenever you're going live, and that's a really good thing to do. So encourage your people to do that. In the case of Digital Ready, we asked people to send us questions because we wanted to make sure that we had a few questions to ask when we get to the question part, which people did, and thanks, we're really grateful. So you want to do things like that. Get people engaged early on. Let them know what you're going to be talking about, and each day, or as many times as you normally post with your people, just give them a reminder, tell them it's coming. It's going to be really fun. You can't wait for them to be a part of it. Each day, make it a little bit more exciting and a bit more intense, have the real call to action in those posts as well, make sure it's in their calendar, that they're going to have the time right, that you've got some questions, all of that kind of stuff. When you actually get there, what you find is that you go in like you're about to do a normal post. The normal post is basically that you start like you're about to write a status and you'll see in the screen what comes up. It looks like a little megaphone that says, 'Go live'.

So you click 'Go Live', and if you haven't done it before, Facebook gives you a little explainer video telling you what to do and where everything is. Once that's through, you write a single sentence status saying this is what's going to happen, and then you press live, and you're on, it's that simple. So straightforward, every time you do it is going to get easier. It runs for as long as you're live for, you signoff, you say goodbye, you hit 'see you', and then you'll be able to get a full live recording of that. So it's pretty much exactly as you see in the slide there. You'll come up in that. You'll be able to see exactly what you look like, so you can make, any last-minute adjustments before you hit 'Go Live', and then you simply go live. So the technical part of this is really easy. It's made to be simple and you're ready to go, baby, just like that. Alright, you might think, "I can only see four people on my audience. It's minuscule. What am I going to do?" Don't worry about that. You probably only want a few people online the first time you actually go live and do this.

### Your Audience wasn't built in a day

The audience builds with you. And so the best way to do it is, as I said, tell them coming, tell them when it's on, and tell them when it's done. Make sure that they're really involved in that whole process and that therefore, anyone who's missed it, they can come back, and they can watch a version of it afterwards. So just be really clear. You're not going to have 100,000 people watching on day one, unless you've already got a massive audience and you are a really big celebrity with a lot of pull. But as we like to say in growth mindset language, it's not yet, you'll get there one day, and the best way to do it to keep on trying and to keep on working at it. Like all things, it's just something that you build with your people and your brand and the more people see it, the more they'll tell their friends about it, the more they'll share it.



So promotion, promotion, promotion is the way, all the way through, beginning, middle, end. Before you do it, as you're doing it, and after you're doing it. And like most things social media, it helps to do a live stream regularly. You want people to get in the habit of wanting to see you do it.

- **Promote your live broadcast**

So you might, in the first couple of months, schedule out to the very regular broadcast, and then you might get a little bit more spontaneous with it, and just drop in to, "Hey, we've got this amazing thing going on. Guys, I just wanted to let you know about it." It is a spontaneous tool after all and that's one of the key features of it. But in the early days, it's better to have a bit more planning, and a bit less caution to the wind. That can come later.

- **Promote your recorded live broadcast**

The other thing that is really good about video and much like all things Facebook and we're going to do a really deep dive into this in the fourth live stream, is the analytics part of it. Now Facebook is fabulous for business because it actually gives us a lot of analytics. It tells us exactly who is doing what and when, what their gender was or is, where they are, how long they stayed, when they bounced off. So when you're thinking about what's in your video, you can actually coordinate all of that. So you can see the point of your video where, "Oh, I've lost people a bit there or maybe I went a bit too long. Maybe I went a bit too short." You can really start to look at the patterns of performance through analytics. As I said, we're going to do a deep, deep dive in analytics in a few weeks' time, and I will, of course, be promoting that on the Facebook page so you know when.

- **Promote your next broadcast**

But all you need to know is that you'll get great analytics that sit behind your live streaming video, so use them. It's going to really help you to you to nuance what it is you're doing and it will also help you to nuance the advertising that you might do to accompany your live stream. And of course, we've got two episodes coming up to talk about the live streaming advertising world, so it's going to be great.

## Questions

I suspect it might be time for some questions and answers because those of you who are on a lunch break are probably going, "Oh come on, it's been 45 minutes." So we did get a few questions in. And one I'm going to address in a bit of detail was from Shane Pinner. Hi Shane! If you're watching, thanks so much for your question. And Shane basically asked an awesome question, and he said, "Are you better off having a business page or a group?" Now, this wasn't necessarily deeply in relation to live streaming but I think it's an important thing in terms of, again, just thinking about what it is you're doing and why you're doing it with Facebook? You have a business page if you have a brand because you want to have a brand conversation. You're really promoting what you're doing. You're selling things that you're doing. You're telling people all about it. It's a two-way conversation but it's really about the spotlight being on your brand and taking it out to the world.

A Facebook group is a community. It's really intimate. People can talk to each other. They can have long deep dive discussions. You don't really want that on your Facebook for business page. You want that to be a bit cleaner, and a bit leaner, and a bit more directly focused on the brand. This is not an either/or situation though. So Shane, in relation to your question, I would say, "What is it you're trying to do? What's the intention of both of those channels?" So if you already had, say, an established business, you might leave that business page running along, but you might create a group for particular discussions that happen inside of it. So, let's say going back to my food van example before. So let's say I have a Mexican food van. I might talk about my van, I have my brand there, do my live streaming but I might have a group offline that talks just about chili sauces because as we all know, chili sauces are a thing, right? And those people can get into the depths of jalapeno and serrano and all the things they love, but not do that on the page where I really want to keep it focused on where my van is. So think about what you need from your community. If you've got a brand-new idea and you haven't really got a business as yet, a group is a great place to start to bring like-minded people together for a community of interest and that can later spawn a business page. So the answer in a nutshell is it's not one or the other, it's both. But all of it is underpinned by exactly what it is you're trying to do. Now, we did have a few other questions. Let me look at my list. "How long should you aim to live stream for?" This is a good one. So if we go on the basis that Facebook says people will stay on for about 20 minutes, you probably want to aim to live stream for somewhere around 20 minutes to start with. One of the things that a lot of the different sites talking about live streaming say is "Don't make it too short." You want people to have enough to actually get to know you and get involved in a bit with you, but you don't want it to go forever and ever and ever, so they're asleep at their desks. So try and find that balance. But I would say anywhere from 10 to 20 minutes to start with and you'll find that online, that's actually a really long time. Okay, so there was a question from Kelly, "How do you let people know you're going to be live streaming?" So you let them know because you advertise it in advance and then you get them to click the button that's on the Facebook screen that basically says, "We can tell you when this is going live." And now, my Facebook sends out a reminder to remind them to log in and that they won't ever miss out on your broadcasts. So Facebook itself has tools that will allow you to do that and then of course you have the capacity to be able to drive those things forward yourself by putting lots of advertising in there. And probably just time for one more question, "Can people join the live stream midway through?" and the answer is yes, of course they can. All they need to do is to come to your page, and they'll going to be able to see that it's all going on. That's probably not ideal but that's the way of the world, we login and logout based on what our timing is. The thing you want to do is to try and capture people from beginning to end, so you can really take them through the story through the call to action and at the end of it, give them something to do, or give them something to hook them in for the next time. So that can all be really achieved by basically doing all the pre-advertising, and the pre-strategy work, executing really well when you do your video, and at the end of it, giving them something to do afterwards, and of course, getting people to login and follow you is really super important. But for those people who came in midway, how's it going, and thanks.