Facebook Live checklist

This guide is optimized for your phone—use it on the go!

OFA

Facebook Live checklist

Elected officials need to be held accountable. Use Facebook Live to broadcast key moments with just your phone to help build the pressure.

When should I use Facebook Live?

Consider using this feature when a simple picture just won't do. Rather than just capturing a slice of your event, use Facebook Live for capturing events longer than 10-15 minutes and shorter than 4 hours (that's the limit).

Some examples of when you could use Facebook Live:

- To capture elected officials answering questions at a town hall.
- To broadcast speakers at an earned media event.
- To record an in-person training and broadcast to folks who may not be able to attend.

Ok, got it! How do I get started?
Facebook makes it really easy. Just start a post as you normally would by writing a compelling title/description of what you'll be capturing on video. Tag your your representative where appropriate

and always tag your OFA state page so we know what's going on and can share.

[See more about using tags & hashtags here →](#)

Then, instead of just posting, click the "Live Video" button that should be listed among the post type options.
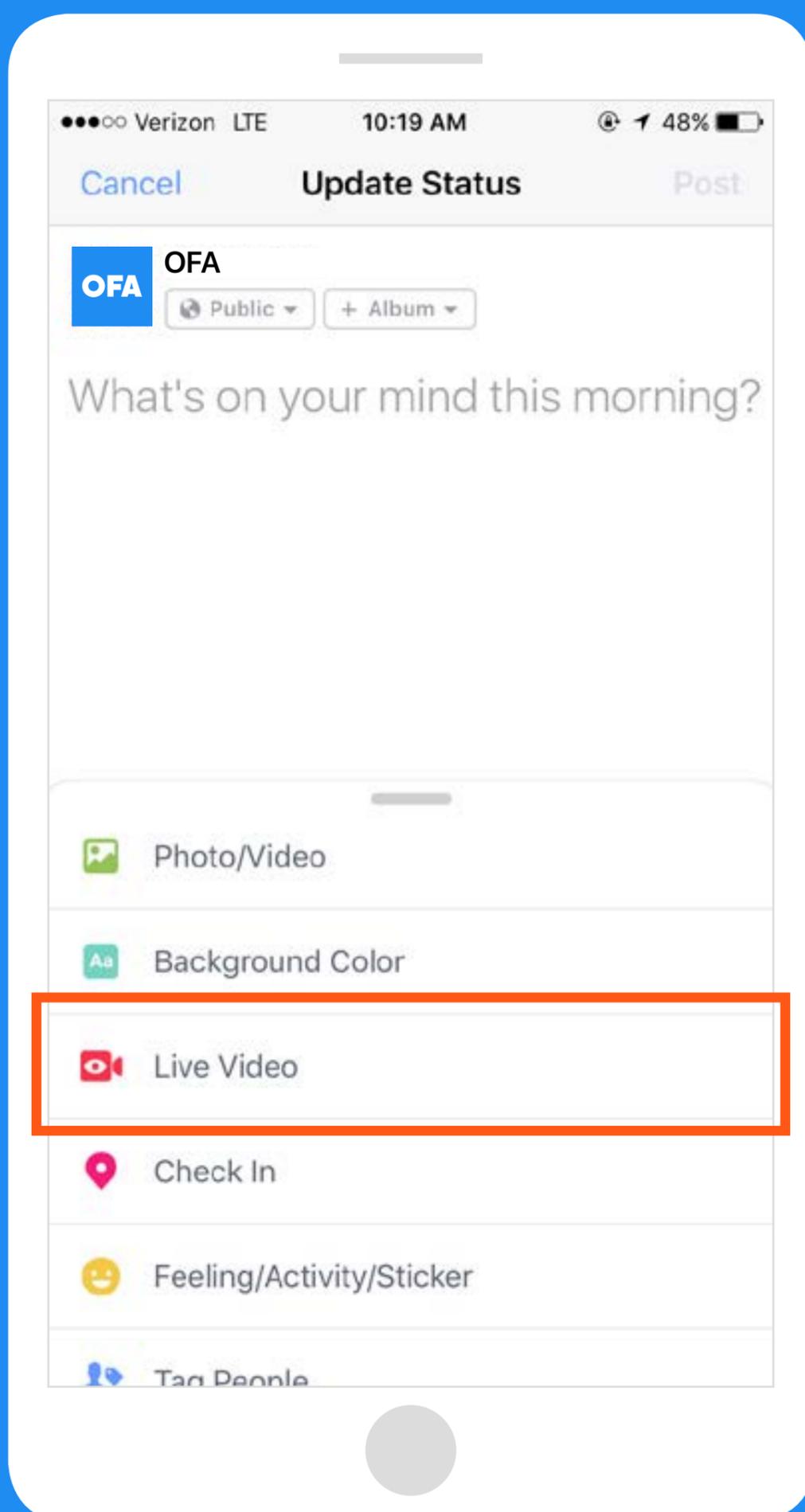
You'll have to allow Facebook access to your camera and microphone, but that's exactly what you want: For your followers to be able to see and hear what you see and hear!

Pro-Tip #1

The first few moments are key. Once you start recording, turn your title into a verbal hook and say your description out loud during the first 10 seconds. That way people who will watch your recording at a later time will know what's going on.

Then, maybe give a brief statement that establishes who you are (first name is fine), where you're from, and what you're capturing.

Great! Now what are some of the best practices for actually doing it?

Encourage engagement

Tell the people watching to like the post, click the heart button when the agree with something or the angry face when they don't like an elected official's answer, and to participate with respectful questions or comments.

The more engagement you have on your video, the

more Facebook will help you amplify it, and the wider your reach will be. Try soliciting comments throughout the livestream when the subject of your video isn't talking. Saying the ask out loud and into the microphone, rather than just typing it into the comments, will help ensure more people know what to do.

> **Example:** "Tag someone in the comments you think should watch this video."

> **Example:** "Where are you watching from? Add a comment below to share."

Optimize your angle + framing

Go widescreen if you can! Tilt your phone horizontal and make sure you're in a spot where the subjects are in good light (since you may not be able to adjust exposure or focus).

Try to get as close to a head-on angle as possible (within 6 to 8 feet). You should be able to see the emotion in the subject's eyes. Make sure you're close enough to get good, clear audio.

Try to have the subject fill the frame so that you don't have a lot of empty space in the background. It's not just for aesthetic reasons, it can be very distracting! If you have to film from an angle where

you can see the crowd, make sure you're framing it so that the event appears as well-attended as possible. Sometimes those weird angles can make it look like no one is there.

Steady the camera

Using your phone to film can be tricky, because every tiny, imperceptible movement will be amplified on video. Try to get a tripod wherever possible, and if not, prop up the phone on a steady support so that your hands aren't needed. The steadier your shot, the less likely the viewer will be annoyed or nauseated.

Focus the image on the subject of your shot by tapping the screen where they appear. This should help reduce the blur and automatically adjust to the best lighting.

Test it out!

Technology can be full of surprises. Even if everything's all set and has no reason to malfunction, try it out on a test account (if you have one)—or try publishing so that only you can see the video. That way, you'll be sure everything goes off without a hitch.

What are you filming?

Make sure you know which segments you need to film. It's always better to record the event in pieces so that others can share the parts they relate to most—start recording right as a speaker is being introduced and stop it as soon as they're done. No one wants to see the chatter and rustling in between!

Try to make sure that anything you film is something you know in advance is on-message. The last thing we want to do is be caught by surprise when someone in the video starts getting electoral or inappropriately veers away from our philosophy of respect, empower, include.

What's the social copy?

When you begin filming, Facebook will prompt you to add a status for your video. You can edit this language after you post, but try to write a good headline description of what viewers will be watching so they know what they're getting into.

Make sure your status copy is written in full sentences with proper punctuation and grammar, and is sentence case instead of title case.

After you post your video

After you're done, you can go back to your post and update your thumbnail image. If you don't like any of the options available (~10), you can take a picture of the venue on your phone and upload that picture instead.

You can also edit the title and description after you post. If there's a particularly good segment of the video, give folks a heads up in the description of the time-stamp where they can start watching from (e.g. "Start at 1:33 minutes into the video for the best part!")

Share the Facebook video link of your post on Twitter and use the hashtag #OFAction or any other event-specific or issue-specific hashtag so people on that platform can find your content and can help amplify it more widely too.

Pro-Tip #2

Have a few people or groups lined up ahead of time to share the video while it is live to help increase views.

If you have feedback on this guide or would like to see other topics covered in future toolkits, email us at organizing@ofa.us