

ZOOM & Facebook LIVE

- Are you going to take questions DURING the broadcast → You might need an extra computer
- Choose you area:
 - Good Lighting
 - Backdrop that isn't busy = easier to focus on you & samples
 - Make sure you can't see piles of laundry in the background!!
 - Choose a "background" that's not too busy either
- Manage all Mischief:
 - Animals
 - Loud appliances, TV
 - Other people → Do you need a note on your door?
 - Phone on SILENT → you will get spam calls during broadcast ---they live for this.
- MUTE Facebook so you don't have echo
- PLUG IN Your computer so you don't die halfway through
- Preparing to broadcast:
 - We used OBS an open broadcast system that allows for an overlay
 - I open a window for each place that the broadcast will be streamed to check for comments---this may be difficult with a lot.
 - Pre-Game your topics
 - I try to have links ready to paste for the topics we are talking about—word doc
 - We discuss them the day before and prepare 1hr-30min before
 - We discuss speaking order so we don't talk over each other
 - Avoid talking over each other—it cancels the sound out
 - Choose a few topics to discuss but keep about half of your time flexible
 - No one will be disappointed with a 45min presentation vs 1hr.
 - Have natural breaks in topics so you can push to another day if need be
 - Plan for questions, but also plan some filler if need be
- Speak at a moderate pace ---not too fast
- Don't move too fast
- Start and stop with a "portrait" –hold still and smile for a few seconds
- Remind viewers how to participate for the next time and where to send questions
- Having someone in the audience that can relay technical issues is a bonus—maybe they can text you or add a comment

Advertising & Sharing

- I found it has been useful to create a post asking for questions separate from the event. Give a submission deadline
- You need someone to watch for 3seconds to count
- Page managers can click on link to share to their page
- Sharing vs. Watch Party Facebook has an algorithm