

Broadcast for longer periods of time

The longer your broadcast, the more likely people will discover your video and invite their Facebook friends to watch it. Keep in mind that the maximum length of a broadcast is four hours. We recommend that live videos last at least 10 minutes.

Signal the end of your broadcast

Don't leave people hanging or end a broadcast abruptly; instead, use a closing line to let people know that you're done.

If you know when you will broadcast with Facebook Live next, mention that and encourage people to tune in next time.

AFTER YOUR BROADCAST

Save the video

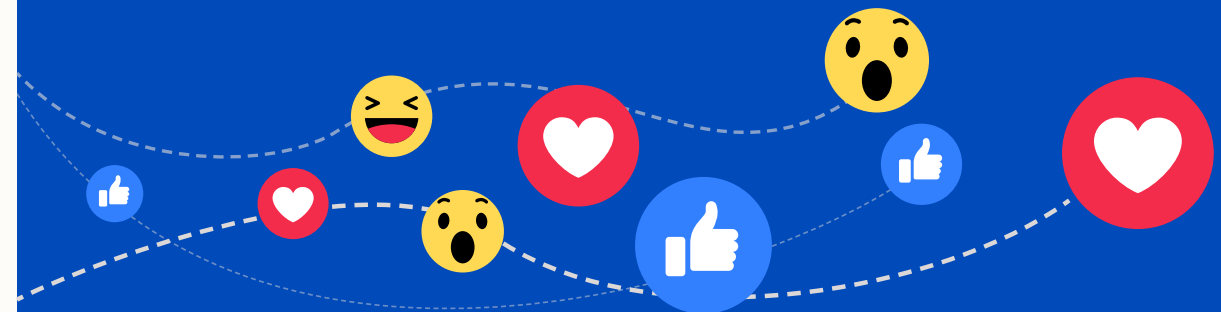
Once you end your broadcast, you'll have the option to delete the video or publish it to your Page or profile. Once you publish the video, you can delete it at any time, but we recommend keeping the video up so people who weren't able to watch it live can access it later. Viewers can share the broadcast, which increases overall viewership.

Update the description

It is helpful to provide a detailed description of your broadcast; you can edit the description after you go live.



FACEBOOK LIVE BEST PRACTICES



Facebook Live is an easy, powerful way for anyone—from everyday people to public figures and news publishers—to connect with and inform their communities in real time, either from their mobile devices, desktop, or 3rd-party device.

Here are our tips for creating a successful broadcast, including things you can do before, during, and after your broadcast to engage, inform, and entertain your audience.

BEFORE YOU BROADCAST LIVE

Build anticipation

Tell fans ahead of time when you'll be going live. You can do this by posting a quick message to your Page. We've found that one day's notice is enough time to build awareness.

Solicit questions

Ask your audience to submit questions via the comments section so you have a pipeline of topics to discuss during your broadcast. If you want to discuss other topics, come up with questions on your own before your broadcast to keep the conversation flowing. This is a great way to engage with your audience before your interview begins.

Make your broadcast discoverable

You may reach even more people—beyond those who follow your Page—by tagging your location, whether it's a landmark or a specific city. People can discover your tagged broadcasts on our Facebook Live Map, which is a visual way to explore public live broadcasts that are currently happening around the world.

Test your data or WiFi connection

Live videos lose viewers when the connection drops or the broadcast is delayed or blurry because of a bad connection. We recommend using Facebook Live only if you have a strong WiFi or 4G connection. You can download one of a variety of mobile apps to check whether your mobile connection is strong. Facebook Live requires a connection that's faster than 10 mbps.

DURING YOUR BROADCAST

Give people time to join

Many viewers tune in during the first couple of minutes of a broadcast. While you're waiting for the audience to grow, we recommend using this time to introduce who's on the broadcast, welcome the early viewers, and go over what you plan to do.

Interact with viewers

The power of Facebook Live is the real-time interaction. You can have a more successful broadcast if you let viewers participate by asking questions. Remind your viewers that they can submit questions as comments, and try mentioning viewers' names when responding to their comments or questions.

Manage the conversation with pinned comments

Similar to how you can pin a post on your Page, you can pin a comment to the bottom of your video, making it even easier to manage engagement while interacting with your community.

While there isn't a limit to the number of comments you can pin during a broadcast, keep in mind that you can pin only one comment at a time. When you pin a new comment, it'll automatically replace the existing pinned comment.