

FACEBOOK LIVE CHEAT SHEET

Tips for optimizing your Facebook Live

Sample Topics to Discuss

- Hot topics in your business or industry
- Q&A or review the FAQ on your website in a video
- Breaking news
- Conduct an interview
- Are you a performer? Perform!
- Give a behind the scenes look at your profession
- Record a demo or tutorial and teach your fans.

Increase your Facebook Live Engagement

- Tell fans you are broadcasting
- Make sure you have a strong internet connection
- Add a description to your live before you actually click to go live on Facebook
- Take the time to say hello to your live viewers and respond to their comments in real-time
- Don't always keep it short – longer broadcasts pick up more viewers
- Use a closing line to signal the end of a broadcast