



TIP SHEET



HOW TO USE INSTAGRAM AND FACEBOOK LIVESTREAMS

Social media has expanded to a world of livestreaming videos, a feature that social media influencers in particular have put to good use. Livestreaming has grown rapidly, with 63% of people ages 18 to 34 now reporting that they watch livestreamed content regularly.¹ Livestreaming's popularity provides exciting opportunities for nonprofit organizations to connect more with their followers on a personal level and spread important health messages while facilitating engagement and driving discoverability for new followers.



Did you know? Studies show that 80% of participants would rather watch a live video than read a blog.²

WHAT IS LIVESTREAMING?

What does it mean to “Go Live”? This phrase refers to using features that enable someone to start a livestream that followers can watch and engage with in real time. Going live creates a connection with audiences who can see your organization in a candid way, helping your organization seem more personable and making your message relatable. Hosting a livestream makes social media posts interactive and allows for more natural conversations than you achieve by using edited videos or photos. **You can talk to and respond to viewers in real time.**

On Facebook and Instagram, followers receive notifications when your account goes live so they can immediately tune in to the broadcast when it starts. One notable difference between Instagram Live and Facebook Live is that Instagram Live posts are deleted once they are finished unless you post the stream on your regular Story. Instagram Stories are deleted after 24 hours unless they are saved to your profile as highlights. Facebook Live posts are automatically published on your organization's page like a regular video after the livestream has ended and will only be deleted if you choose to delete them. Additionally, a Facebook Live broadcast can last for four hours, while an Instagram Live broadcast can only last up to one hour. These differences in permanence mean that Instagram Live is used more often for casual content and younger audiences, whereas Facebook Live tends to be used more to broadcast panel discussions or live events.

¹ Yanev, V. (2019). Live Streaming Statistics Every Marketer Should Keep in Mind in 2019. Retrieved from <https://techjury.net/stats-about/live-streaming/>

² Golum, C. (2018). Live Video Statistics: What Consumers Want. Retrieved from <https://livestream.com/blog/live-video-statistics-livestream>

WHEN TO USE LIVESTREAMING

When and why would your organization use livestreaming? Going live may seem risky, but doing so gives followers an inside look at your organization. There are many times when going live could take your organization's communication to the next level. One benefit of livestreams is that the organization or account holder has control over what to broadcast, for how long, and where. The flexibility is important, as the feature can be used in many ways, from showing fun content to promoting awareness.

Livestream Content Examples

- Host a question-and-answer session with viewers.
- Host a competition giveaway and announce winners.
- Give a backstage tour of your office or an event you are hosting for your followers.
- Broadcast a live event.
- Promote campaigns.
- Have a candid conversation in which any followers can comment.

When hosting a livestream, it is important to plan and promote it so users know the broadcast is coming. For example, post on Instagram that you will go live at 5 p.m. for a Q&A session so viewers will get excited and create a buzz around the livestream. Facebook recommends broadcasting for at least 10 minutes to reach the most people.

HOW TO USE THE LIVESTREAM FEATURE

You can access the livestream feature on Facebook and Instagram in a few steps. Before going live, a user can practice what they plan to film by taking a video using the regular camera without the live audience. This method allows a user to plan what they want to say or do, minimizing anxiety during the livestream.

How to Start a Facebook Live Video

1. **Go to your organization's page.**
2. **Click "Create Live" at the top of your organization's news feed.**
You will need to enable camera access.
3. **Write a description for your video (which can include tagging other people, your location, and other pages).**
4. **Click "Start Live Video" to start a three-second countdown to broadcast.**

Facebook allows you to choose the audience for your broadcast for **free**. By selecting "Geo Controls," you can choose your audience based on age, gender, and location. Remember that your video will remain visible on Facebook after it ends. For more information, visit live.fb.com/golive.

How to Start an Instagram Live Video

1. **Tap the camera icon in the top left corner of the screen, or swipe right from anywhere in the feed.**
2. **Tap "Live" at the bottom of the screen, then tap "Go Live."**
3. **When you're done, tap "End" in the top right, then tap again to confirm.**
4. **From there, you can tap "Save" in the top right to save it to your camera roll, or share it to your Story.**

When you save your video to your camera roll, only the video is saved, not comments, likes, and viewers. However, video replays in your Story or saved in highlights include the likes and comments from your original video. The number of viewers for your video includes everyone who watched the live video and the replay. For more information, visit help.instagram.com.

Best Practices to Increase Followers

- **Devise a plan.** It is always important to plan what you want to feature and how you will show it ahead of time. This ensures things go more smoothly.
- **Advertise what you are going live about ahead of time.** Promote your video ahead of time whenever possible. This ensures you have an audience that is excited to tune in!
- **Engage with your audience.** Both platforms allow you to see how many people are viewing the live video in real time and who they are. Engage with them by answering questions and responding to comments.
- **Check your internet connection and equipment.** Before you go live, shoot a practice video and check it for sound quality and disruptions in your internet connection.
- **Always post the video immediately after broadcasting.** This way, if live viewers missed something because they came in halfway through, they'll be able to get the information they need on the replay. Additionally, the video becomes a piece of content on your feed that followers can watch later.
- **Tag relevant people afterward.** Did your live video have speakers from your organization or others? Tag them to increase views and engagement.