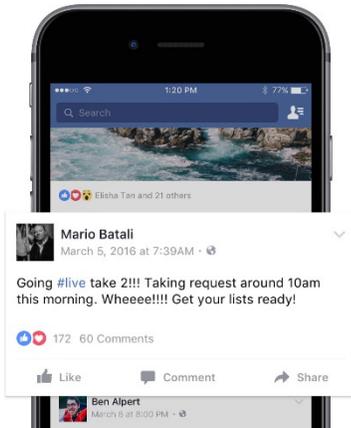




With Facebook Live, you have the ability to make an immediate personal connection with your audience. Below are a few ideas and tips for going Live.



1. Tell fans when you're broadcasting ahead of time.

Build anticipation by letting your audience know when you'll be going live with a written post. We've found one day's notice gives people the right amount of time to tune in.

2. Go live when you have a strong connection.

Check the app to make sure that you have a strong signal before going live. WiFi tends to work best, but if you can't find a nearby network, you'll want a 4G connection. If you have weak signal, the 'Go Live' button will be grayed out.

3. Write a catchy description before going live.



A great description will capture people's attention and help them understand what your broadcast is about. And don't forget to tag @SEIU2015 to make sure we take note of your Facebook Live activity!

4. Ask viewers to subscribe to Live notifications.

Remind your audience that they can tap on the Follow button on live videos and videos that were live so that they can get notifications the next time you go live.

5. Say hello to commenters by name; respond to their comments live.

Your audience will be thrilled to hear you mention their name and answer their questions when you are live.

6. Broadcast for longer periods of time to reach more people.

The longer you broadcast, the more likely people are to discover and share your video with their friends on Facebook. We recommend that you go live for at least 10 minutes, although you can stay live for up to 90 minutes at a time.

7. Use a closing line to signal the end of the broadcast.



Be sure to finish with a closing line, like “Thanks for watching!” or “I’ll be going live again soon.” After you’ve wrapped up, wait a few seconds until you hear the “ping” indicating your broadcast is complete.

8. Be creative and go live often!