

Facebook Live guidelines

Before you can go live on a Facebook page you need to ensure you have admin access and you are logged in. Admin access can only be granted from an existing admin and it is best if you do this several days before you are due to go live to ensure that you can do a test-run and there are no issues (especially if you have advertised on your social media accounts that you will be going live at a certain time).

Below there are instructions if you are going live from your desktop/laptop with a webcam or built-in camera, or if you are using a mobile phone device. Please take time to read the relevant instructions carefully in advance of going live, and follow the top tip of practicing with your personal Facebook page where you can go live to 'only you'.

Whether you decide to use a desktop/laptop or a mobile phone device you need to ensure that your Facebook Live session is in a well-lit space (whether this is indoors or outdoors) and try to avoid positioning yourself with a bright light behind. You also want to ensure that your webcam is positioned so that it frames your head and shoulders or wherever the focus of the viewer needs to be – this may vary depending on your activity. If you are demonstrating how to bake a cake, or how to do an experiment then the camera would need to be focused on this.

Some good online resources to read before you get started below but please bear in mind that Facebook made incremental updates all the time so you may find that incremental changes as time goes on, some instructions will also be different depending on the device you are using. That is why practice is key!

<https://www.facebook.com/facebookmedia/solutions/facebook-live>

<https://blog.hootsuite.com/facebook-live-video/>

<https://blog.hubspot.com/marketing/facebook-live-guide>

If you are going live from your desktop/laptop with a webcam or built-in camera

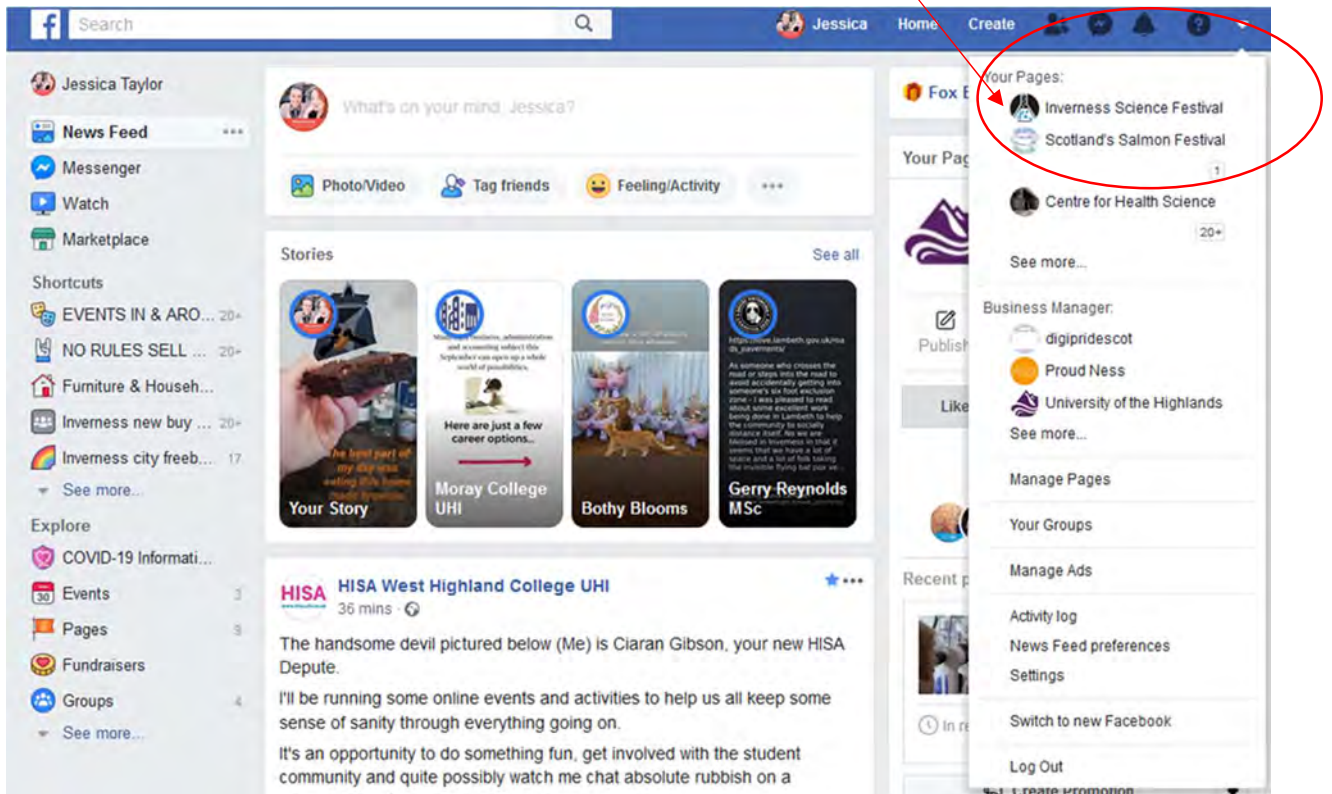
The benefit of using a desktop/laptop with a webcam or built in camera is that your viewers will see your video in landscape orientation meaning that it will appear much more visually appealing. You will also be able to monitor comments or questions more easily. You also don't have to worry about setting your webcam on to a tripod as it can be positioned on to your laptop or screen of your desktop (but do consider placing your laptop on a pile of stacked books/boxes to ensure a flattering angle of the camera looking down at you rather than up).

Top tip: practice doing a Facebook Live session on your personal profile first – you can set your audience to 'Only me' so that no-one else will see it (this is not available on a page). You can also save it to your device at the end and review it.

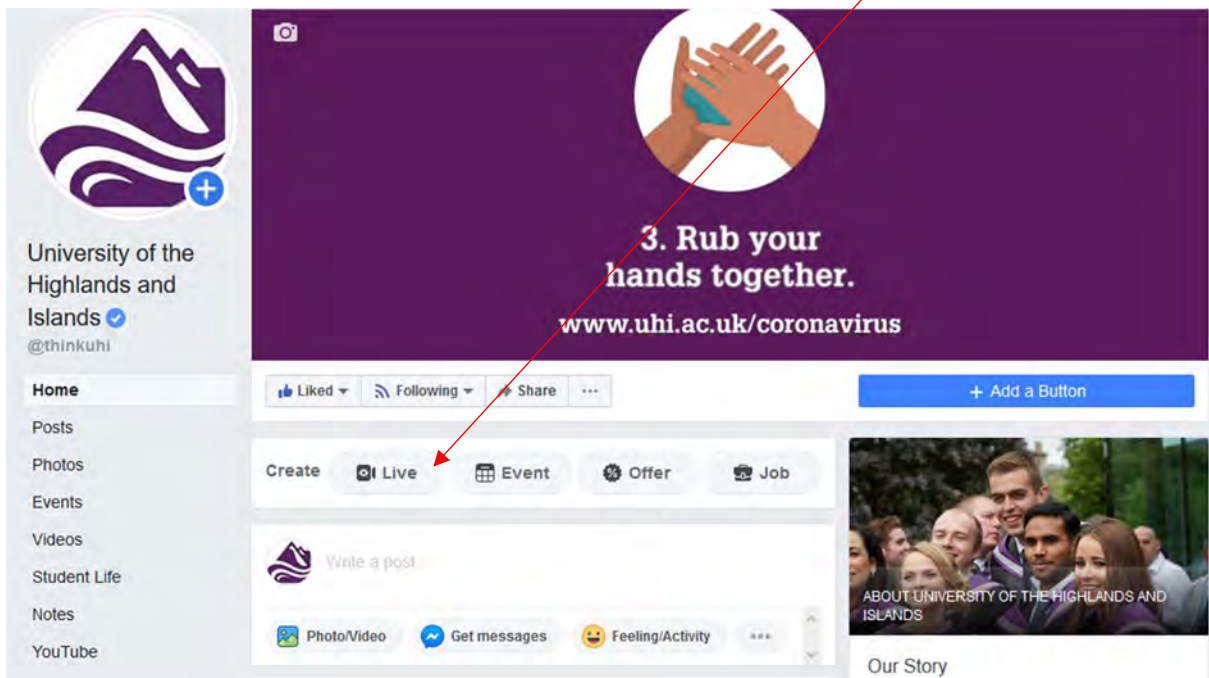
The first step is to log into Facebook and on the top right-hand side you will see a small grey arrow pointing downwards, click on this and you'll see pages you have access to in a drop-down menu:



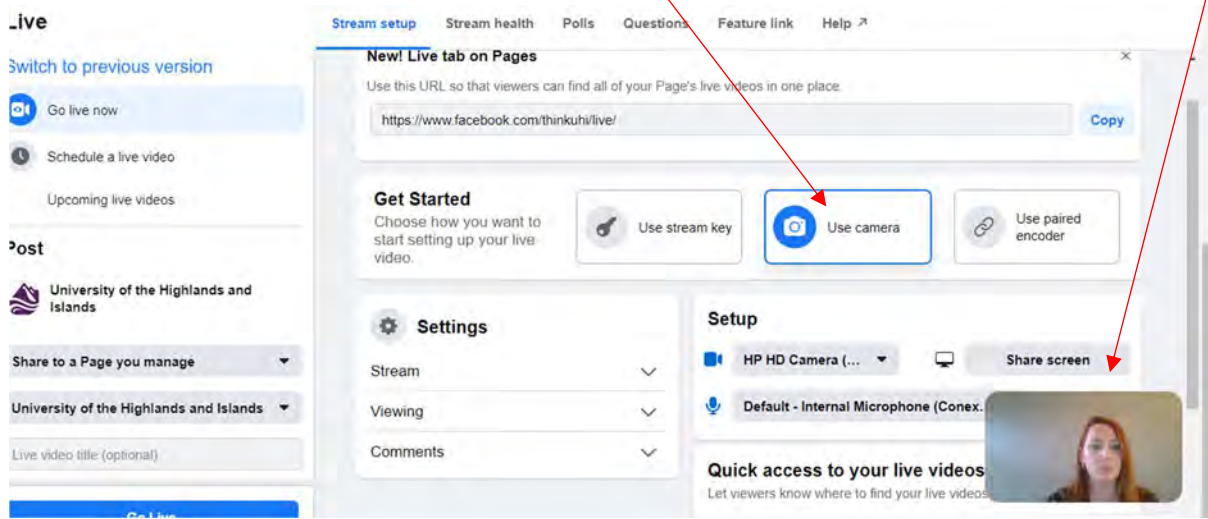
You should now select the page you want to use for your Facebook live session. Alternatively, you can use the search bar at the top of the page to search for the page you want.



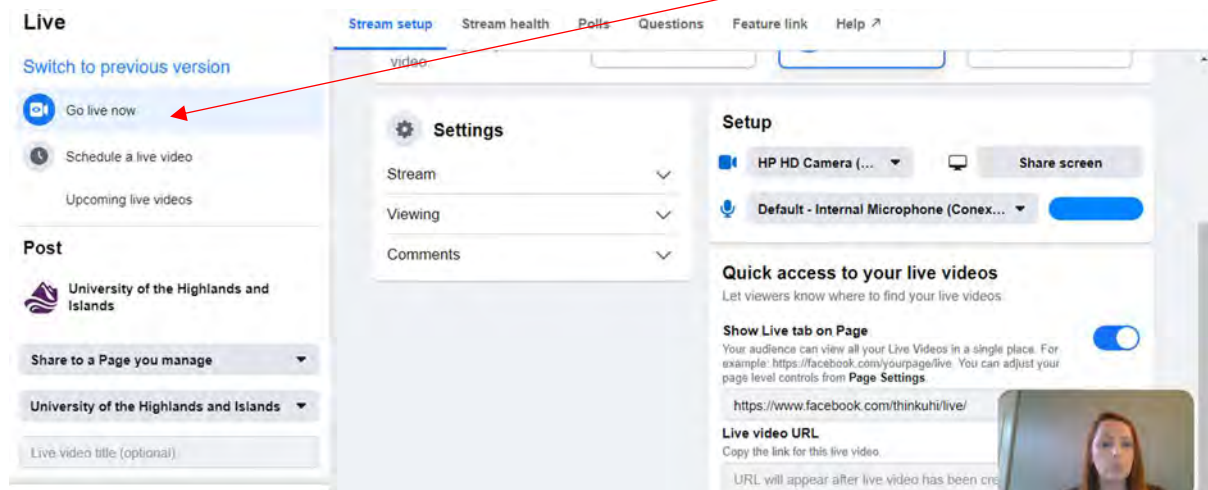
Once you are on your chosen page you can see you can select 'create live':



You'll now have a screen asking you many options before you go live, we'll go through the ones you need to deal with, firstly you want to 'use camera' which will allow you to use your webcam or built-in camera (you can see it is working below from the pop-up screen on the right-hand bottom corner):



On the left-hand side of the screen ensure 'go live now is selected':

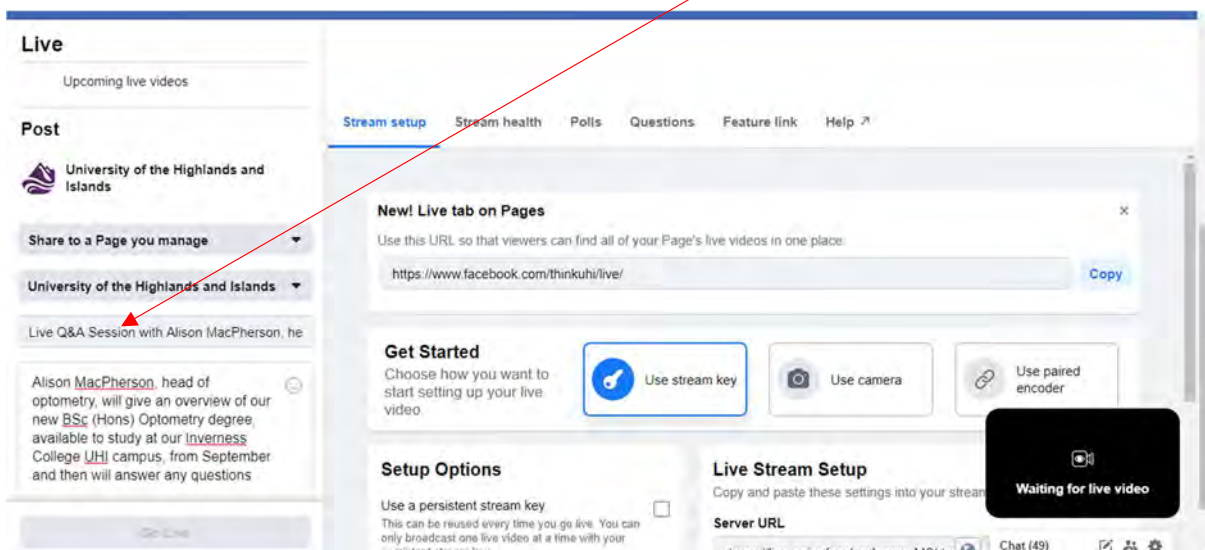


Add a 'Live Video Title' and description about your Facebook Live session. You can also add in a location, how you are feeling and a charity link if you are fundraising. Some suggested text is provided below:

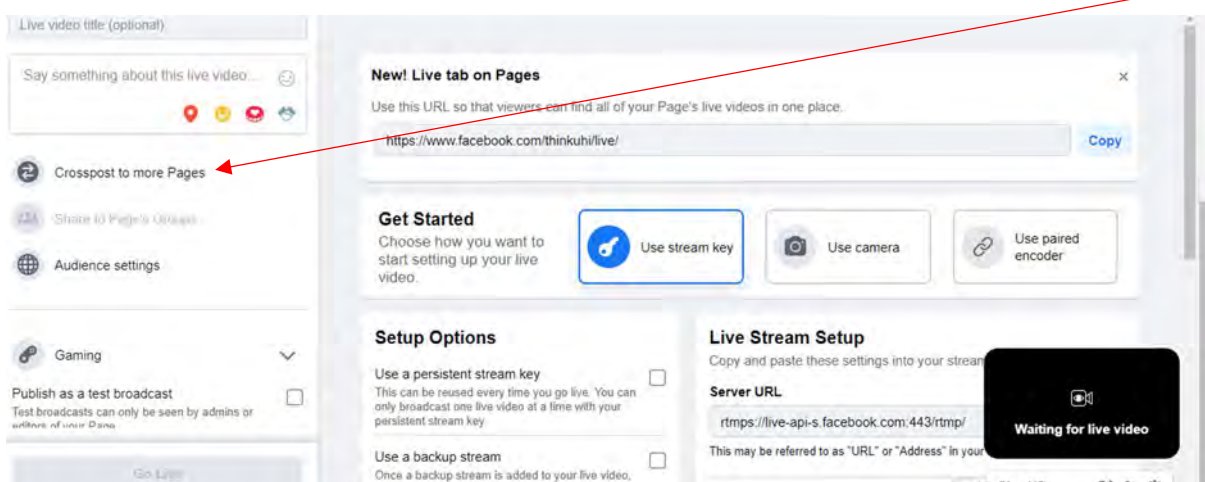
Live Video Title: Live Q&A Session with Alison MacPherson, head of optometry

Description: Alison MacPherson, head of optometry, will give an overview of our new BSc (Hons) Optometry degree, available to study at our [Inverness College UHI](https://www.uhi.ac.uk) campus, from September and then will answer any questions you may have. This is a great opportunity for both those who have already applied and for those who are still considering their options.

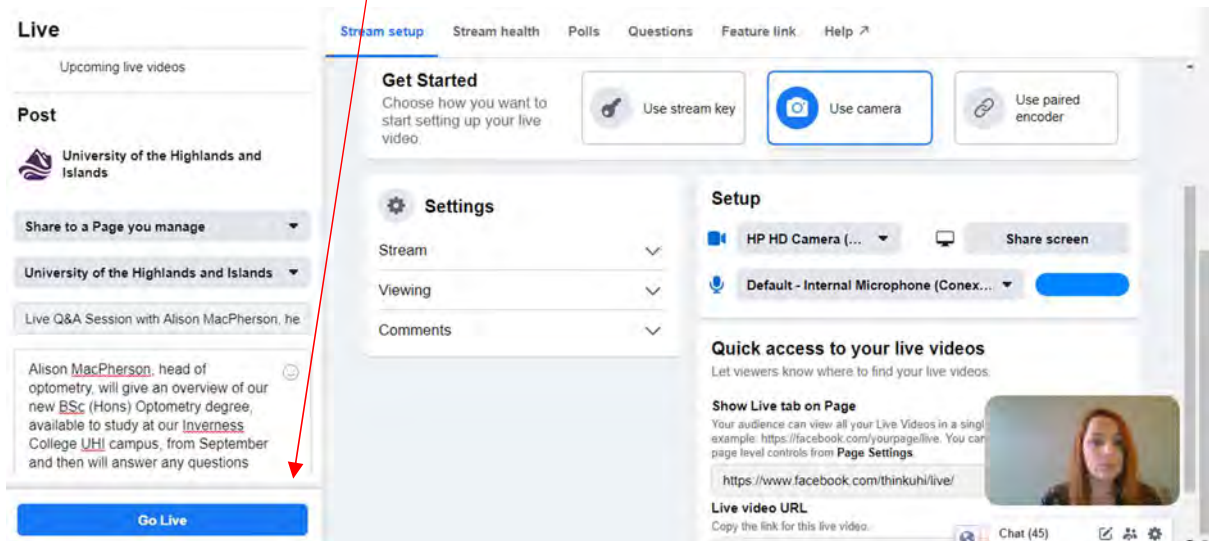
If you would prefer to chat to us on a one-to-one basis, our would like to view more information about the course, please go to: www.uhi.ac.uk/optometry



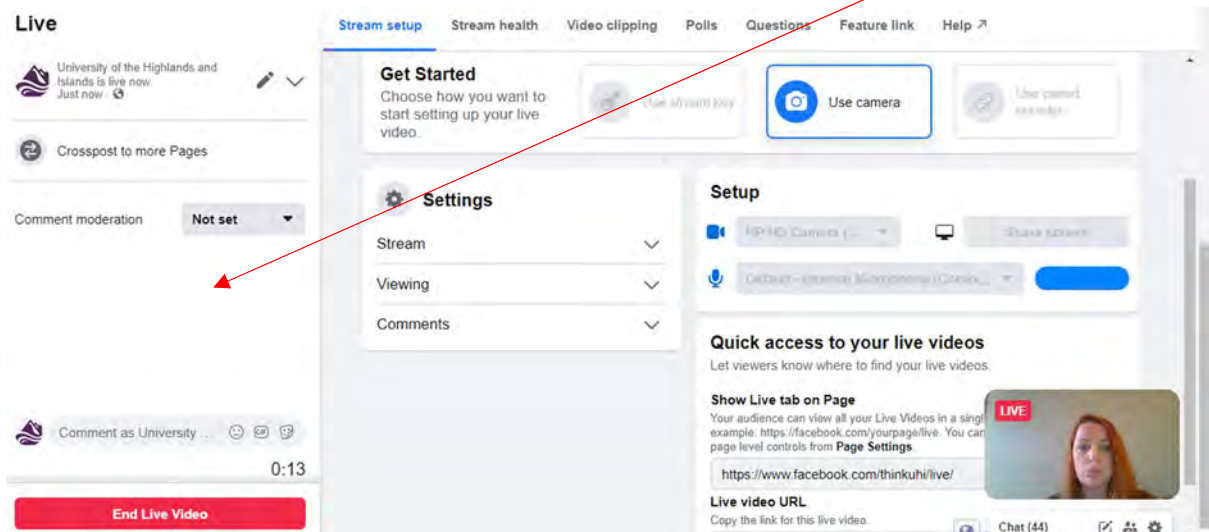
You can also select to crosspost to other Facebook pages, this means that the Facebook Live session will also go live on any other pages you select (you must have admin access to these pages too):



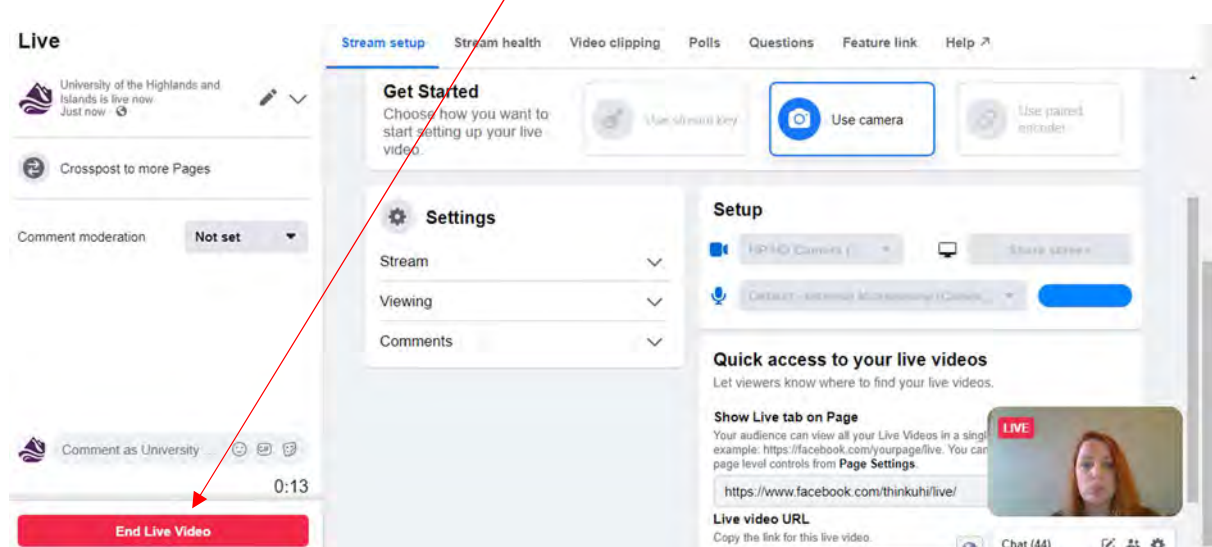
You are now ready to 'Go live':



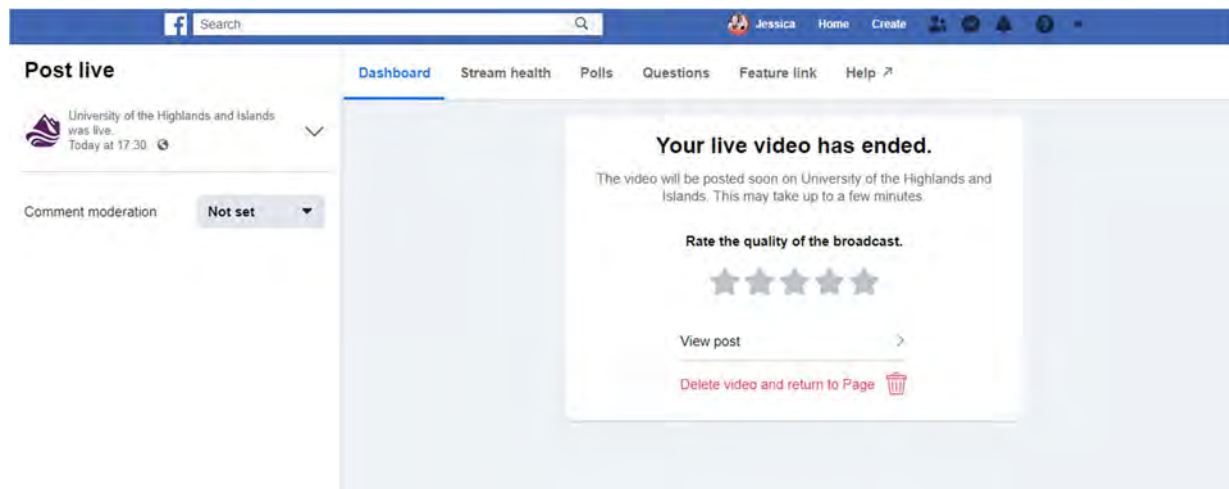
When you are live you can see comments from your audience on the left-hand side, it's a good idea to advise people to ask any questions here. Do this on a few occasions during your Facebook Live session as some people will come in at different times. Don't be afraid to repeat what you've already said as it is unlikely that people will stay for the full duration of your session:



Once you have finished your Facebook Live sessions (and let your audience know that you are finishing) it's now time to 'End Live Video':



Finally, when you finish the video you'll be asked to 'Rate the quality of the broadcast' and whether you want to 'Delete video and return to Page' – usually we would recommend not deleting the video as it will stay on your page for people who missed it when you were live. You can also review any comments missed whilst you were live and reply to those who asked questions:



If you are using a mobile phone device:

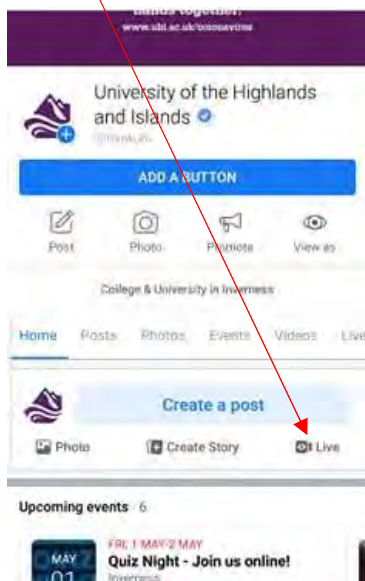
Using your mobile phone has its advantages as you can go live anywhere and it also offers more simpler options for first-time users. It also gives you the option to save your view to your phone for use later.

However, there are disadvantages such as the portrait orientation (do not turn your phone to landscape orientation as you will appear sideways to your viewers on Facebook), it won't allow you to crosspost to other Facebooks you have access to, and without a tripod it can be tricky to monitor comments. If you do use your mobile phone, consider investing in a small tripod. You can get fairly low-cost tripods that have phone mount adaptors, and which are lightweight. If you don't have a tripod prop your phone up against something solid on top of stacked books/boxes until you have framed your head and shoulders in your phone screen – you'll be glad you did when you see it in comparison to an unflattering angle of a camera phone pointing up at you.

Another option is to use your camera phone to live on Facebook but also have a laptop/computer open at the same time so that you can review comments and questions more easily.

Top tip: practice doing a Facebook Live session on your personal profile first – you can set your audience to 'Only me' so that no-one else will see it (this is not available on a page). You can also save it to your device at the end and review it.

Firstly, you will need the Facebook app downloaded to your phone – logging in through your browser will not work. Next, go to your chosen Facebook page and click on the 'Live' option under 'Create a post':

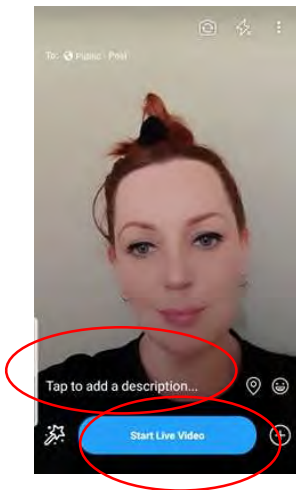


Add a description about your Facebook Live session. You can also add in a location, how you are feeling and a charity link if you are fundraising. Some suggested text is provided below:

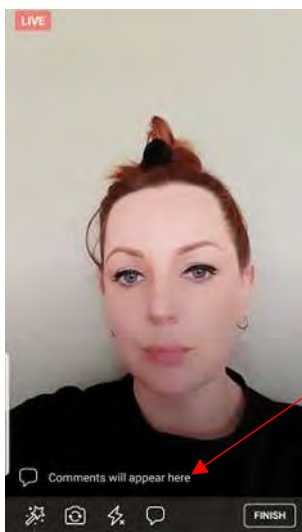
Description: Alison MacPherson, head of optometry, will give an overview of our new BSc (Hons) Optometry degree, available to study at our Inverness College UHI campus, from September and then will answer any questions you may have. This is a great opportunity for both those who have already applied and for those who are still considering their options.

If you would prefer to chat to us on a one-to-one basis, our would like to view more information about the course, please go to: www.uhi.ac.uk/optometry

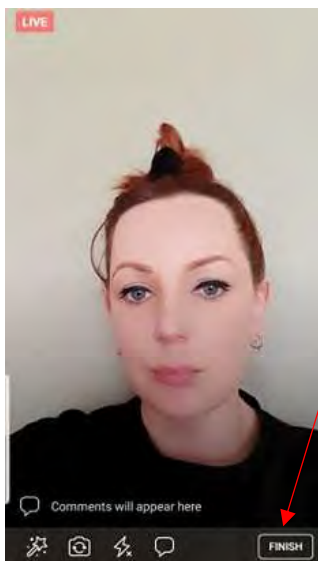
You are now ready to go live by clicking the 'Start Live Video' blue button:



When you are live you can see comments from your audience appear on your screen, it's a good idea to advise people to ask any questions here. Do this on a few occasions during your Facebook Live session as some people will come in at different times. Don't be afraid to repeat what you've already said as it is unlikely that people will stay for the full duration of your session:



Once you have finished your Facebook Live sessions (and let your audience know that you are finishing) it's now time to click 'Finish':



Finally, when you finish the video you'll be asked if you want to 'Post your video to your timeline' which we would recommend as this allows people who missed you when you were live to watch it. Click on the blue 'Share' button (if you want to save a copy to your phone for offline viewing do this first). You can also review any comments missed whilst you were live and reply to those who asked questions:

