Facebook Live
Town Halls

Dedicated to:
New York State
Association of Counties

Presented By:
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Summers Strategies
Why Facebook Live

INFORMATION
People are looking for information and transparency

CONNECTION
69% of Americans are on Facebook

OTHER OPTIONS
YouTube, Periscope, IBM Video (Ustream), LiveStream
Identify your goal

Write talking points, not a script
Case Study – Best Practices

Facebook Live Town Hall

Governor Phil Murphy was live about a year ago.

Join me live to discuss my State of the State address and take your questions. Comment on this post or use the hashtag #StateoftheStateNJ. And let us know where you’re from!

Like 331

Perhaps even a minimal one time bonus if pension adjustment was not honored.
Promote!

Day & time in every post
Media Advisory
Press Release
Setting Up

1. Create Post
   - What's on your mind, Jon?
   - Photo/Video
   - Tag Friends
   - Check in

2. Create Post
   - What's on your mind, Jon?
   - Photo/Video
   - Tag Friends
   - Check in
   - Feeling/Activity
   - GIF
   - Live Video
   - Ask for Recommendations
   - Watch Party
   - Support Nonprofit
   - Play with Friends
## Looking & Sounding Great

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<tbody>
<tr>
<td>01</td>
<td><strong>DRESS THE PART</strong></td>
<td>05</td>
<td><strong>BACKDROP</strong></td>
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<td></td>
<td>Consider your environment, topic, brand</td>
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<td>Everything sends a message</td>
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<tr>
<td>02</td>
<td><strong>CAMERA POSITION</strong></td>
<td>06</td>
<td><strong>SHUT THE DOOR</strong></td>
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<td>Should be eye-level &amp; steady</td>
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<td>Prevent pet/child disruptions</td>
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<td>03</td>
<td><strong>CENTER YOURSELF</strong></td>
<td>07</td>
<td><strong>BE HEARD</strong></td>
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<td></td>
<td>Can be a little to the side, based on visuals</td>
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<td>Keep your mic very close</td>
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<td>04</td>
<td><strong>LIGHTING</strong></td>
<td>08</td>
<td><strong>UPGRADE YOUR CAMERA</strong></td>
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<td>No backlighting or harsh shadows</td>
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<td>Either good web cam or external camera</td>
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GOING LIVE

Deliver brief remarks
Take questions in the comment section
Acknowledge people by name
TIPS/DO’S & DON’TS

• You are on the record and everything on the internet lives forever
• Don’t argue with trolls
• Don’t just take the easy questions
• Don’t be afraid to be human
• Do encourage people to follow you on all your social media channels
• Do encourage people to contact you directly
• Do practice before you hold your first town hall
Q&A