

Facebook Live Town Halls

Dedicated to:
**New York State
Association of
Counties**

Presented By:
Jon Summers
Summers Strategies

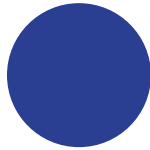


Why Facebook Live



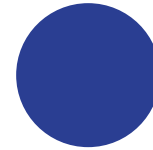
INFORMATION

People are looking for information and transparency



CONNECTION

69% of Americans are on Facebook

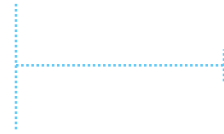


OTHER OPTIONS

YouTube, Periscope, IBM Video (Ustream), LiveStream



Identify your goal



Message

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!

331 76 Shares 11K Views

Like Comment Share Hootlet

Comments Up Next

Most Relevant

- perhaps even a minimal one time bonus if pension adjustment was not honored. Like · Reply · 1y
- Iram Shah · 46:39 We also have to work on driving licenses issues . It's really bad. Please help those people like new York and some other states let them have license so they can drive their kids to schools and other important things in life Like · Reply · 1y 2 Replies
- John Anthony · 15:16 stop raising taxes you are driving us into the poor house and out of state. 15 bucks an hour? say bye bye to the mom and pop businesses Like · Reply · 1y 2 Replies

Chat Share Hootlet Comment Like

Pearl Gabel
Digital Director

Phil Murphy
Governor

Case Study – Best Practices

The image shows a screenshot of a Facebook post titled "Facebook Live Town Hall" by Governor Phil Murphy. The post is a live broadcast announcement. The text of the post is circled in red. The post includes a profile picture of Governor Phil Murphy, a "Follow" button, and a notification bell icon. The text of the post is: "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!". Below the text, there are icons for Like, Comment, and Share, along with the number of likes (331), shares (76), and views (11K). The post is categorized as "Comments" and "Up Next". A comment is visible at the bottom of the screenshot: "perhaps even a minimal one time bonus if pension adjustment was not honored."

Facebook Live Town Hall

Governor Phil Murphy was Follow ...

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!

331 76 Shares 11K Views

Like Comment Share Hootlet

Comments Up Next

Most Relevant ▾

perhaps even a minimal one time bonus if pension adjustment was not honored.

A decorative border at the top and bottom of the slide, consisting of a complex network of interconnected circles and lines, resembling a molecular or social network structure.A cluster of small, light blue speech bubble icons arranged in a semi-circular pattern on the left side of the slide.

Promote!

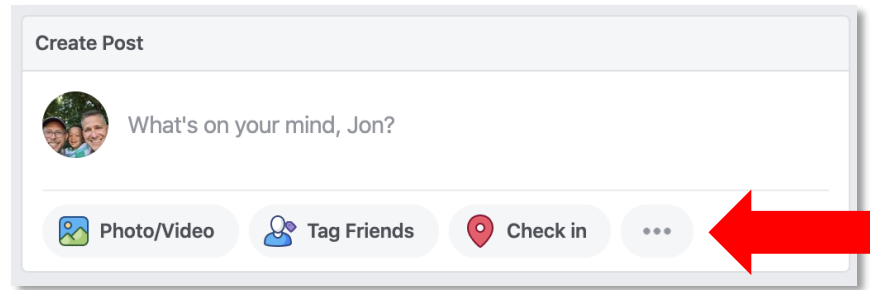
Day & time in every post

Media Advisory

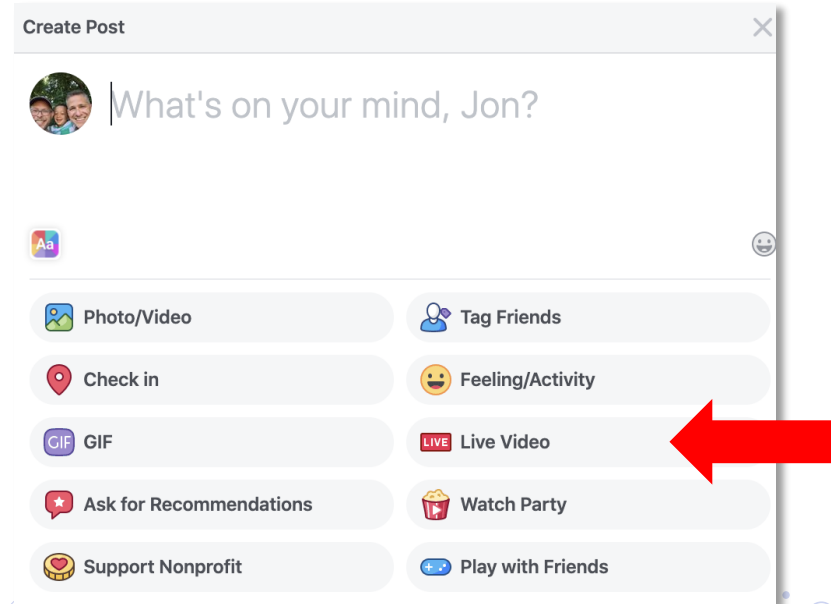
Press Release

Setting Up

1



2



Looking & Sounding Great

01 **DRESS THE PART**
Consider your environment, topic, brand

05 **BACKDROP**
Everything sends a message

02 **CAMERA POSITION**
Should be eye-level & steady

06 **SHUT THE DOOR**
Prevent pet/child disruptions

03 **CENTER YOURSELF**
Can be a little to the side, based on visuals

07 **BE HEARD**
Keep your mic very close

04 **LIGHTING**
No backlighting or harsh shadows

08 **UPGRADE YOUR CAMERA**
Either good web cam
or external camera

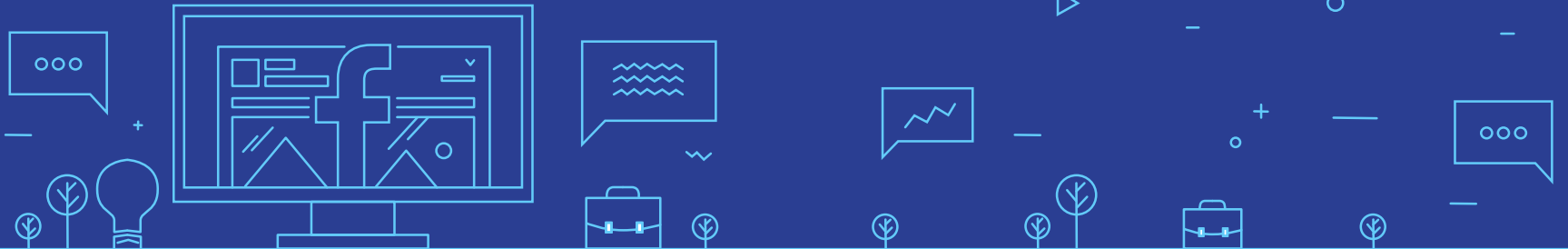


GOING LIVE

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
- 



A decorative border at the top and bottom of the slide, consisting of a complex network of interconnected circles and lines, resembling a molecular or data network structure.A cluster of several speech bubbles of various sizes and orientations, located on the left side of the slide, partially overlapping the white content area.

Q&A

Thank You!

Summers Strategies

www.SummersStrategies.com

301.589.6678

Jon@SummersStrategies.com

