

## Facebook Live Town Hall Tips

Hosting a town hall via Facebook Live is a great way to connect with your constituents when you can't be there in person, or just want to reach a new or larger audience. You can also save the recording so others can watch later. See a strong example [here](#).

*For an introduction on how to use Facebook live, see [here](#).*

### Prepping for the Town Hall

- Create a Facebook event with title, time and date.
- Send the invites and post the event on your official Facebook page and on your official Twitter page.
  - Share your public post on your personal page.
- Choose location for the taping of the town hall.
  - Make sure you have strong internet connectivity.
  - Choose an indoor, quiet location with good lighting.
- Write talking points for the introduction.
  - Plan what you will say; think about a few issues to focus on.
  - Keep intro short (under 3 minutes), but have extra topics prepared in case there aren't many questions.
- Recruit volunteers to help you the day of.
  - Have a volunteer in the room to help with any tech issues and to field questions.
  - Have a few friendly volunteers assigned to watch live and have them prepare questions in advance to keep the conversation going.
- Day of the event, post a reminder in your Facebook status and in the event page.

### During Town Hall

- At the time of the event, click “Live Video” and start the event!
- Start off with your prepared introductory remarks.
- Encourage viewers to post questions as comments on the video.
- Say hello to commenters by name and respond to their comments live.
- You can ask viewers to comment what issues are on the top of their mind to encourage a two-way conversation.
- Remind viewers to click the “Follow” button on your video so that they will get notifications the next time you go live.
- Click “Finish” to end the broadcast. A screen will appear giving you the option to post the video—click “Post” so that your followers can view later. As a backup, click the download button to save the video.

**Finally, share your town hall with SiX!**

For more tips on engaging with your audience during a live video, read [here](#).

The following two pages are excerpted from  
[“Getting Started With Facebook”](#) from  
[Facebook’s Politics & Government team.](#)

[Click here to access the full guide.](#)

## TOOLS FOR CREATING

### Facebook Live

Sometimes the best way to engage your fans is bring them along with you—for an important event, an interview or Q&A, or simply to show them what your day is like.

You can broadcast live video to any Page from the Facebook mobile apps, desktop or via the Live API.

- Your Live video will automatically appear on your Page and in News Feed for your fans to tune in.
- We recommend broadcasting for a duration (at least 10 minutes) that allows fans time to discover and share your video while live. Live videos can be as long as 4 hours.
- During your broadcast, you'll see how many viewers you have and can respond to comments live. You can also hide comments or switch the front and back cameras of your phone.
- Your video is automatically saved to your Page for fans to view later. You can remove it at any time, just like any other post.



## TOOLS FOR CREATING

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### Facebook Live

#### Go Live from a mobile device

- Your phone can be turned vertically or horizontally before you broadcast to display in portrait or landscape.
- From the Facebook or Creator app, swipe right to access the camera and tap Live. From Pages Manager, tap Publish, then tap the Live Video button.
- Add a description for your broadcast, tag any relevant Pages, and tap the Start Live Video button when you're ready.
- End your broadcast when you're done by tapping on the Done button.

#### Quick Tips

- Put your phone in Do Not Disturb mode to prevent interruptions while recording.
- Make sure you have a strong Wi-Fi or 4G connection. -If your connection is weak, the Start Live Video button will be grayed out.-
- Attach your phone to a tripod for long events or steady shots. Connect an audio source to your phone (even a simple lav mic) to improve the sound for your fans.

#### Go Live from the Facebook Live API

- Go beyond mobile device cameras and bring in video from professional cameras, multi-camera setups and programmatic sources such as games or screencasts using the Facebook Live API.
- You'll need video encoding (streaming) software or hardware that supports RTMP (Real-Time Messaging Protocol) or RTMPS (Real-Time Messaging Protocol over TLS/SSL). Some encoding solutions include: Livestream, OBS, Wirecast, Xsplit and ffmpeg.
- You can also schedule a Live video broadcast when using the Live API. When you schedule a broadcast, an announcement post will be published to News Feed letting your followers know that a Live broadcast is coming. People who see the post can opt to receive a one-time reminder notification that will alert them shortly before your Live broadcast begins.
- Find more information on [broadcasting](#).

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#### Go Live from a desktop computer

- If your desktop computer has a camera and a microphone, open your browser and go to [facebook.com/live/create](https://facebook.com/live/create)
- Select Create Live Stream
- Under Choose where to post your live broadcast, select Share on a Page You Manage, and select the Page
- Write a description, adjust your settings and select Go Live