

How to stream your talk show on

FACEBOOK



BEFORE THE SHOW

Promote it! Start at least a week out with social posts explaining such things as:

- [STATION] will be streaming its [NAME OF TALK SHOW] on [DATE] on Facebook Live. Watch us, leave comments and questions, and we may answer some on air.
- Share who will be the hosts, tag them or their organization if possible.
- Post the promotion natively on Facebook, Instagram and Twitter (pay for a boost if possible).
- Remember that FB doesn't like it when you post the same thing within 3 days. Create a simple graphic to use with the promotion. Just be sure to include Facebook URL.

DAY OF SHOW

- Remind listeners it's happening on air and in all social media channels.
- Have a producer on hand to monitor comments OR provide host with second screen.
- Be sure the hosts also acknowledge the Facebook Live audience and remind listeners that they can join, too. As comments or questions come in, answer the ones that you can and mention the person's name/handle.
- Regularly remind Facebook Live viewers that they can engage with you and thank them for watching.
- During show, tweet out photos from show with a link to the FB Live so people can join.
- Thank listeners and viewers when show ends, both on air and in comments.

AFTER THE SHOW

- If you have a digital post recapping the show, go back into the comments thread and share the story.
- Take a look at analytics to see how the show performed. Share the stats with your team.
- If you have a YouTube channel, download and post the video there.
- Get ready for your next one!

TECHNICAL DETAILS

Provided by Cody Newill of KCUR

- Get the Facebook Page Manager app and get access as administrator or manager of your newsroom's FB page.
- Make sure you have a phone/tablet with a headphone jack (or a dongle with a jack).



- Get an iRig. The small plug goes into your headphone jack. There will also be a headphone line that you'll plug into the headphone box in the studio. Plug the headphone end of the iRig into your phone/dongle. Plug the headphone line into the headphone box in the studio.
- Set your phone in the tripod clamp and position the tripod where you can see as many of the in-studio guests (and hosts) as possible. SHOOT HORIZONTALLY.
- Open the Page Manager app on your phone. Go to your station's page. Hit the button near the top that says "Post." On the next screen, hit "Go Live."
- Your phone will bring up the camera and you can type a description. For example: Name of show, topic, date. Hit the wide blue button to start the stream just a few minutes before the show begins. SHOOT HORIZONTALLY.
- When the show ends, end stream. MAKE SURE YOU POST THE VIDEO (ending the stream doesn't post it.)
- You're done! Add guest details after it posts.