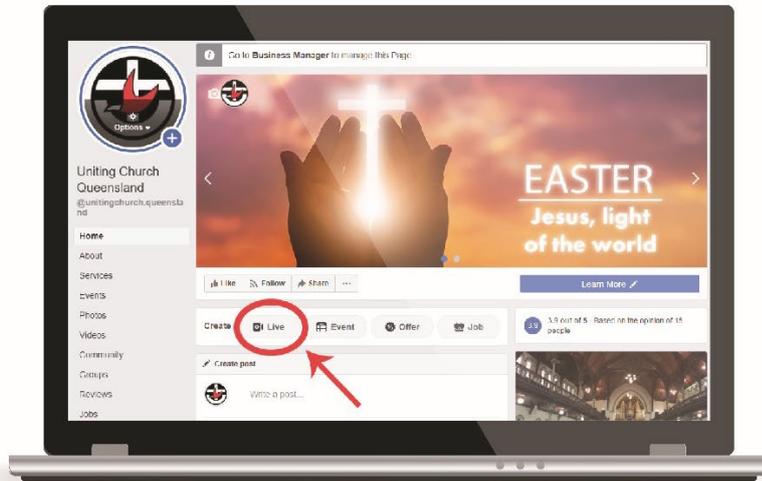




Facebook live fact sheet



Promote the video

Announce when your church or faith community will be going live on Facebook. Set up a Facebook event, and publish a post the day before and a couple of hours before you start as a reminder. If you have other social media accounts, this is a good opportunity to direct the followers of those accounts to like and follow your Facebook, so they don't miss your live videos.

Best day and time to use Facebook live

There are two good options of when to go live on Facebook:

1. Your church or faith community's regular service time(s).
2. The day and time most of your followers are online. This can be discovered through page insights available on the desktop version of Facebook.

Engaging headline and description

When you are setting up Facebook live, add a compelling headline and description that grabs the viewers' attention and makes them curious to watch. Let viewers know what they can expect to learn if they watch the video.

The use of social media allows you to reach those who may have never been to church before, so it is important to avoid church jargon in the description.

Answer viewers' questions

During the livestream answer the questions in the comments to make it a two-way conversation. It is good practice when people comment to answer them by name to make the experience personal.



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Add a call-to-action

Use it as an opportunity to include a call-to-action that encourages viewers to take another step after the livestream. For example:

- Like our Facebook page to stay up to date.
- If you have missed a service and want to catch up, visit our website.
- Sign up to our weekly newsletter.

The job is not done once the camera stops rolling

After the livestream write a post thanking people for tuning in and encourage them to share the video with friends. It is also a great opportunity to encourage those who missed the livestream to check out the video by providing a summary of content.

For more information, contact communications@ucaqld.com.au.