

## Module 2.2 - Top 10 for live video transcripts

What type of video has the highest return on invested? When I say return on invest. I mean the amount of time you spend creating it. As opposed to return you get in terms of likes, shares, views, retweets whatever metric you're using. Well according to Facebook, it's Facebook lives. And live video is a really great way to create content. According to Facebook, a live video gets 10 times more comments than a normal piece of video content.

OK so here's my top ten tips for live video. Tip number one. Suspense. Suspense, suspense, suspense. Why do people watch football or soccer or sports live. They watch sports live because you don't know what's going to happen next. Even the person holding the camera. Even the TV producers don't know who's going to win the game. And there's two possible outcomes there's Team A and Team B. Any good live broadcast has the same sense of suspense with the audience and you as the content creator shouldn't know exactly how the ending is going to play out. That way people are at the edge of their seats and they've got to watch. They've got to find out. Otherwise there's not really a reason to do it live. If there's no suspense.

Tip number two. Engagement. The biggest difference between television and online live streaming is that there's a sense of engagement. There's a two way conversation online. It's not just the audience passively sitting and consuming the content. They can engage with it. So use the comments section for people to engage with your live stream. Use the comment section for the audience to tell you where to go. I was once in India during a livestream and I asked an audience to dictate the story. And they said, "go there. Eat that. Walk there." They were in control of the camera. They were in control of the engagement. If you can find the intersection of suspense and engagement, that's a really good piece of live content.

Tip number three. Get out of the studio. This is not television so you don't need to treat it like it is. You don't need to be in the studio. If we're talking about the snow, be in the snow. If we're talking about a football game, be at the football game. Get out of the studio. Tip number three.

Tip number four is to change the format. Again this isn't television, so we don't need a head and shoulders. Anchors saying, hello it's five o'clock and this is the news. No. You can keep it young and fun and dynamic and you can wobble around because this is you with your mobile device. So keep it real on your live stream.

Tip number 5. Schedule. The audience needs to know that you're gonna go live. So give them advance notice. If you didn't Facebook Live at 5:00 p.m. put out a tweet at 2:00 p.m. Put out an Instagram post at 3. Give your audience a chance to be there. Schedule your live. Next up is good internet. Ideally you've got Wi-Fi or maybe a 4G signal. If you've got an iPhone. Go down to cellular settings and click Wi-Fi assist. This will choose between your cellular signal or your Wi-Fi, whichever stronger it will go with that.

Tip number seven. Introduce the subject often. Now radio guys are really good at this. They know the people that are listening to the show now and at the same time people listening five minutes later. It's the same with a live video. The average watch time on my live video is about 10 seconds, so reintroduce the subject. You could be talking about something and a few seconds later, hey if you're just joining us we're talking about top 10 tips for Facebook Live. See what I did there.

Next up. Add text. The majority of social media audiences are not listening to the audio on videos, but this is especially true for live videos. On my normal videos about 60 to 70 percent of the audience are not listening to audio on Facebook. On a Facebook live, as high as 90 percent of the audience are not listening to the audio. So you've got to find ways to use text whether you write it on a piece of paper. Whether you draw it out for them. Find ways to introduce text so that people understand what's happening without listening to the audio.

Tip number nine. Timing. You've always been told keep it short keep it tight. Social media audiences don't have time, but on live videos you can go long and I say a minimum of 10 minutes. You need to give people an opportunity to rock up. You need to give people an opportunity to be there. And remember while live videos are really popular on the day on people's timelines go a week forward a month before they disappear they're never seen on people's timelines. They're really on the hot on that day so don't be afraid to go long.

And finally be cautious. Remember when you are alive you are exposing your audience to things that you are seeing for the first time. Bad things can happen. I was once covering big protests that are taking place in South Africa. I joined the police as they were raiding all of these houses where men were suspected of carrying out attacks. They were pulling them out of bed, stripping them, finding weapons, but they were being treated like suspects even though they haven't served their day in court and I was taking it live. I learnt from my mistakes. Now whenever I see something graphic something that perhaps the audience shouldn't be seeing and I'm going live. I film the floor, but I narrate with my voice so they can hear what's happening and I expose my camera to the action, only when it's safe to do so. See it with your eyes first before you expose your audience with a live stream.

And guys don't forget sharing, sharing, sharing. Live streaming is all about sharing. You gotta get your audience to share all the time. That's your top ten tips for Facebook Live.