

SCHEDULE A FACEBOOK LIVE (2020 update)

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WHY SHOULD I SCHEDULE THE FACEBOOK LIVE?

Scheduling a live video makes it easier to build anticipation and buzz with your audience before your broadcast begins, so you can start strong with an audience already assembled. When you schedule a live video, an announcement post will be published to News Feed letting your followers on Facebook know that the broadcast is coming. People who see the post can opt in to receive a one-time reminder notification that will alert them shortly before your broadcast begins. Your followers can then join a pre-broadcast lobby directly before the live video starts, where they can connect and interact with other viewers.

WHEN CAN I SCHEDULE THE FACEBOOK LIVE?

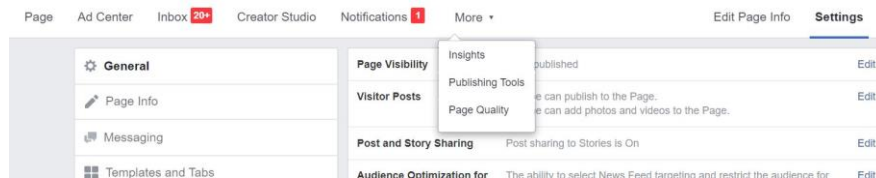
You can schedule a live broadcast up to one week in advance, and people can join your event “lobby” three minutes before your broadcast begins. Once you've scheduled a live video, you will be able to share a link to the broadcast or embed it in other places, such as websites or blogs.

*Please note – You **cannot** go live with a scheduled video from a **mobile device**.

HOW CAN I SCHEDULE THE FACEBOOK LIVE?

STEP 1:

Go to Publishing Tools in your settings (you'll find this under the “More” option)

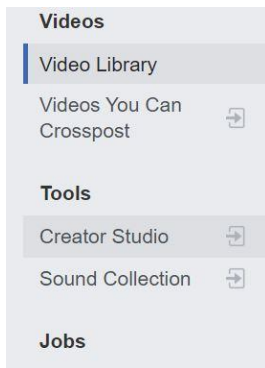


STEP 2:

Open Creator Studio

You will find this under Tools on the left hand side of your screen



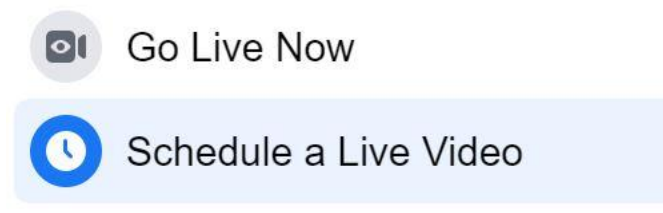


STEP 3:
Choose the Go Live option

Home



STEP 4:
On the left, select the Schedule a Live Video option



Step 5:
Type your post copy and add a video title. Add tags if you want. Click on Schedule. You can copy your stream key here, but you can also access your stream key later. Your stream key is unique to THIS broadcast. Protect it because if anyone gets it before you go live, they can go live from your Page. You'll paste the stream key into your streaming software, such as OBS. (You do not have to be utilizing streaming software to use this feature)

Step 6:



Select the date and time of your broadcast. Upload a custom image. Add an announcement post description (optional).

Click on Schedule. Your video is now scheduled to go live automatically as long as you are streaming video at that time. You can change this to Manual Start (see below)

Now - Preview your stream. From your Content Library in Creator Studio, click on your scheduled video, Then click on "Admin Only: Edit Your Details."

****If you decide you'd like to go live manually**

At any time before your live stream begins, click on Manual Start so that you can press "Start" when you're ready to go live. You have 10 minutes from your scheduled start time before your stream key expires. On this page, you can also edit the scheduled time of your broadcast. Under the Settings tab, you can adjust your live video's settings such as "allow embedding," and turn on Cross-posting to other Pages. Under the Interactive tab, you can create polls or trivia questions to ask your audience during your live video.

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