

Your guide to Facebook Live

(Want to dive right into the equipment you'll need to broadcast on Facebook Live? Follow this link: <https://wordsouth.com/facebooklive>.)

As a public utility, you likely hold events for your customers to help educate and engage them in the life of your power company. However, people's lives are busier than ever before, so it can be difficult to get a large turnout for an event, even if you put a significant amount of resources into it.

People are also more connected than ever before, and most have access to a Facebook account. Through a pretty simple process, you can easily broadcast your event to a virtual audience through Facebook Live.

Once upon a time, telling your story over live broadcast was a terribly expensive endeavor. Sharing live video and audio with an audience is now a relatively simple process.

With a few taps on your smartphone screen, you can begin broadcasting any message or event in real time over Facebook Live. And even better, your live broadcast has a good chance of appearing in the news feeds of those who already follow you — a built-in audience.

Facebook Live in Four Easy Steps

Yes, you can broadcast to Facebook Live by simply using your iPhone to point and shoot. But by investing in some inexpensive equipment and taking the time to do some planning and promoting, you will project a more professional image and give your audience a more engaging experience.

Step One

Invest in the right equipment. WordSouth has put together an in-depth guide complete with resource links at <https://wordsouth.com/facebooklive>. Follow that guide and you'll have everything you need to broadcast quality audio and video that your customers will appreciate.

Step Two

Promote your event. Make sure people know when your video is coming. Several posts detailing the date and time of your livestream will help people know when to watch. Use Facebook ads and promoted posts to help spread the word. Even \$50 spent wisely can

lead to more viewers. Also, ask your customers to follow you and receive notifications when you go live.

Step Three

Plan your event coverage. Instead of just showing a single angle of the entire event, plan to move around and highlight different aspects. Plan interviewing staff, community members and any speakers. Give these key players a heads-up at least a week before so they can be prepared to speak on camera.

Step Four

Be responsive during your event. Facebook Live is interactive, with viewers commenting and asking questions throughout the event. Be sure someone from your utility is online to answer questions and monitor comments.

Follow these four steps and your events can reach a larger audience, giving you a more engaged customer base. If you have any further questions or want to see some examples of how other utilities have used Facebook Live, email me at jared@wordsouth.com.

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