

## Increasing Likes & Using Facebook Live

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## Why Increase Likes?

Post on Facebook Page

Post appears to 2,277 fans

Fan #1 Shares to Timeline

Post appears to Fan #2's 100 friends

Fan #2 Clicks "Like"

Post appears to Fan #2's 100 friends

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## How-To Increase Likes

1. Add Page to personal timeline
2. Share Page to personal timeline
3. Invite Facebook friends
4. Contests
5. Paid advertising (*Engagement Post*)
  - Refer to Week 1
6. Invite "engaged" users

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## How often should I post?

- It depends.
  - Some businesses have enough content to post multiple times per day, while others may only post a few times per week.
  - Facebook Live

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## Invite Engaged Users

Invite to Like x

All 141 139 2

	Patricia Whan	Invite <span style="font-size: small;">⚙</span>
	Jamie Kellar	Liked <span style="font-size: small;">⚙</span>
	Marj Clow	Liked <span style="font-size: small;">⚙</span>

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## Facebook Contests

Community Spirit Gaming Centre  
Published by Jennifer Baker · 5 hrs · 🌐

Enter for your chance to WIN a \$75 gift certificate to Landmark Cinemas 10 Kingston  
Contest ends November 27 2018  
Winner will be announced November 28 2018  
1. "LIKE" Community Spirit Gaming Centre on Facebook. See More

**WIN**  
a \$75 Landmark Cinemas Gift Card

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### 3. Promotions on Pages, Groups, and Events

#### Communicating a Promotion

If you use Facebook to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:

- The official rules;
- Offer terms and eligibility requirements (ex: age and residency restrictions); and
- Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals).

#### Required Content

Promotions on Facebook must include the following:

- A complete release of Facebook by each entrant or participant; and
- Acknowledgement that the promotion is in no way sponsored, endorsed, administered by or associated with Facebook.

#### Administration of a Promotion

Promotions may be administered on Pages, Groups, Events, or within apps on Facebook. Personal Timelines and friend connections must not be used to administer promotions (ex: "share on your Timeline to enter" or "share on your friend's Timeline to get additional entries", and "tag your friends in this post to enter" are not permitted).

#### Assisting Promotions

Facebook will not assist you in the administration of your promotion, and you agree that if you use our service to administer your promotion, you do so at your own risk.

## Making Graphics

- Free Photos
  - [www.pixabay.com](http://www.pixabay.com)
  - [www.unsplash.com](http://www.unsplash.com)
- Make Graphics: [www.canva.com](http://www.canva.com)
  - Create a profile
  - Automatically saves projects
  - Download to computer
  - Upload to Facebook

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## ENGAGE WITH BUSINESSES

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## LIKE Other Pages

- My business "likes" these pages →

LIKED BY THIS PAGE

- Greater Kingston Chamber of Com...
- Brock University Faculty of Educat...
- Tourism Northern Ontario
- Memorial University School of Gra...
- Objective Perspective Content Writ...
- JA Central Ontario Company Progr...

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## Interact as Business

- Facebook allows BOTH pages and people to "Like," comment and share content!
- Great way to increase exposure

Greater Kingston Chamber of Commerce added 107 new photos from February 18 to the album: Famous February Meetup  
February 18 · 🌐 · 📍

A great night of 52b Networking

Like Comment Share

You, Elena Josephine Adams Comm and 2 others

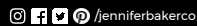
Write a comment

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## RESPOND TO INTERACTION

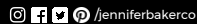
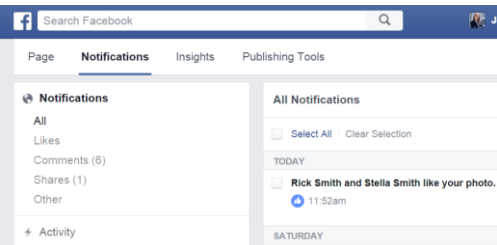


Hello...  
is it me you're looking for?

- Check Facebook at least once per day
  - or simply have notifications turn on
- It's up to you how quick to respond
  - The quicker the better
  - What's your process for phone/email?



## Locate Notifications



## FACEBOOK LIVE



## Facebook Live

- Live lets people, public figures and Pages share live video with followers
- Available to all Pages



## Facebook Live: Personal

- Candace Payne holds the record for most-watched Facebook Live video
- 171 million views all time
- 100 million views in 3 days



## Facebook Live: Tour

- Dunkin' Donuts provide a Live tour of their training facility.



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## Facebook Live: Experiment

- BuzzFeed
- 800,000 views
- 45 minute video

At one point on an ordinary Friday, more than 800,000 people were watching two BuzzFeed employees trying to make a watermelon explode with rubber bands.



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## Facebook Live: Business Update



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## Who's Live Now?

- <https://www.facebook.com/live/>



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## Why Would I Go Live?

- |   |   |  |  |
|---|---|--|--|
| <p><b>Hot Topics</b><br/>Share what's on your mind or in the news</p>   | <p><b>Q&amp;A</b><br/>Answer questions from fans</p>  | <p><b>Breaking News</b><br/>Comment on the day's events</p>                                      | <p><b>Live With</b><br/>Bring a friend into your live broadcast as it happens</p>                  |
| <p><b>Performance</b><br/>Play a song, rehearse a scene, practice your sport &amp; provide a peek into your craft</p> | <p><b>Behind the Scenes</b><br/>Turn the camera to the scenery around you and let events unfold</p> | <p><b>Watch-With</b><br/>Watch your favorite show/movie/event/Live stream with your audience</p> | <p><b>Demo</b><br/>Teach people how to cook, play music, learn about current events &amp; more</p> |



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## Step 1: Prepare for Your Live Video

- What is the purpose?
- What do you want to say?
  - Talking points
  - KEY MESSAGE
- Write a compelling description



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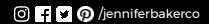
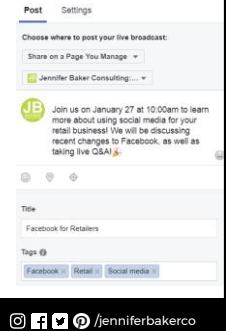
## Step 2: Schedule Your Live Video

1. Navigate to your Facebook Page
2. Select Publishing Tools from the menu on the top-left of the page
3. Select "Video Library" and then "Live"
4. Include a description
5. Finalize date/time of the broadcast

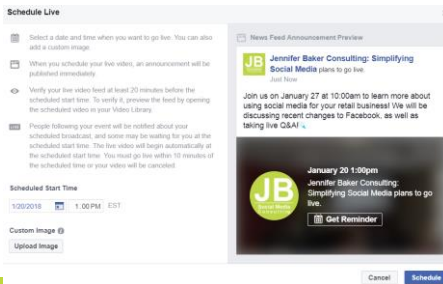


## Schedule Your Live Video

- Schedule the live video (up to 1 week) so interested individuals can choose to follow and receive reminders

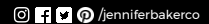


## Schedule Your Live Video



## Step 3: Promote Your Broadcast

- Create an Facebook event
- Use the Live video scheduling option
- Send out an email 24 hours ahead of schedule
- Post on Twitter about 15-60 minutes prior
- Create a graphic to post on social media



## Step 4: Go Live

- Check your WiFi
- Test equipment (Charge your phone!)
- Log in early for your scheduled broadcast, or tap "Live" to start



## Live: It's as easy as...

### Going Live with Facebook

1. Tap "What's on your mind" at the top of News Feed.



2. Select "Live Video" from the dropdown menu.



3. Add a description and choose your audience before hitting "Go Live."



## Step 5: You're Live!

- While the video is live you can view
  - Number of unique live viewers
  - Total views
- Encourage questions & comments
- Get someone to monitor comments
- Say 'hello' to people as they join



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## Notifications

- Notifications
  - By default, users' Live video notifications are set to ON



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## Invite Friends

- Invite Friends
  - Viewers can send an invitation to friends



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## Live Reactions

- Live Reactions
  - Users can use Reactions (like, love, haha, sad, angry)



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## The Broadcast

- Maximum length: 4 hours
- Strong internet or WIFI (4G)
- Video will appear in:
  - News Feed
  - Broadcaster's Page



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## After the Broadcast

- The video will be published to the Page and can be viewed at later time.
- The broadcaster can remove the video post at anytime, just like any other post.



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