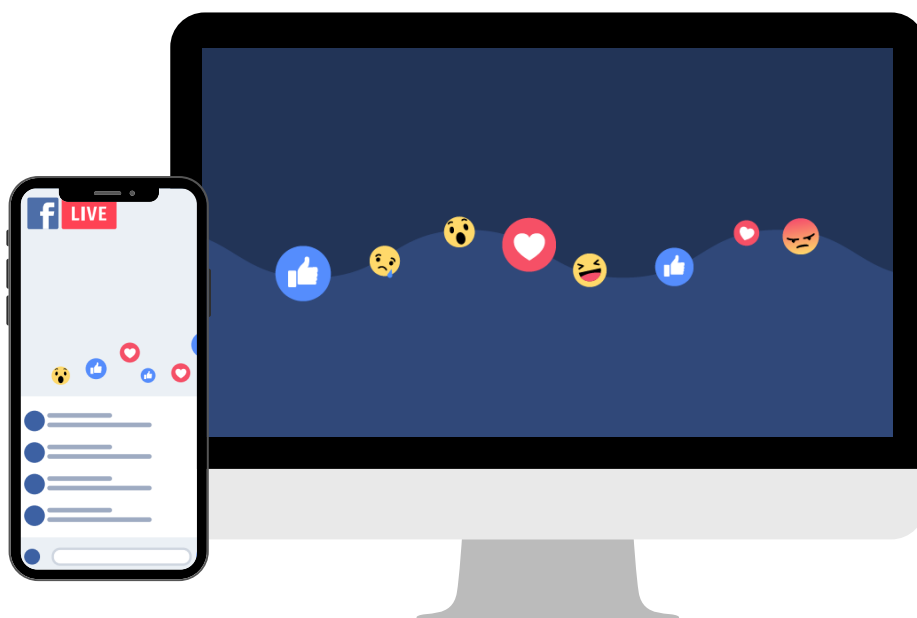




Guide to host a successful Facebook live (or live online) event



What's in the toolkit?



How to set up



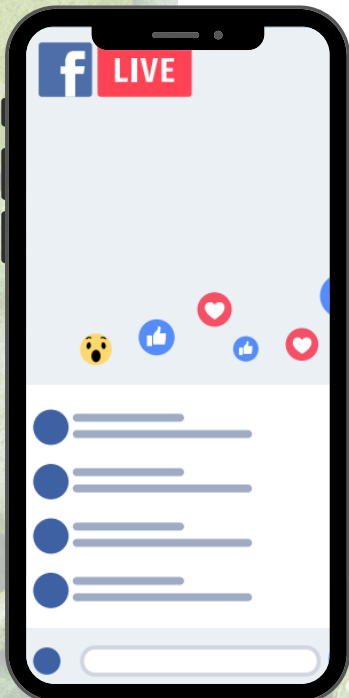
Helpful Equipment



Create an Engaging Audience



Class Ideas



A close-up background image of several sliced kiwi fruits, showing their bright green flesh and black seeds.

How to Set Up

for Facebook

What you need - the basics

- Access to retail's store Facebook business page.
- A smartphone or laptop, with access to the Facebook app.
- A strong internet connection.

See page 6 for other helpful equipment

via phone

Vertical or Horizontal View

When using the Facebook Live app for iOS, you can choose between broadcasting horizontally or vertically—depending on what gives you the best view. Do a test run to see how you look for your audience. Sometimes vertical shooting can make you seem too close to the camera, which might not be ideal for a cooking demo-based video, so best to stream horizontally. If you are steaming to have more of a discussion or education session the up close vertical view may work best.



Facebook Live

New to Facebook Live? Start here:



1. Tap the camera icon to the left of your search bar.
2. Give Facebook access to your camera and microphone when prompted.
3. Switch to "Live" on the bottom of your camera screen.
4. Choose your privacy and posting settings.
5. Write a compelling description.
6. Tag friends, choose your location or add an activity.
7. Set your camera's orientation.
8. Add lenses, filters, or writing and drawing to your video.
9. Click the blue "Start Live Video" button to start broadcasting.
10. Interact with viewers and commenters.
11. Click "Finish" to end the broadcast.
12. Post your reply and save the video to your camera roll.



On your Facebook business page, you can set the privacy settings to "only me" before you broadcast. Open up the Facebook app, click the "Go Live" button, and set the privacy settings to "only me." No one will be notified of your broadcast or be able to watch it, but you will be able to watch a replay on your profile after the stream ends.

How to Set Up

for Zoom

What you need - the basics

- Zoom account. *(upgraded to a version that can stream longer than 40 minutes if classes will extend past that)*
- A smartphone or laptop, with access to the Zoom app.
- A strong internet connection.

See page 6 for other helpful equipment

Using your phone & computer

Phone:

Login to your Zoom account via Zoom's app on your smartphone. Set it up in a position with a wide-angle that will stay put during the class. This will be your main video view.

Computer:

Login to your Zoom account on your computer. (you can login with the same account on multiple devices) This can be your second camera, where you can see and interact with guests. Switch your view to gallery view.

***Make sure only one device has the sound on!**



Have your audience pin your screen to always be in view



Helpful Equipment

Beyond the basics, you may want to invest in some other helpful equipment to support successfully streaming:



A lapel or handheld microphone that is compatible with your smartphone or laptop.

Make sure your backdrop is well lit so your audience can see clearly. A ring light or photography lights can be helpful.



Utilize a tripod to easily prop up your camera and set up to capture the perfect angle.

Grab a friend to assist! Having someone monitoring comments, questions, and the overall tech behind the scenes can be helpful.





Engage

Prior to the event:

When advertising your event, encourage your audience to submit questions. Entice the audience to tune in for a chance to win exclusive coupons or a giveaway. Be creative to capture your audience's attention.

During the event:

Get them talking and interacting with you.

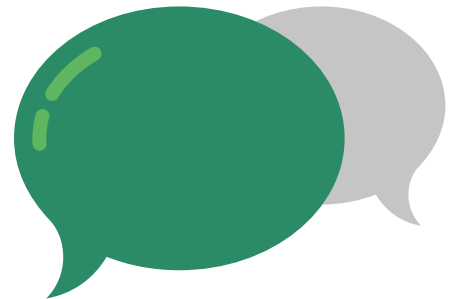
For Facebook:

- Ask questions: Where are you tuning in from? What is your favorite fruit? What is your favorite way to cook sweet potatoes?
- Quiz! Quiz your audience before you dive into your talking points to see what they know or don't know already.
- Keep repeating. Viewers can pop in and out of your Facebook Live. Repeat key talking points.

For Zoom:

- For a small class, encourage participants to unmute their microphone to communicate. For a large audience, have them use the chatbox and respond when able to.
- Share! If you are hosting a cook-along class, encourage participants to show off their skills or creations with the class.
- Use the poll feature

Don't Stress! Mistakes are sure to happen during any live event. When mistakes happen, as they are destined to, embrace them! Just roll with the moment and stay engaged, and know that your audience understands that you're live and nobody's perfect. Mistakes are what make us human, and that is part of the appeal of watching a live event, after all.



Class Ideas

Virtual Grocery Store Tour

Take your phone around the store for a live grocery store tour.

Produce Pick of the Week

Highlight new produce each week and show new ways to cook or prep it.

Cooking Class

Showcase simple and healthy recipes as a demonstration or cook-along class style.

Host a Q&A

Connect with other company representatives, dietitians, and chefs to introduce to your audience and highlight new health-related topics.

Product Spotlight

Highlight new products in the store or the items on sale that week.