

What is Facebook Live

Facebook Live lets you livestream events, performances and gatherings on Facebook. Viewers can watch from a phone, computer or connected TV. Reactions, shares, comments, and other interactive features enable you to engage with your audience.

Best Practices

1. How to go live

You can go live on a page, in a group or to an event on Facebook. Going live on a page will give you access to more tools and capabilities than going live to a group or event -- ***we recommend the agencies post the Facebook Live to their respective Facebook pages.*** Livestreams to Pages have the following features which are not available for Group and Event livestreams:

- The ability to crosspost to other pages. Only live broadcasts to a page can be crossposted.
 - Good for PA will share these Lives onto our own social channels
- The ability to access detailed insights in Creator Studio.
- The ability to restrict access to your livestream to a specific geography or age demographic on Facebook you can use Age and Geographic Gating.

You can go live using the Facebook app for iOS or Android. [Learn how to go live on Facebook](#). The quality of your stream depends on your internet connection speed. ***Go live when you have a strong connection (use Wi-Fi instead of your phone's cellular data whenever possible).*** For a more stable video stream, you can use a tripod or camera stabilizer.

2. Promoting your livestream

- Crosspost the same live stream to multiple Pages simultaneously. To crosspost your live video, establish a crossposting relationship with another Page. [Learn more](#).
- Watch Parties enable people to watch a video together. Consider encouraging relevant groups or people associated with your Page to host a Watch Party for your live broadcast. [Learn more](#).
- Embed the live stream to your website or blog. You can find the Embed code under Facebook Live Producer settings. You can also choose whether or not your live stream can be embedded by others. ***We recommend that you do allow access for the Live to be embedded by others so that your celebration is amplified across multiple social media channels/communities.***

3. Avoiding copyrighted material

Facebook's [Terms of Service](#) do not allow people to post content that violates someone else's intellectual property rights, including copyright and trademark.

Use of commercial music without appropriate clearances could result in the stream being removed from Facebook. This can happen accidentally if your stream includes background music. [Feel free to use our free globally licensed library of music and sound effects.](#)