Building a Facebook Live Strategy

How to Amplify Your Action and Bring More People into the Movement
Choose 3 people and introduce yourself!

- Your name
- Your experience with Facebook Live
- What’s the best livestream you have watched?
Agenda

- Welcome + Introductions
- What IS Facebook Live?
- Four Layers to Facebook Live Strategy
- FB Live Best Practices: Before, During, and After
- Putting it into practice
Shout out to Randall Smith

Getting Started with Facebook Live: How to amplify your action and bring more people into the movement

PowerLabs

powerlabs.io
Thaís Marques
Movimiento Cosecha
@thais_tweets
Let’s do this.
What is Facebook Live?
“I wouldn’t be surprised if you fast-forward five years and most of the content that people see on Facebook and are sharing on a day-to-day basis is video.”

Mark Zuckerberg
Let’s watch!
Boston ICE Shutdown

Movimiento Cosecha was live.

Published by María Fernanda Cabello [?] · April 24 ·

LIVE: Allies risking arrest to #shutdown ICE in Boston, MA. Text HUELGA to 41411 to join the movement.

312,237 people reached

Boost Post
Case Study: IfNotNow #FireBannon Campaign
Thursday - DC

BREAKING: IfNotNow is marching on Trump Transition Team's Office to demand that they #FireBannon. If you want to join us in building #JewishResistance, sign up for our Campaign Call happening Tuesday night: https://actionnetwork.org/e/.../jewishresistance-campaign-call

19K Views
HAPPENING NOW: IfNotNow is marching on the ZOA Gala, where Stephen Bannon will be speaking. We’re demanding that the Jewish community join us in calling on Trump to #FireBannon.

If you want to join us in building #JewishResistance, sign up for our Campaign Call happening Tuesday night: https://actionnetwork.org/eve...jewishresistance-campaign-call
WATCH LIVE: #NotNow is going on the offensive in our effort to #FireBannon and build #JewishResistance against anti-Semitism & all forms of racism in the White House. We are marching from the Boston Holocaust Memorial to the Massachusetts Republican HQ, where we are taking a stand as the leaders of our communal institutions refuse to be -- for our own safety and the safety of others.

If you want to join us in building #JewishResistance, sign up for our Campaign Call happening Tuesday night: https://actionnetwork.org/events/jewishresistance-campaign-call

Video Details

Total Video Performance

Peak Live Viewers 88
Minutes Viewed 5,423
Video Views 10,387
10-Second Views 3,616
Video Average Watch Time 0:14

Audience and Engagement

This video is used in 1 post

<table>
<thead>
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<th>Posts</th>
<th>Posted Date</th>
<th>Reach</th>
<th>Video Views</th>
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<td>#NotNow</td>
<td>11/21/2018 8:25am</td>
<td>77K</td>
<td>10K</td>
<td>3.6K</td>
<td>9.2K</td>
<td>1.7K</td>
<td>0:14 / 01:22:51</td>
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These metrics may not be updated yet with the most recent data that appears on posts.
Tuesday - Philly

BREAKING: ifNotNow is marching in Philly for another #JewishResistance direct action. We are confronting the silence of the Jewish Establishment head on, demanding they join the grassroots call to #FireBannon. If you want to join us in building #JewishResistance, register for our Campaign Call happening tonight (we'll send the recording and notes out even if you can't be on it): https://actionnetwork.org/events/jewishresistance-campaign-call

This video is used in 1 post

- ifNotNow
  - BREAKING: ifNotNow is marching in...
Currently Managing:
#JewishResistance Campaign Call

Status: Completed

Total RSVPs: 1,135

This event is over.
This event has already occurred.

Sponsored by
IFNOTNOW National
#FireBannon By the Numbers

People reached on Facebook that week: Over 1,100,000

RSVPs for the call that were **new** to our list: 800 (out of 1,200)

People who joined the call: 500

People who signed up to plan or attend an actions on the call: ~200
Day of #JewishResistance on November 30th: We Draw the Line

FIND NEARBY EVENTS

Zip/Postal Code *  
Search

Not in the US?

Enter your zip/postal code to begin

WANT TO HOST AN EVENT?

Click To Host
IfNotNow

We're live from Brooklyn where we're telling stories, singing songs, and taking a small step towards building the community we need in this moment. The time is now to join the #JewishResistance. Here's how: Plan a White Rose action -->

55:38 · Was Live: 12/04/2016 · Owned · Appears Once

This video is used in 1 post

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<td>IfNotNow</td>
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<td>14K</td>
<td>5.3K</td>
<td>12K</td>
<td>1.2K</td>
<td>0:15 / 55:38</td>
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Bringing Them Into the Movement

People who watched the broadcast: 14,000

People who came to weekend-long trainings after the broadcast: ~400
What IfNotNow Did = Absorption

What is absorption?

Using moments of intensity to moving people into your movement with concrete roles that can lead toward another big moment for your movement.

Another way to say it: giving people a tangible next step that moves your strategy forward and deepens their leadership in the movement.
MAJOR ⚡️ ALERT

- Action
- Absorb
- Escalate
- Repeat
Facebook Live Strategy
#1 Add an Absorption Point to Your Caption

- Absorption Point: number to text, petition to sign, call to join, action to attend

- Every livestream has the potential to go viral
- **Always** include an absorption point in your pre-written caption
- Moves people to take Online → offline action
#2 MAKE YOUR OWN NEWS

➢ Media won’t cover your action
➢ You are in a remote location
➢ Small group/growing movement
➢ Tell compelling stories
BUFFALO25
Movimiento Cosecha was live.

Published by Thais Rodrigues Marques on November 3, 2016.

The #buffalo25 have taken over Hillary Pittsburgh main campaign office. Support at buffal025.com
Movimiento Cosecha

Community members and activists shut down ICE Field Office and risk arrest in support of #Buffalo25 buffalo25.com

37:58 · Uploaded on 10/27/2016 · View Permalink

Video Performance In This Post

- Peak Live Viewers: 99
- Minutes Viewed: 10,046
- Unique Viewers: 14,503
- Video Views: 15,777
- 10-Second Views: 6,546
- Video Average Watch Time: 0:16

Audience and Engagement
#3 Make Use of Your Partnerships

- Partners with larger Facebook pages can help you expand your reach and increase viewership of your livestream.

- Talk with your partners in advance of a livestream and ask them to share it.

- Choose strategic partners to share your livestream based on the audience you want to reach.
#OutragedAndUnafraid Sit-in (42:12)

- UndocuMedia
- MoveOn
- CREDO
- OurRevolution
- People for Bernie Sanders
#4 DEVELOP PRE-RECORDED CONTENT

- Pre-recorded content can be overlayed on a livestream in dull moments to keep things interesting
- Distributed actions can be a part of one livestream
- Skype in multiple people in different parts of the country
- Arrive on site and create content, take interviews

A Day Without Immigrants (17:50, 36)
Questions?
Facebook Live Best Practices
Best Practices: BEFORE

- One week before: communicate with partners
- Have a 1:1 with the person who will be running the live-stream
- Tell fans when you’re broadcasting ahead of time.
- Draft an email to send out right when the stream starts
Best Practices: BEFORE

- Absorption point!
- Write out caption
- Set up on two different phones with two different carriers
- Make sure you have a battery pack
Yonah,

Stephen Bannon, Trump's White House Chief Strategist, spent years making Breitbart what the Southern Poverty Law Center has called a “white ethno-nationalist propaganda mill.”

Breitbart has become a symbol of the increasingly mainstream white-nationalism.

That’s why 200 Jews and allies are marching on Breitbart HQ right now, to condemn Bannon’s hate and demand that Trump #FireBannon.

Join me as I live-stream the whole thing from the streets.

The American Jewish Establishment has refused to condemn the appointment of Bannon, a white-nationalist who will soon be steps away from the Oval Office. In their absence, we are building a #JewishResistance, taking leadership in the community.

Join me on the live-stream right now.

And then RSVP for the Live-Broadcast happening tonight so you can be the first to know about what the next phase of the Jewish Resistance will be.

What we’re seeing from the out-of-touch establishment right now is nothing new. It is the same be-silent-and-normalize strategy they’ve taken on the
Best Practices: DURING

- Use the Pages app
- Be horizontal (make sure it’s off portrait mode!)
- Narrate the action, give frequent recaps, and repeat call to action
- Ask viewers to subscribe to Live notifications;
- Say hello to commenters by name; respond to their comments live.
Best Practices: DURING

- Broadcast for as long as possible.
- Have one person off-site
  - Give feedback to the streamer by texting them,
  - Add absorption point in comments
- Have one person on-site to act as a liaison between the livestreamer and other people
- During lulls in action, interview people
Text me when the livestream starts

K

About to go live

try and get people’s faces!
also sorry but you can’t chant

😭

too loud

K I’ll stop😭

you’re doing an amazing job of narrating tho!

get to the front if you can!

this is getting a little stale — but the mini interview was awesome

keep asking folks to share! there are so many people watching.

just so you know its already reached 150,000 people — OUR MOST EVER!!!!!!!!

try and stand behind cynthia/tom

if you can get the cops that might help add tension to the video

views just hit 1000!!!

yo this is crazy — tell everyone to share share share. tell them how many people are watching with them: 1.5 thousand

150 people have signed up for the campaign call from this video — tell folks that!

150 people signed up for the campaign call from this video — tell folks that!

try and grab more people to share why they are part of ifnotnow

when tom is done

YOU’RE AMAZING

you just went fucking viral homie

like legit legit viral
After the Action

- Create a Facebook ad for your livestream.
- Edit and post shorter Facebook native video and boost to email file to start shares.
After the Action

- Follow-up with people who took action during the livestream and have a call set up for immediately after the action.
- Email recap of action to supporters, link to edited Facebook native video and ask to sign up for absorption point.
- Review video metrics and make plan for next broadcast.
Here’s what will go wrong

And how to fix it

1. No absorption link
2. Phone dies, is old, it’s too cold, it’s too hot
3. Stream is sideways
4. Audio isn’t clear
5. Bad reception
6. Dead time in the stream
7. Police tell you to put it away
Questions...again?
Putting it into practice:
Broadcast a direct action
Instructions

- Get into a group of 5 people
- Choose 2 people to broadcast
- The 3 remaining people will “blockade a doorway” or “sit-in at an office”
- Broadcast to the Netroots Nation 2017 Facebook Event
- You have 5 minutes to prep, 3 minutes to broadcast and 5 minutes to debrief
How to broadcast

- Go to Netroots Nation 2017 Event Page
- Click Write something...
- Select “Start Live Video”
- Enter description
- Select “Go Live”
How to broadcast

- Go to Netroots Nation 2017 Event Page
- Click Write something...
- Click Post in Event
- Select “Start Live Video”
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- Select “Go Live”
WE GOTTA SPLIT UP AND FIND WING!
Debrief

- What went well?
- What would you do differently next time?
Be in touch!

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