

# LIVE MUSIC BROADCAST BEST PRACTICES: FACEBOOK & INSTAGRAM

Live video is immediate, authentic, and interactive. Engage with a built in audience in a way that’s truly social. Read the following tips and ideas for creating the best Live Music Broadcast experience on Facebook and Instagram.

## BEFORE THE BROADCAST

### Technical Considerations

While this guide will outline several considerations specific to music event broadcasting, some details are standard across all types of livestreaming. Please refer to the *Live Production Broadcast* playbook for:

- Connectivity, Bit Rate, & Resolution
- Hardware & Software Recommendations
- Connectivity Troubleshooting & Suggested Messaging
- Chat Moderation
- General Livestream Do’s & Don’ts

There are also third party companies with expertise in producing livestreams through FB Live API. Reach out to your Facebook contact for recommendations.

	METHOD	DURATION	EXISTING CONTENT
FACEBOOK	API or Mobile	8 Hours on API 4 Hours on Mobile	High Production Quality Intentional & Retentive Viewing Community Building
INSTAGRAM	Mobile Only	60 Minutes	Spontaneous Sharing Authentic Fan Engagement Adding a Fan / Guest

### Legal Considerations

You are responsible for seeking clearance for any music used in the livestream.

- Branded content partners still need to be whitelisted
- All crossposting pages need to be whitelisted

Reach out to your Facebook contact with specific questions about whitelisting.



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### Broadcast Partner Considerations

Producing a livestream, especially with high production value, can be expensive. It may be more cost-effective to consider partnering with a relevant brand to help offset production costs. This can mean including their brand within the stream, [enabling crossposting](#) abilities, or using the [Branded Content Tag](#) tool. Request access to the tool [here](#).

## PROMOTIONAL CONSIDERATIONS

### Find an Organic Partner

Leverage partner Pages that would benefit from crossposting or sharing the livestream. Common partners include: venues, promoters, labels, music magazines, and featured artists.

### Scheduled Live

We recommend scheduling your broadcast in order to formalize the livestream ahead of the broadcast, build anticipation, and allow fans to be reminded. You can schedule a broadcast up to one week in advance.

When you schedule a Live broadcast, two posts are automatically created:

1. **An announcement post:** As soon as you schedule your Live broadcast, a post is published to your Page, letting your followers know there's an upcoming broadcast. People who see the announcement post can click the "Get Reminder" button to receive a one-time reminder notification shortly before the broadcast begins.
2. **A post containing the Live broadcast:** At the scheduled time of the Live broadcast, a post containing your Live stream is automatically published. People who expressed interest via the initial announcement post receive a notification directing them to the broadcast.



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## PROMOTIONAL CONSIDERATIONS (CONTINUED)

### Organic Social Media Promotion

- Use all available digital & social channels to drive fans to the “Get Reminder” post created when scheduling a Live broadcast.
  - Encourage all partners and Pages to use Facebook & Instagram (feed and Stories) directing to the “Get Reminder” post.
- Use the Countdown Sticker on Instagram Stories to build anticipation ahead of the event.
  - Add a link to your Instagram bio or use “swipe up” to link directly to the livestream from Instagram.
- Avoid sounding too promotional - Keep the tone of your content conversational and highlight the content of the livestream to get fans excited
- Use Facebook & Instagram Polls (can be used in Stories or in feed) to solicit feedback or generally interact with fans
  - Ex - “What song do you want to hear during the live show?”
  - Don’t distract from the broadcast by polling too much!
- Find relevant Facebook Groups that may be interested in your broadcast; invite them to host Watch Parties or share the livestream link amongst Group members

## DURING THE BROADCAST

### Crossposting Vs. Sharing

Crossposting a livestream means that the stream view counts are combined but the conversation in the comments section is kept separate.

If you’d like to consolidate the conversations, consider sharing instead of crossposting.





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## Organic Social Media Promotion

While the livestream is happening, leverage all available digital channels to direct people to the livestream URL. Encourage all partners to do the same.

### TOOLS TO CONSIDER

- Chat Moderation
- Watch Parties
- Live Polling
- Live Questions

## AFTER THE BROADCAST

### Post Broadcast Editing

Livestreams often start before the action begins, and that stand-by time can make the first few seconds of a recording less engaging. Use the [trimming feature](#) to specify exactly when you want the VOD version to begin and end.

## Driving VOD Views

- Create content (clips and highlight videos) that drive back to the livestream VOD URL
- Continuing to interact with the Live broadcast video (replying to fans, commenting, etc.) will give Facebook signals that the video is still relevant
- Embed the video on your website, in your newsletter, [and](#) any other owned digital channels
- Consider rewarding fans who have interacted with the broadcast by offering merchandise, tickets, or messages from the artists.

## IGTV

- It is not possible to connect to IG Live via the API; this is only available on mobile & for a maximum of 1 hr
- If you have the rights, we recommend uploading the horizontal video to your IGTV channel. [Learn more here.](#)
- IGTV Promotional Considerations:
  - Share a preview to your Instagram news feed (this will be an option when uploading)
  - Create an Instagram Story linking to the video
  - Share the Facebook Live or IGTV link across all owned digital channels

Feel free to reach out to your Facebook contact for more information or help with your Live Broadcasting!