**Tips for Great Presentation in Your Facebook Live Content**

Facebook Live is a platform that should appeal to anyone who is trying to build a personal brand and establish themselves as a thought leader in their niche. This will encompass a very large proportion of digital marketers and make this a platform that a lot of people start making use of.

What this also means is that *some* of the people reading this and planning on creating live content won’t have much experience with creating video content. So if you’re not an experienced YouTuber, read on to learn some of the tips of the trade that will help you to create more engaging and professional videos…

**Video Quality**

Video quality makes a huge difference on YouTube. On Facebook Live of course this isn’t such a big issue (seeing as *everyone* is recording from their phones) but you can nevertheless make a big difference if you invest in a high quality camera phone.

What’s arguably even *more* important meanwhile is that your videos be bright. Even a low quality video will look much clearer crisper if the room has lots of light! Either invest in a light box, or try to use natural light strategically. Aim for ‘Rembrandt lighting’ which means lighting your face from one side more than the other.

**Audio**

Your audio is equally important. Make sure that you record your sound using a lapel mic or a phone with a clear built in microphone. Speak slowly and clearly and think as well about the acoustics of the room you’re in: this can make a surprisingly big difference! Avoid echoing spaces where possible and think about your background noise. If people can’t hear what you’re saying, they’ll leave quickly!

**Presenting**

Being a good presenter is about being engaging and clear. It’s also about being charismatic and smart. Try to dress for the occasion but likewise don’t look *overdressed* as this will just make you look desperate – which is never a good look! Go for ‘effortlessly smart’ and try watching your favorite YouTubers for tips.

**Set**

Finally, think about your ‘set’. The area you film in is very important and will make a big difference. In particular, try to avoid filming anywhere where there’s too much activity behind you that could be distracting. Likewise, avoid filming anywhere that looks untidy or unprofessional. Your living room is not a good choice if there is lots of rubbish strewn around the place!