**The Best Kinds of Content for Facebook Live**

When creating content for Facebook Live – or any type of live video for that matter – you will quickly learn that some types work better than others. Some content is simply more engaging in a live format and works better that way, while other types just aren’t suited to this type of video.

For example, you probably wouldn’t create an advert on Facebook Live. This wouldn’t really benefit from the platform at all and you wouldn’t have the ability to edit or format your video in the way you would expect to be able to for an advert.

So that’s an example of what doesn’t work. Now for what *does* work…

**Lists**

A ‘top ten’ list is an ideal format for a live video for a number of reasons. For one, it gives you a structure that you can keep coming back to while still letting you speak relatively freely. At the same time, it will provide enough structure that someone joining you halfway through will know what the video is about and be able to catch-up: especially if you use a whiteboard as a prop with your list.

**Interviews**

This could be an interview with yourself, or with another person. Either way, you’ll have a great format for an engaging piece of content and you’ll additionally be able to get more questions from your audience. This is a great way to take advantage of the live format.

If the interview is with you, then you can call it an ‘AMA’ – Ask Me Anything.

**Seminar**

Seminars are very popular among internet marketers and work particularly well as part of a sales funnel. By taking this well-known format and putting it in a live video setting, you can actually make it into something much more exciting and unique for your visitors. Additionally, this will give your viewers the opportunity to actually interact with you and ask questions – significantly increasing the value of the seminar. And if you want an even more interactive format, consider looking into ‘Blab’ as well.

**Review**

Reviews are a great way to sell a product and again, the live format will only add to this. That’s because a live review once again means you can answer questions and show off features you might otherwise have missed! Plus, this is the closest you can come to selling something to your audience face-to-face!