
FACEBOOK Live AUTHORITY



RESOURCE CHEAT SHEET

If you've read the full Facebook Live Authority ebook, then you should now have a full understanding of what live video is and why it's such a fantastic opportunity for marketers. Likewise, you should recognize the key importance of Facebook and why this is so likely to be the platform that ends up succeeding.

What's left to do is to get started and actually get started with your Facebook Live marketing masterplan! But you won't be alone as you step out into this brave new frontier. Read on and you'll find a ton of great resources that can help you to find your way around and make a real splash...

Introductions to Facebook Live

There is no official website for Facebook Live other than facebook.com. This is because you post your live videos directly from Facebook mobile itself. But if you want to learn all the basics regarding the platform, you can find that here:

<http://www.forbes.com/sites/jaysondemers/2016/04/26/facebook-live-everything-you-need-to-know/#7030be487a82>. This is a great guide to 'everything you need to know' about Facebook Live from the always-reliable Forbes.com.

For something more official and actionable though, you should also check out this resource: <https://www.facebook.com/facebookmedia/best-practices/live>. This is a guide to Facebook Live by Facebook and provides all of the best practices and tips to help you. Some of the top tips include:

- Tell people when you're going live
- Have a strong connection
- Tell people when you're going live
- Ask people to follow you

The page also has some great examples of videos created by celebrities and popular personalities.

Finally, take a gander at this page: <http://www.techinsider.io/facebook-live-video-2016-3>. This discusses not only the impact of Facebook Live and Mark Zuckerberg's excitement for it but also some of the more original and unique ways that the platform is being used.

Of course the very best place to get started with Facebook Live is over at the Facebook Live Map, which will let you watch other people's streams and see what they look like to the users first hand. You'll find that here:

<https://www.facebook.com/livemap>

Live Channels

Facebook live is only one channel you can use to stream live video. There are actually many more similar platforms which include some well-known ones and some much lesser known ones.

These include:

Periscope

<http://www.periscope.tv/>

This is the main website for the Periscope App – arguably the most popular and biggest *dedicated* live video platform. It's a very powerful platform available for iOS and Android but the website is somewhat empty other than for an inspiring video!

Meerkatapp.co

<https://meerkatapp.co>

Meerkat is similar to Periscope with some key differences. Meerkat lacks the very handy map feature found on Periscope and Facebook Live and it also doesn't let you save your videos. But it's still a big and popular platform, especially among dedicated marketers like Tai Lopez. Again, there's not all that much to be found on the site itself.

Blab

<http://blab.im>

This is a great platform that allows you to create live videos and also invite your viewers to get involved! This means that they can tune in and take part in seminars for instance and it means you can use the platform for some very effective influencer marketing.

YouNow

<http://www.younow.com>

YouNow has been around longer than Meerkat or Periscope according to the site. What also makes it interesting is that it actually pays its content creators. While it doesn't have huge traction just yet, it's an interesting concept and one to watch.

YouTube Live Events

https://www.youtube.com/my_live_events

Here's where you can learn how to stream your live events on YouTube. This has a lot of potential for the future, so again keep it on your radar!

Hangouts

<https://hangouts.google.com/>

In some ways, Hangouts can also be compared to Blab and used in a similar way to run seminars, interviews and AMAs.

Tools and Tips

Mevo

<http://www.forbes.com/sites/toddkenreck/2016/05/02/meet-mevo-the-best-camera-for-facebook-live/#7d676bffe87c>

Mevo is a wide angle, 4k camera that could change the way we create live content very soon. This camera allows live streaming through your phone

but what's even more impressive is that it can zoom in to different areas on the fly, thereby allowing you to feature whoever is talking or to focus on particular elements of your scene. It's a great idea that claims to be an entire 'studio' in one little camera.

Too bad you're going to have to wait a while until you can try it!

For growing your Facebook page meanwhile, consider using some of the following tools and services:

Buzzsumo – www.buzzsumo.com

Buzzsumo provides viral content that you can find and easily share to your own social media pages. This is a great way to provide value and quickly grow your following.

LikeAlyzer - <http://likealyzer.com/>

LikeAlyzer is a tool that helps you to analyze your Facebook content in terms of performance. Now you can see what's performing best for you and pledge to 'do more of that'! The more you grow your Facebook page, the more you'll be able to get people to see your live video!

Fanpage Karma – www.fanpagekarma.com

This lets you see a lot more in terms of advanced stats and feedback for the performance of your Facebook page. You can see which posts are getting the most engagement and also learn a bit more about your site.

HootSuite - www.hootsuite.com

HootSuite is useful for automating and syncing a variety of different social accounts and lets you stack posts up for later.

IFTTT – www.ifttt.com

This stands for 'If This, Then That' and is basically a service that allows you to create lots of connections between your different social sites. For example, you can get all your Tweets to also get shared to Facebook.

Resources

Stuck for ideas regarding the best types of content to create? Then head over to either of these sites:

Meerkat Streams

<http://www.meerkatstreams.com/>

OnPeriscope

<http://onperiscope.com/>

These provide live streams from the two big streaming sites right on your desktop. What this means is that you can watch the best content from those alternative platforms in order to get ideas for your own content. See what works and what doesn't and bring it to Facebook Live!