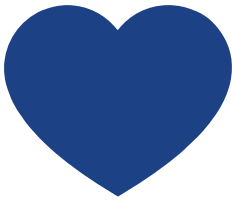


# HOW TO GO LIVE

## *like a pro on social media*



### **Have A Purpose:**

Know what you're going to talk about before going live. Having a general idea of what you're going to say will help it stay interesting and keep you on track.



### **Check Your Connection:**

Make sure you have a stable internet connection before going live. Do a test run in advance to ensure the quality of your video is at its best.



### **Invite Your Network:**

Invite your network to watch the livestream in advance. Doing so, may result in having a greater viewership.



### **Answer The Comments:**

While on live, answer the comments that people leave on your video. That will keep your audience engaged, and will help your video be seen by more people.



### **Get Them Talking:**

Ask your audience a question to get feedback from them. It could be simple like "comment an emoji if you can hear me" or something more serious. Comments and shares makes your live video visible to your commenters/sharer's friends.



### **Include A CTA:**

At the end of your live video, be sure to let your audience know what you'd like for them to do next. Examples of a call-to-action (CTA) might be to: visit the [alternativegifts.org](https://alternativegifts.org) website to view the Causes, or call your organization to place an order