

ZOOM Event + Facebook Live

Tips, Tricks, and Best Practices

Why Use Zoom and Facebook Live?

- Zoom's video conferencing platform combined with Facebook's capability to broadcast live provide an opportunity for people in multiple locations to share important information which viewers from all over the world can watch in real-time and/or at the time of their choosing.

How do I get started?

- You'll need at least the following to get started
 - A Zoom account
 - Pro or better if your event will be over 40 minutes (recommended)
 - A Facebook account
 - Access to the business or organization Facebook page which will stream the Zoom event

How will people know about my event?

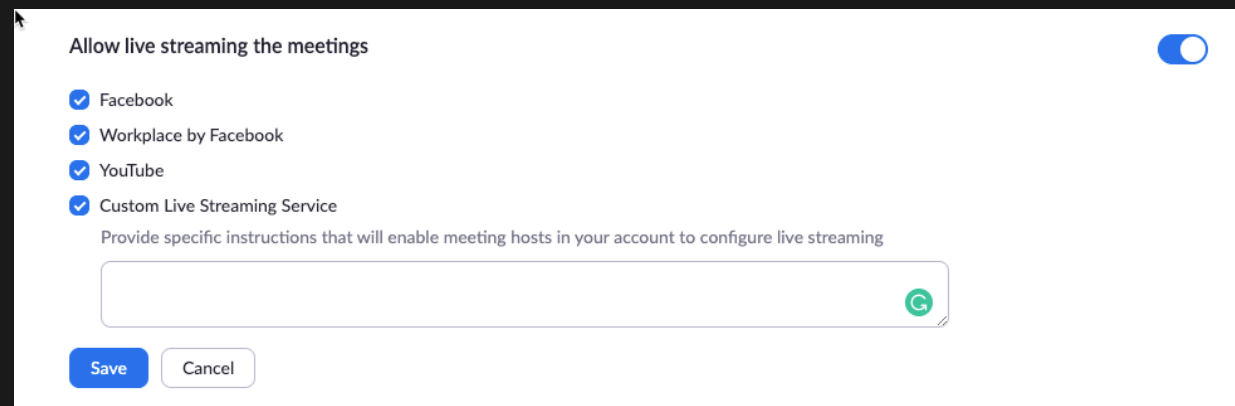
- Create a registration form
- Create a Facebook Event with your Facebook Page and link your registration form
- Promote the event and share the Facebook Event and Page through your email lists
- Share your event on your personal Facebook Page and any other networks available to you

Practice your event

- Plan a rehearsal event with your fellow presenters
- Take notes and give feedback concerning room setting, lighting, and sound
- Time your rehearsal to see if you can cover all the topics you need to in the time allowed
- Record the event in Zoom and watch it afterwards

Connect your Zoom account to Facebook

- Before your Zoom account can stream your Zoom event on Facebook Live, you need to give Zoom permission to access your Facebook account
- Sign in to the Zoom web portal as an administrator with the privilege to edit account settings
- Click Account Management > Account Settings
- Toggle the Allow live streaming the meetings under In Meeting (Advanced), and enable Facebook (you only have to do this once)



The screenshot shows a dialog box titled "Allow live streaming the meetings" with a toggle switch in the top right corner that is turned on. Below the title, there are four checked checkboxes: "Facebook", "Workplace by Facebook", "YouTube", and "Custom Live Streaming Service". Underneath these checkboxes, there is a text prompt: "Provide specific instructions that will enable meeting hosts in your account to configure live streaming". Below this prompt is a text input field with a green circular icon containing a white 'G' on the right side. At the bottom of the dialog, there are two buttons: "Save" and "Cancel".

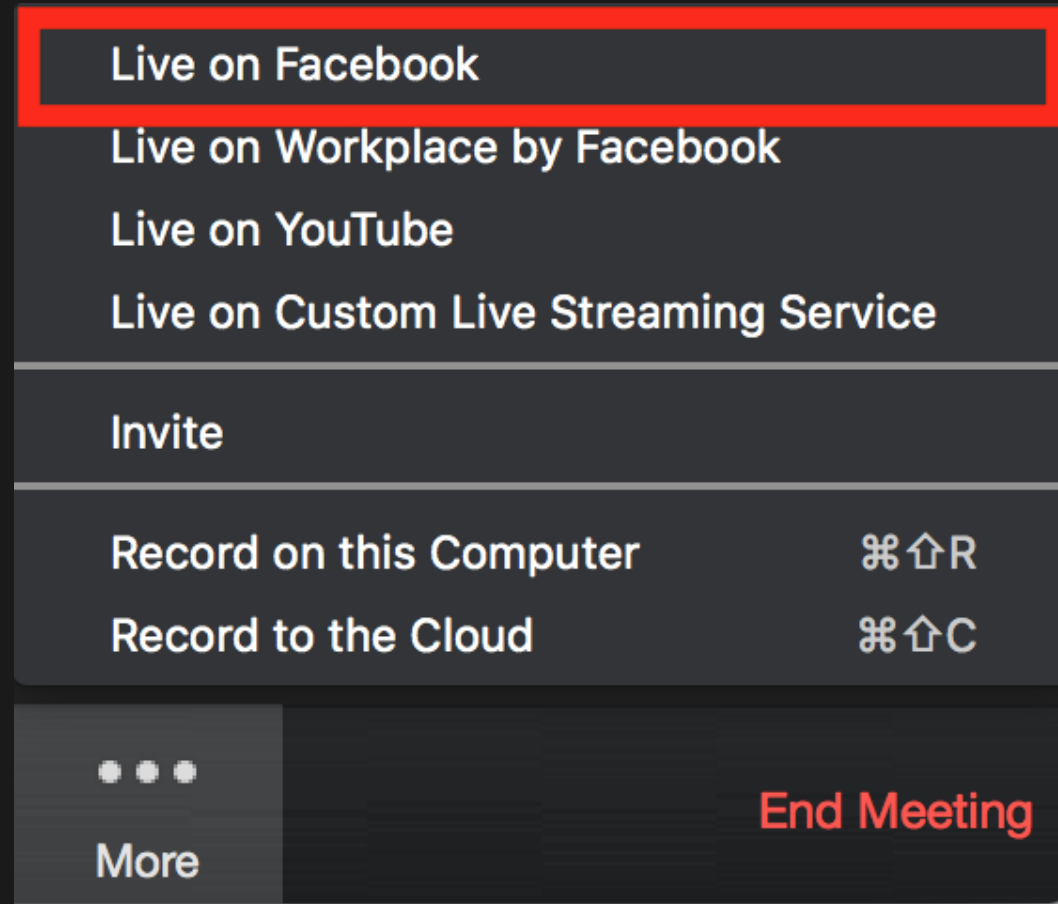
Streaming your Zoom event on Facebook

- Start your Zoom meeting and in the meeting controls, click More



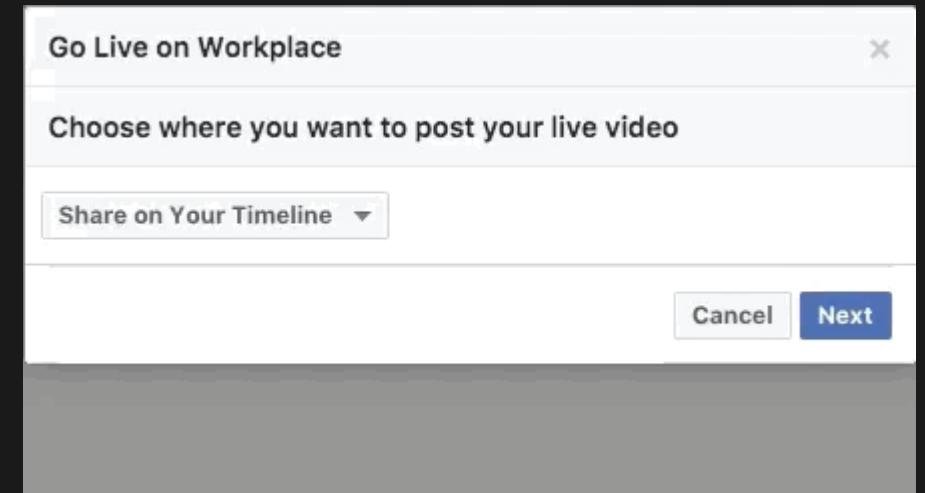
Streaming your Zoom event on Facebook

- Click Live on Facebook



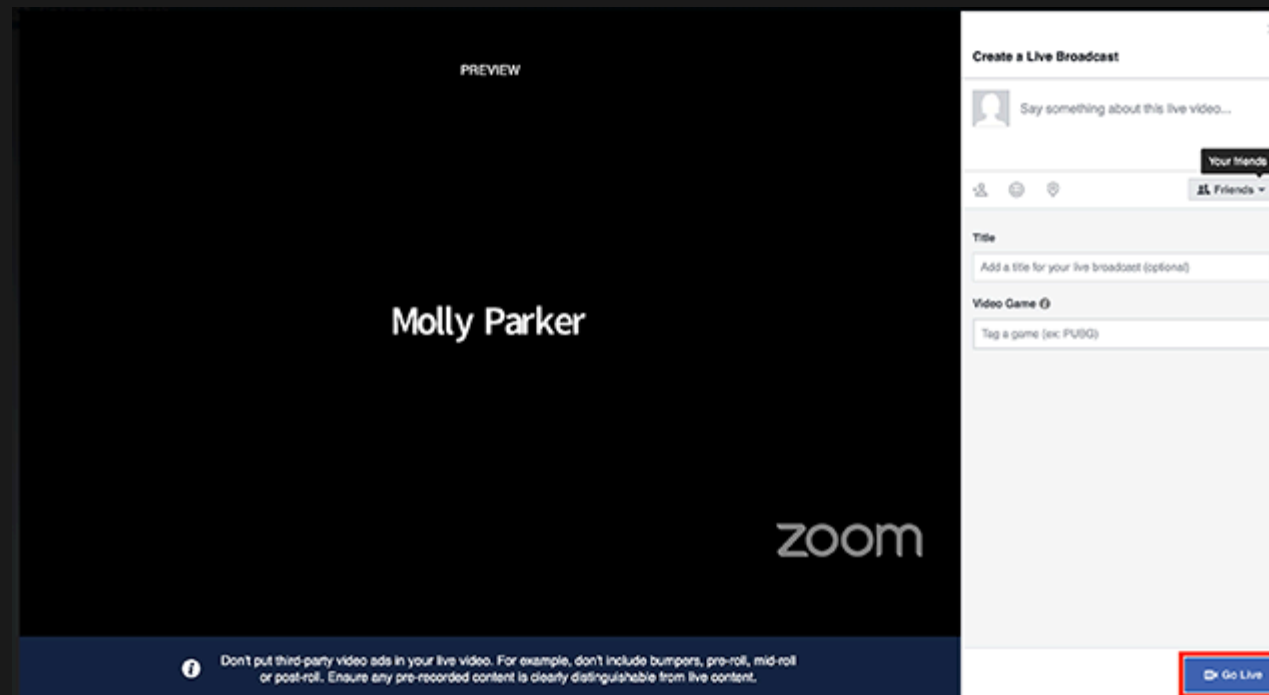
Streaming your Zoom event on Facebook

- Choose where on Facebook you would like to Go Live.
- Some choices you have are
 - On Your Timeline
 - On a Page you Manage
 - Share in An Event
- Make your selection and click Next



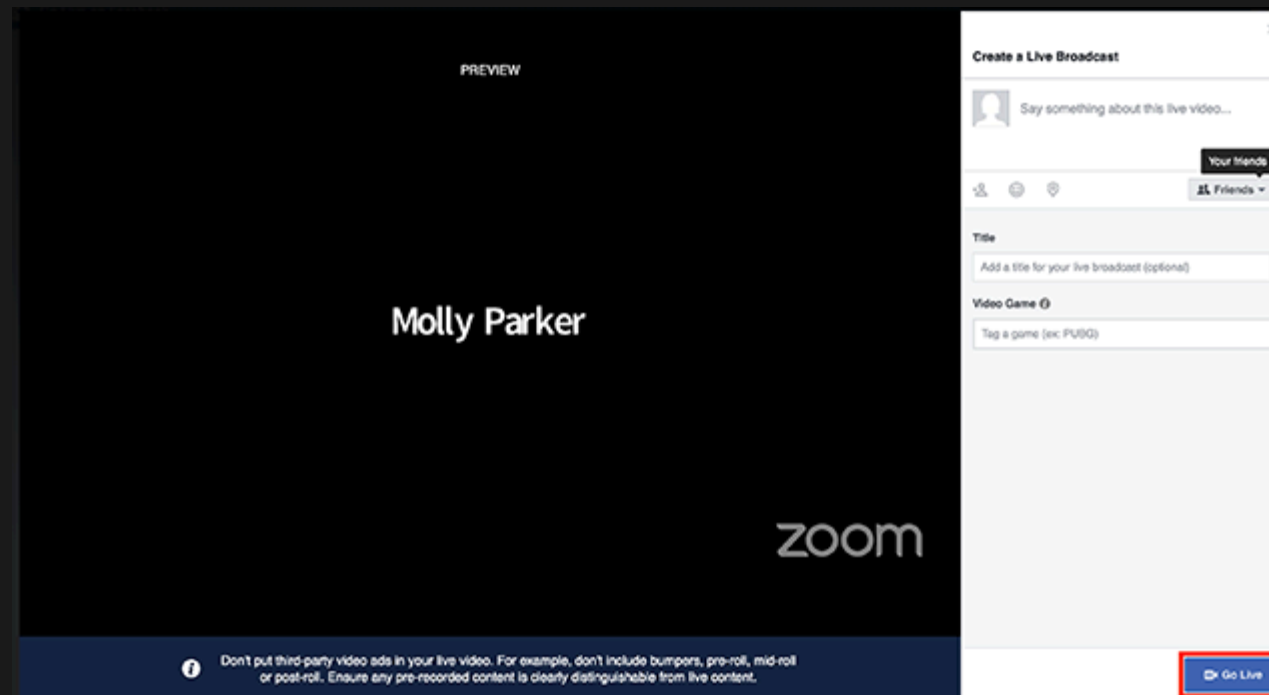
Streaming your Zoom event on Facebook

- Add the necessary Video Title, Description, and any other relevant information to the post, and when you are ready to start the broadcast on Facebook, click Go Live



Streaming your Zoom event on Facebook

- Add the necessary Video Title, Description, and any other relevant information to the post, and when you are ready to start the broadcast on Facebook, click Go Live



Streaming your Zoom event on Facebook

- To end the live stream, click on the More tab and click Stop Live Stream

