



# 6 Steps to Use Live Video for Effective Company Events



This year, many companies will find themselves adopting a hybrid work model, with a mixture of remote, office-based and frontline employees. Bringing these teams together is extremely challenging, but it's never been more important for leaders to get it right.

Some companies are already tackling the issue by following the three new rules of engagement - they're investing in more efficient communication, building community and promoting wellbeing to help hybrid teams become high-performing teams.

Workplace is a communication tool that connects everybody in a company, wherever they're working. It uses many of the same features as Facebook (like News Feed, Groups and Chat), which means it's instantly familiar, engaging and works brilliantly on mobile. It also means

Workplace benefits from Facebook's rapid innovation and deep understanding of how to build technology that people love to use.

Technology like Live video.



Broadcasting live Town Halls or All Hands can be an effective way to connect your executive team to your entire workforce, wherever people are. It enables more authentic and transparent leadership communications while ensuring that employees everywhere get the information they need to stay aligned with business priorities - whether they're

watching in real time or catching up in their own time. For viewers, live video creates a greater sense of connection, intimacy and excitement compared to video on demand.

Live video on Workplace makes it easy to run company- or department-wide meetings that are both interactive and engaging using nothing more than a laptop or even just a phone. It's a great way to update employees with important information, build community by discussing issues like Diversity & Inclusion, or promote wellbeing by bringing people together for social activities like cooking demonstrations or group yoga.

It gives companies the ability to host live Q&A sessions, add automatic captions to support accessibility, and allows presenters to see real-time comments or questions without having to switch viewing modes. You can even co-present with multiple hosts in different locations,

and see simple stats after your broadcast to get a sense of how it went.

This playbook has everything you need to know to run a successful livestream on Workplace in six simple steps:

- Preparation and planning
- Event promotion
- Moderator tips
- Best practices for executives
- Going live on Workplace
- Continue the conversation



# 01

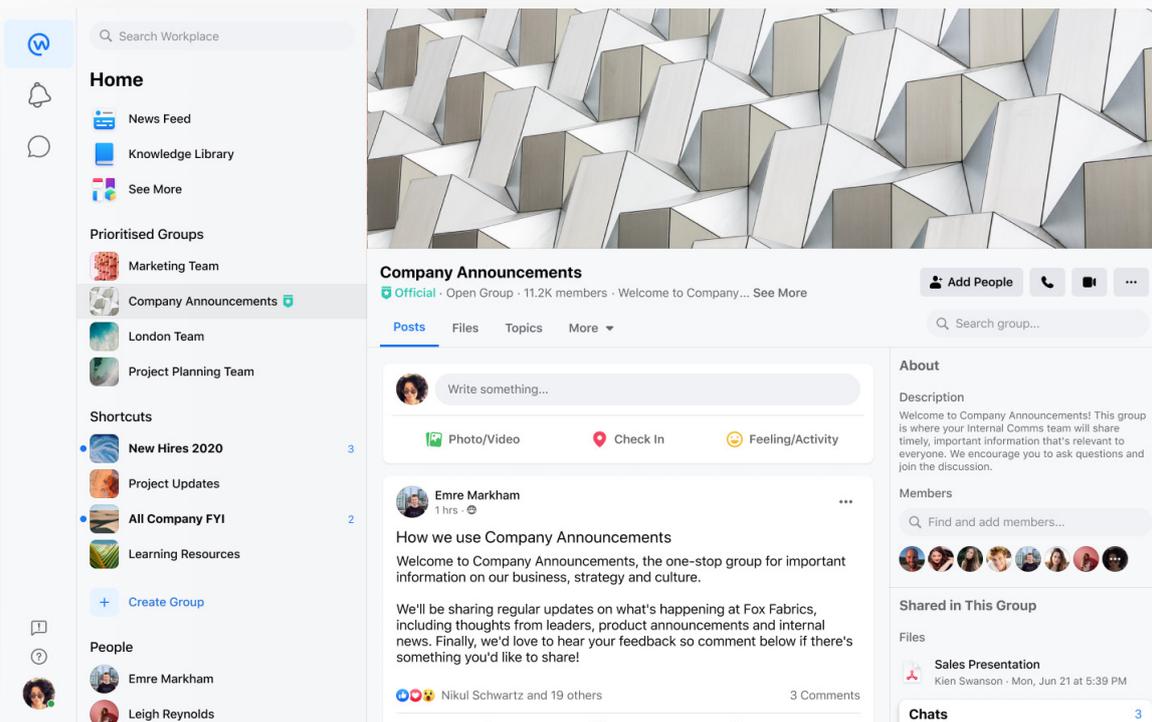
## Step 1: Preparation and Planning

Decide on a clear focus and specific objectives for your virtual event. For instance, perhaps you want to hold a leadership Q&A about a new policy, talk about Diversity & Inclusion, or host a wellness-related event. Know what the ideal event flow will be but be flexible. Expect that moderators will have to make some decisions in the moment.

### Do your homework

With Workplace, you can create simple polls so that employees can vote on issues they'd like to discuss. To promote these polls, you can put them in shared spaces called 'Groups'. For instance, you will probably have an 'FYI' group for all your employees, as well as country-, team- or department-level groups. You may even have specific employee resource groups based on things like

gender, race or even just popular hobbies. Posting into the relevant groups will give people an opportunity to surface topics beforehand, and help you build an agenda that's in touch with their interests and concerns. This is especially important for companies with hybrid teams to make sure it's not only office-based employees who get to shape the agenda, but remote and frontline workers, too.



## Know your presenters

Whether your event will feature one main speaker or a panel of experts or executives, knowing the topics in advance will help you prepare your presenter and structure the conversation to engage your audience. Speak with your presenters prior to the event to understand what they're bringing to the discussion, and get a sense of the topics they are most passionate about.

## Practice a dry-run

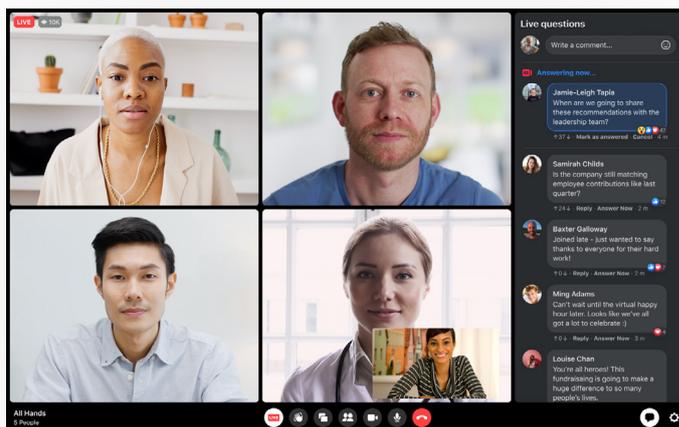
Preparation isn't just about having effective talking points. It is beneficial to have at least one run through to test out the technology and give presenters a chance to understand the set up and flow of the event. Remember: It's not just about the people in the room. If anything goes wrong, it'll be your remote and frontline employees who will struggle to follow. So have everyone use the same set up they'll use for the real event, and walk through the agenda so everyone is on the same page. After the dry run, schedule a debrief to discuss what worked and what didn't.

## Master the technology

One of the best things about Live video on Workplace is that it's easy to use. But that doesn't mean you shouldn't test it. The Live video creator should know where the important buttons are and practice how to utilize features like Live Q&A.

## Enlist help

It is very helpful to have one team member available to act as a community manager during your live stream. They will need to be the Live video creator, so they can manage marking questions as answered, sharing polls and responding to comments during the broadcast. This will allow the speaker to focus on their presentation and answering questions.



# 02

## Step 2: Event Promotion

In the weeks and days before your live event, make use of all your communication channels such as Workplace, email and newsletters to ensure employees are aware of the event and to build up excitement.

### You can use Workplace to...

#### Gather insights through polls

Before announcing the time and location of the event, use Workplace polls to gather questions and insights from employees and build up excitement for the event.



event itself, which needs to be grounded in honest and transparent conversations.

In an era of hybrid teams, it's important that the event reflects your entire community - not just one part of it. Employees in frontline or remote roles should feel just as valued as their office-based colleagues. Remember: Live events are about building community. Because when people feel better at work, they do better at work.

#### Create an Event in your group

Once you're ready to announce the livestream, create an Event in the relevant group (whether that's an all-company group or just a specific team). Add a photo or video, the event name, location (if there is one), a short description and your agenda. You can also tag your executives as co-hosts. The Event will automatically post to the group and all members will receive a notification that they've been invited.

#### Develop your messaging

Use the insights you've gained from the poll to develop your internal messaging. Your promotional materials should give employees the sense that their feedback was heard, as should the content of the

## Share detailed posts and teaser videos

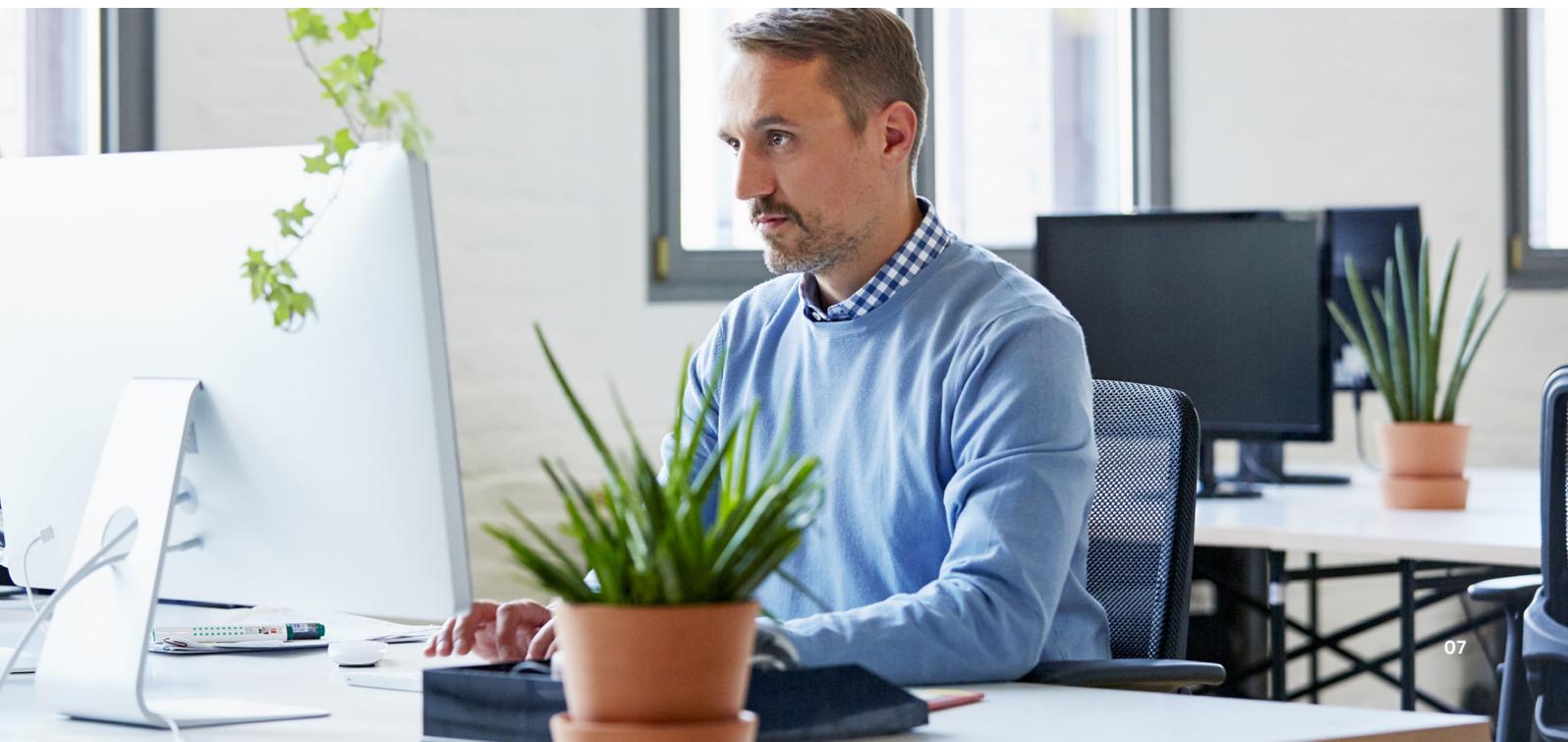
Share a post in your group that lays out all of the event details including clear instructions on how remote and dispersed employees will be able to access the broadcast and submit their questions. Watching Live video in

Workplace is simple, but it's best to be as clear as possible to avoid any technical pitfalls. Add a pre-recorded video teaser or a short message from an executive to the post as well. Video content will get more people's eyes on your posts.

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## Support Workplace with other channels

- Send out email communications from your host inviting people to tune into the event. Share an agenda as well as clear instructions on how remote employees can join and ask questions during the broadcast.
- Consider sending follow up emails the day before and an hour before the broadcast to remind people to join.
- Include a sneak peek of the event in your internal newsletter. Share details of some of the speakers and topics to be discussed.
- Add a promotional banner to your intranet's homepage and link to a page with information on the event, including details on how to join and participate.



03

## Step 3: Moderator Tips

Every successful live event should have a well-prepared moderator. The moderator's role is to make sure the event runs smoothly. It requires a careful balance of discussion and presenter involvement but also managing the audience and technology. These are the key things to consider.

### Start with a purpose and agenda

With virtual events, having a clear structure is crucial for staying on track. Share the agenda at the start of the event so your audience knows what to expect.

### Introductions

Determine how you will handle introductions – will you introduce each presenter and their affiliation/background? Or will you ask them one by one to do that? Either method is fine as long as everyone is clear how it will be done.



## Engagement

Try engaging your presenters or panelists with a quick round of 'rapid fire' questions. This can be a series of fun questions to get everyone warmed up and comfortable.

## Draw out quieter panelists

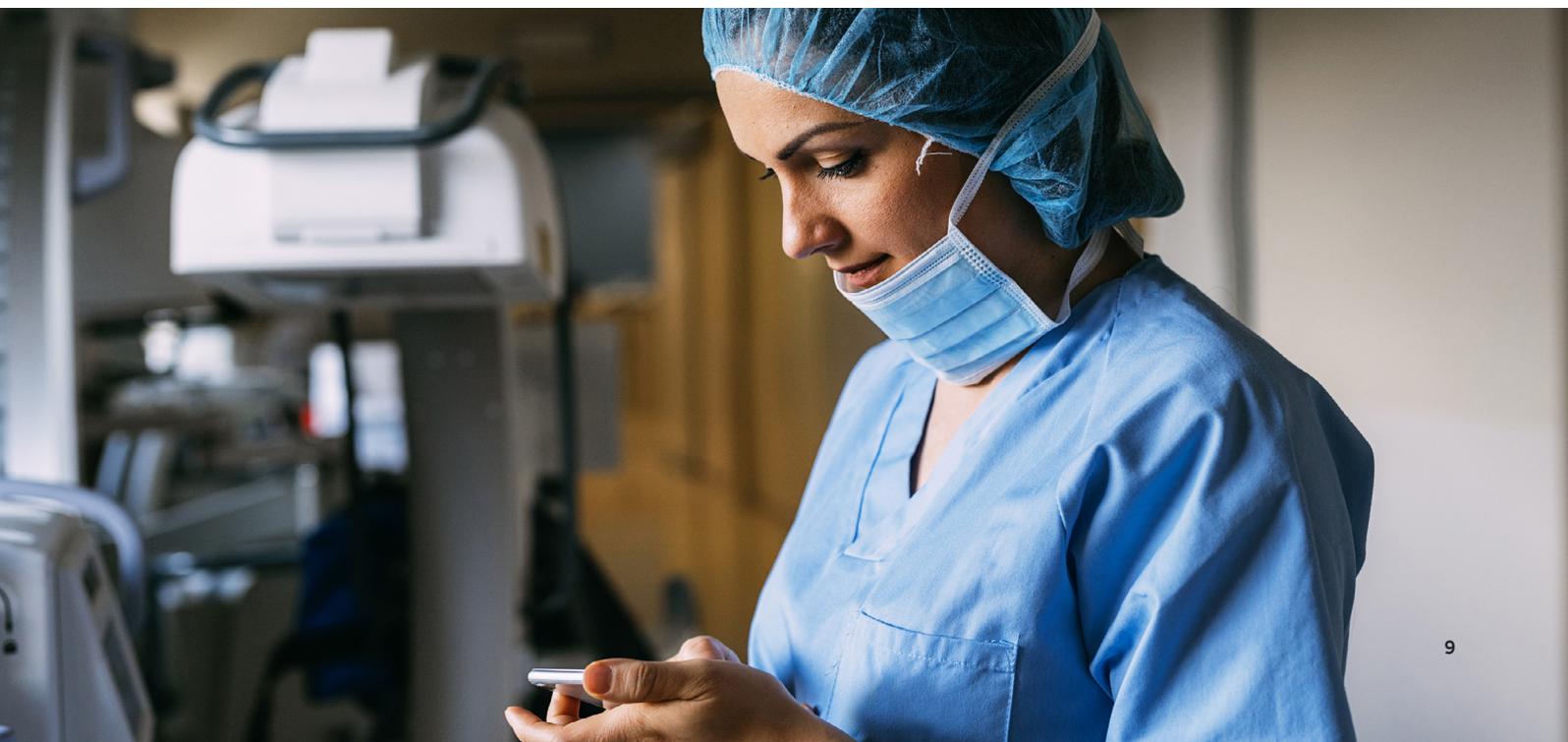
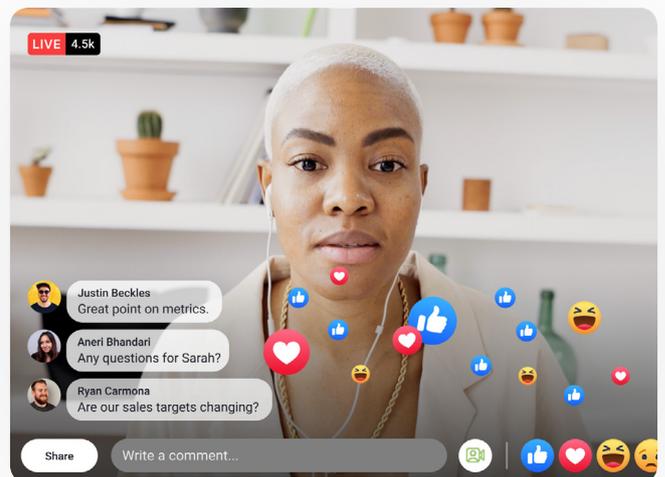
Don't be afraid to call on specific panelists to help draw them into the conversation. On panel discussions, it's not unusual to see one or two extroverts dominate the conversation. The moderator's job is to ensure everyone's voice is heard.

## Be an active listener

Keep your focus on what participants are saying. It will help direct the conversation and make for smoother transitions.

## Keep your audience front and center

One of the advantages of Workplace Live is that you can see real-time reactions from your audience, even if they're not in the room. It pays to keep an eye on these likes and comments to guide the flow of your event. Find opportunities for the audience to ask questions and connect with the presenter. Most importantly, make sure people have the same experience regardless of their location.



## Do your homework

The moderator should have the presenters' names memorized, and avoid subjective introductions like 'incredible' or 'amazing'. If you're holding a panel session, know what your guests are passionate about, and have a few questions ready for each of them.

## Be prepared, but go with the flow

For panel sessions or Q&As, having a backbone of questions is important, but don't be afraid to rip up the plan and freestyle. Take cues from both the panelists and the audience response, and let the conversation flow organically down interesting routes and tangents that people are passionate about.

## Keep track of time

Keep your presenters on track so you allow ample time for a Q&A or wrap up.

## One last statement

A nice way to summarize a panel is to invite each panelist to offer one closing point. This enables them to feel they've been able to make their points without leaving anything out. Providing a succinct wrap up also works well for other types of events as it gives the audience actionable thoughts to walk away with.

## Gather feedback

It's good to follow up by sending simple surveys through your regular comms channels to understand what went right (or wrong), what you can improve on, and give yourself a reason to re-engage with event attendees.



# 04

## Step 4:

### Best Practices for Executive Presenters

Though many executives are naturally skilled speakers, even the most accomplished leaders can benefit from better preparation for a virtual event, especially if it involves the entire company. It takes practice to inspire, connect and motivate an audience, moreso when they're not in the room.

Here are a few tips to help your executives feel more empowered and better prepared.

#### Create an agenda

Work with your executive to create a detailed agenda incorporating every segment of the event. This helps everyone keep track of timings, helps with a dry run, and keeps the event running to schedule. While it may be tempting to overstuff the agenda with a list of announcements, try to decide on a clear focus and specific objective.

#### Cover the highs and lows

You'll want to inform employees of any serious issues, but don't forget to build in time to share and celebrate successes.



## Content

With most all-company or department-wide events only occurring a handful of times a year, executives may be tempted to cram in a variety of topics in one presentation - but less is more. Aim to identify two to three topics that employees are interested in, and stick to the main points. When covering financial topics, leave out complex charts and opt for identifying what the company needs to work on.

Most importantly, tell a story. Whether it's explaining a strategic initiative or reviewing stats, have executives share stories of how their own employees are involved and taking steps to fulfill these objectives. Consider using a variety of examples, case studies, videos and employees to help share stories.

Bring on an expert to explain specific initiatives. This will give executives a break from delivering all the information and allows the audience to hear a different format and/or voice which will help keep their interest.

## Be concise

Regardless of whether the message is good or bad, make sure to keep the presentation to 30-60 minutes. Beyond that you risk losing the attention of your audience and key points may be forgotten. Allow for time to interact with the audience and answer questions.



## Engage with your audience

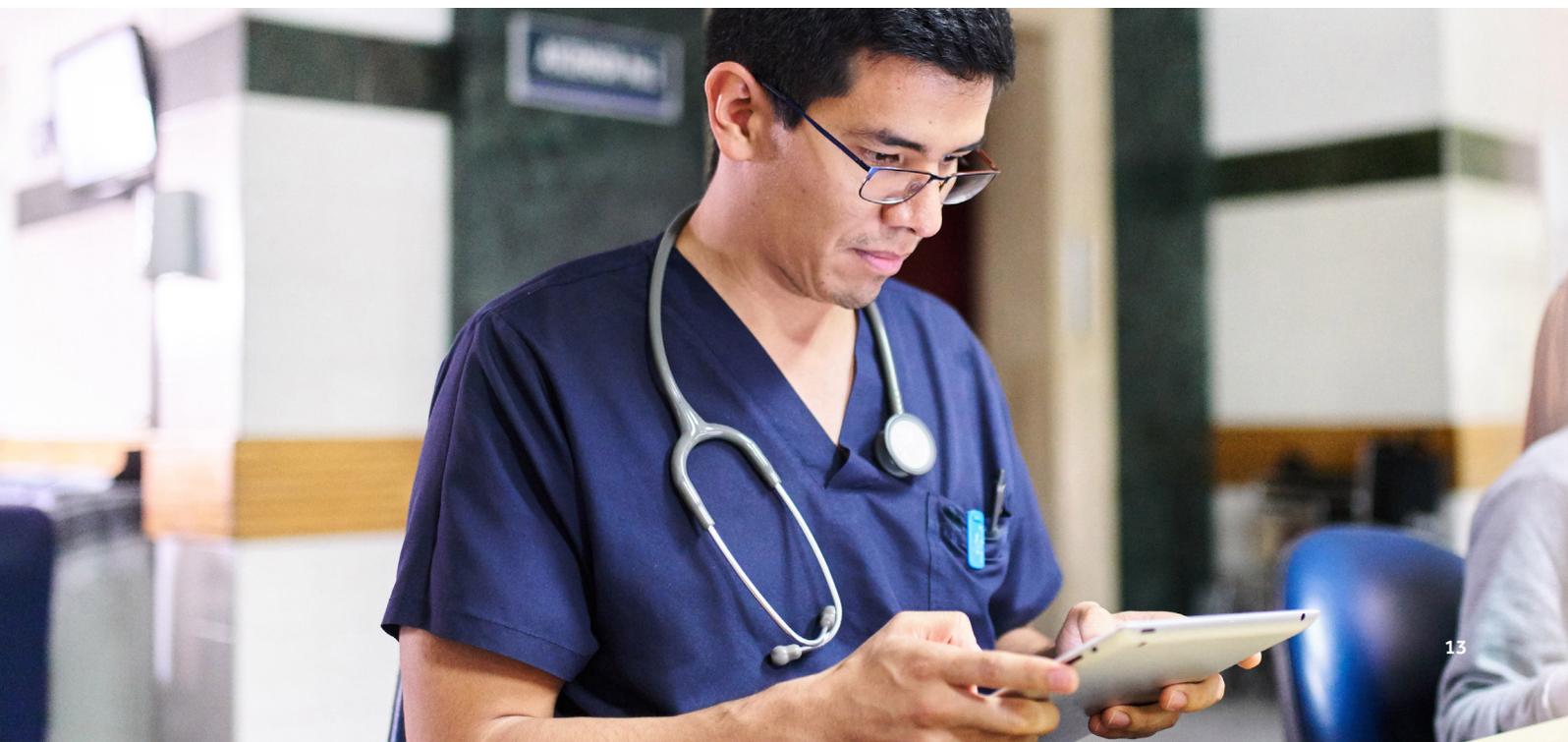
During the broadcast, have executives ask the audience questions and encourage them to respond in the comments if possible (or have someone nominated to do it for them). When responding to employee questions or comments, be sure they address the viewer by their first name to make the interaction more personal.

You can also use Live Polls on Workplace to engage with your audience, but be sure you address the results of each poll so employees know their voices are being heard.

## Be authentic

While an outline is key to staying on time and covering key points, it's equally important not to come across as scripted. This shouldn't be a 60-minute monologue. Ideally, your executives are well prepared and sticking to talking points, but doing so in a natural, conversational and authentic tone.

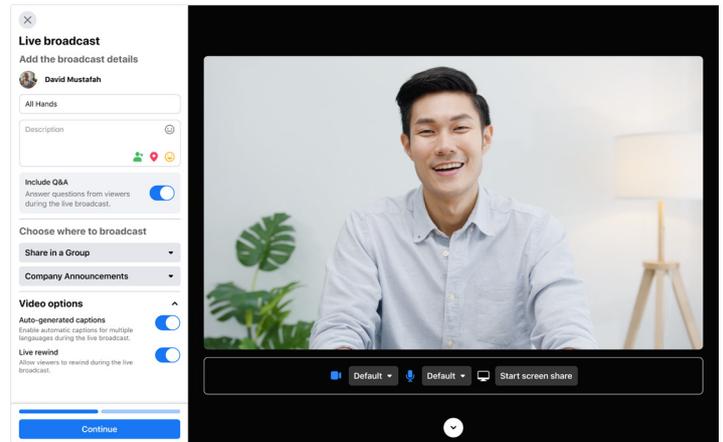
Help your executives to get personal. The beauty of Live video is it allows them to share their experiences in real-time and make a more human connection with the audience. Try to take this a step further by encouraging executives to be vulnerable and share personal anecdotes.



## 05

## Step 5: Going Live on Workplace

Broadcasting live from your phone is a great way to touch base with your team. But when performance really matters, like Town Halls, Q&As and other company events, there's Live Producer. With Live Producer, you can stream reliable, high quality video right from your computer or professional camera. Here are some tips and instructions to ensure your live stream goes smoothly.



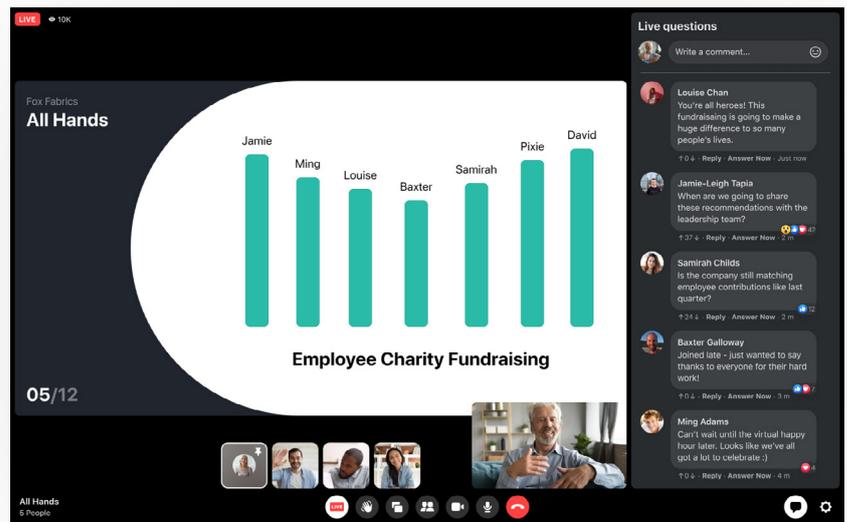
### Before you get started

- Facing a window will give you a source of natural light and make you appear clear in your video frame
- Sound is as important as lighting so wear a microphone if possible
- Make sure your background isn't too cluttered and won't distract your viewers
- Always clean the camera lens on the device you will be filming yourself with. You want to ensure people can see you as clearly as possible - preferably streak- or smear-free
- Position your camera at eye level. Using a tripod or hand stabilizer will ensure it's stable
- Frame your shot so viewers are able to see your head and shoulders. A close-up of just your face can be off-putting and invasive for viewers; a long shot where you are too far away from the camera can be perceived as unwelcoming and unfriendly
- Make sure your network connection is good - you don't want to lose connection halfway through your broadcast.
- It's a good idea to restart your device about 30 minutes before you're due to go live to prevent it from crashing or forcing an update during your broadcast
- Disable all Workplace notifications and alerts on your device using the Do Not Disturb feature so you're not interrupted with calls, messages and notifications

## While going Live

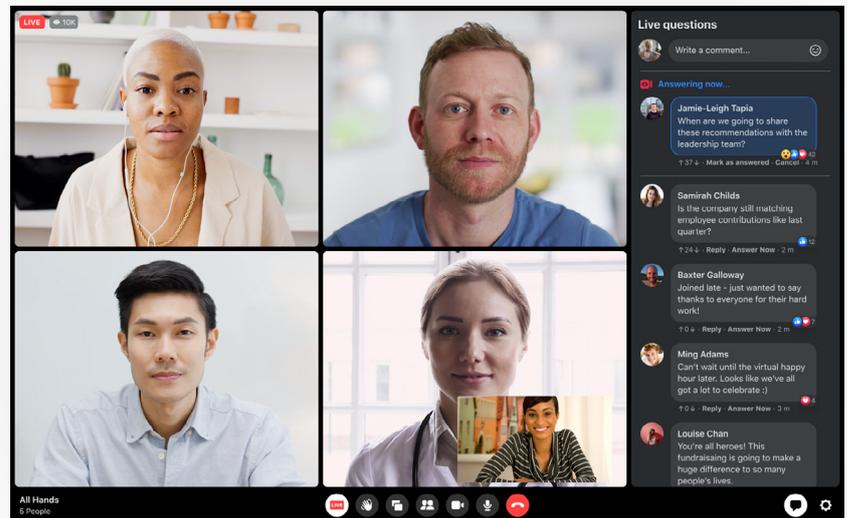
### Share your screen

You can share your screen so people can see relevant charts or videos.



### Host a Q&A

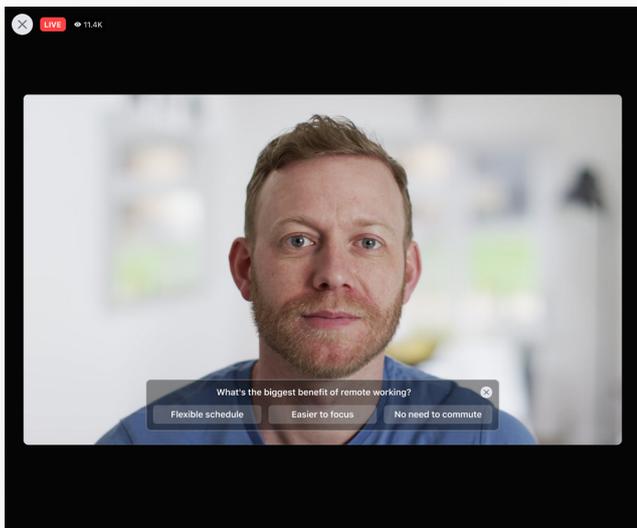
If you enable Host a Q&A, employees will be able to ask questions or upvote ones shared by their colleagues. Questions with the highest number of upvotes will appear at the top of your view. The Live creator will be able to mark questions as answered after addressing them.



## Engage your audience with polls

Engage your audience by asking them questions during the Live stream using interactive polls. Start your poll with a question and add possible answers viewers can vote on. You can prepare multiple polls in advance and publish them throughout your livestream.

Don't publish a poll when you're making important announcements or sharing a presentation that requires your audience to pay close attention to visual elements on screen.

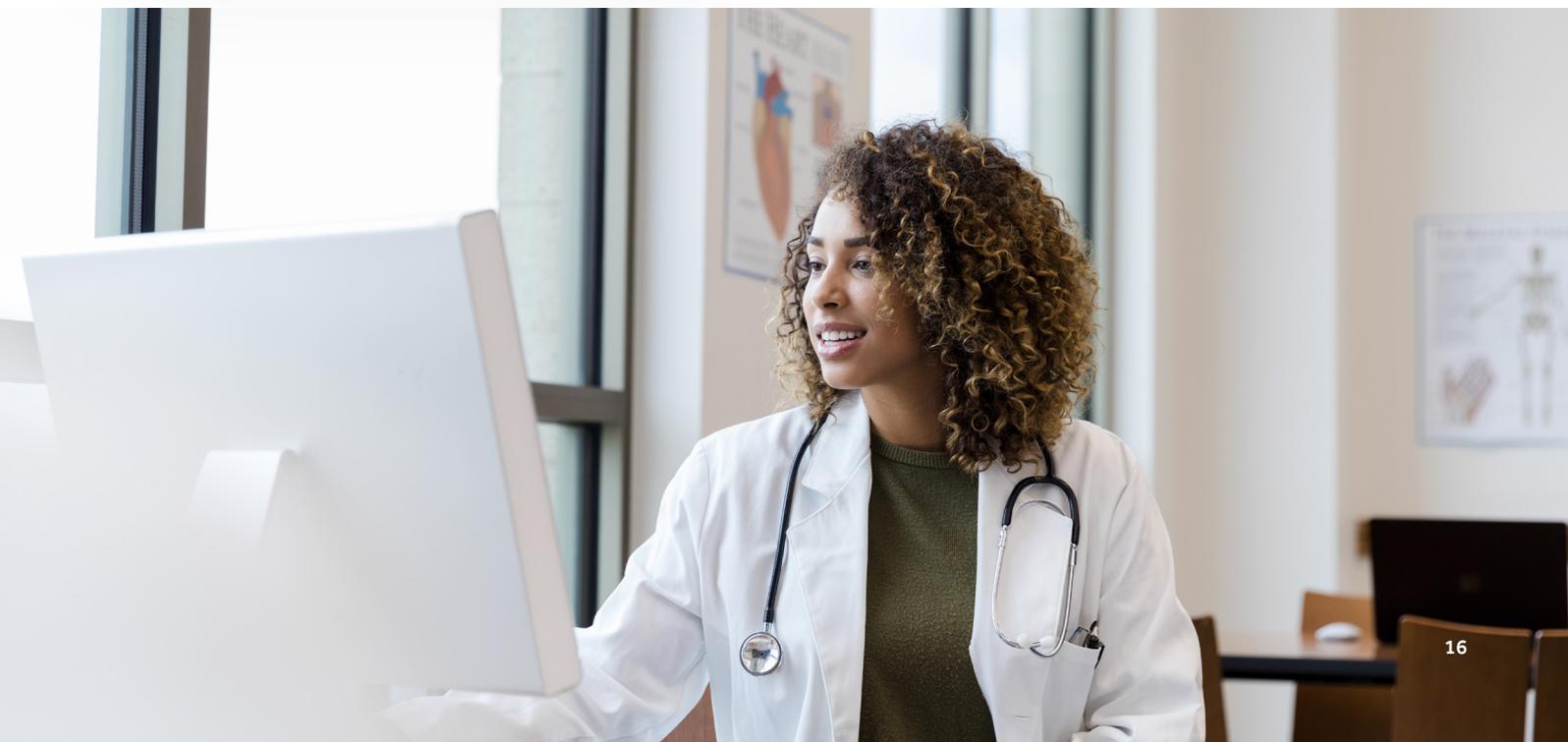


## Monitor the health of your livestream

Live Producer includes a Stream Health tab where you'll find key metrics and event logs. See how your Live videos are performing in real time, and become aware of any issues that might occur.

## Going Live with video integrations

Workplace integrations allow you to livestream calls from your favorite video tools, including Zoom, Webex and BlueJeans.



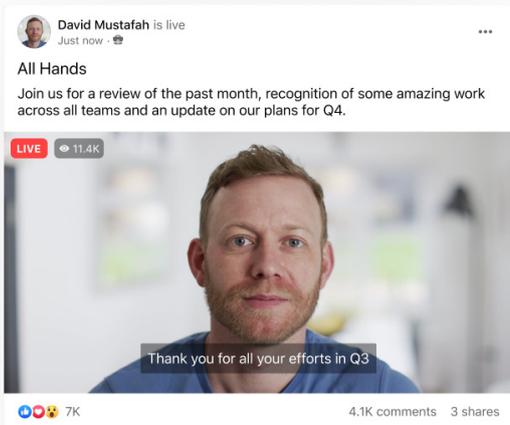
# 06

## Step 6: Continue the Conversation

Live events are an important opportunity to communicate with employees. Although Live video will show you stats, comments and reactions to gauge how the event is going in real time, there are also some important actions you can take once the event is over. Here are a few ways you can continue engaging employees and gaining valuable feedback.

### Add or modify captions

Captions make your video more accessible to a larger audience. You can enable captions before or after your Live post. Once enabled, they will appear automatically on your Live video.



### Follow up on unanswered questions

Workplace Live's Q&A feature allows you to track all of the questions asked by employees, even if you weren't able to get to them during the event. After your event is over, address unanswered questions to make everyone feel like their voice is heard.



## Send out surveys

Send short, five-question surveys using the Surveys feature on Workplace to learn about what worked and what didn't.

**Are you happy with the frequency of these events?**

Yes - I think they are frequent enough

No - They should be more frequent

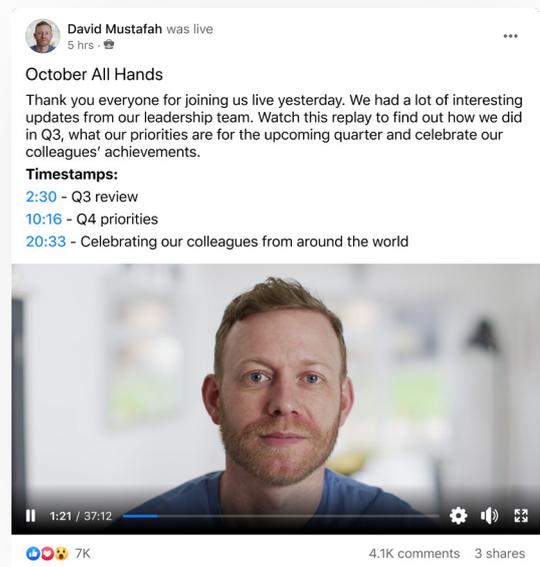
No - They should be less frequent

Neutral

[Submit](#)

## Share a text recap with your Live video

You'll want to make sure employees are aware of any big announcements or important conversations after the event is over. Your Live video will post automatically to your Workplace group. Add a text recap and timestamps to make it easy for viewers to access key topics.



You're now ready to use Live video on Workplace to help create high-performing hybrid teams by following the new rules of engagement - creating more efficient communications, building community and promoting wellbeing. For further inspiration you can see Live video in action by checking out the [demo](#).

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