

Structuring Your Facebook Live Broadcasts

Before you do a Facebook live broadcast, it's important to know the overall structure you'll use. You want your structure to be predictable so your viewers know what to expect. Even unpredictable live videos seem to have a level of predictability (i.e. the delivery of the unpredictable parts).

This worksheet will help you structure your Facebook live broadcasts so you do a better job at providing value. A little preparation goes a long way.

The rubric I'm providing isn't the only way to deliver an intro for your live broadcast. However, it helps to have a rubric to look at before creating your own intro script. It gets easier with practice

Total Social Media Domination



Introduction Script Rubric

Hello everyone, and welcome to [name of FB live broadcast/series]. My name is [name] and I am

your host! [1-2 sentences explaining your video's topic]. Before I dive in, I just want to remind

everyone that [how they can engage with your live video. Can they ask Qs? Tell them to leave likes]

And with that said, it's time to take a deep dive into [topic of live video]

Your Introduction Script

