




# Facebook Premiere Live

## What, Why, How:

### What is Facebook Premiere?

Facebook Premiere Live is a great way to schedule videos on your Facebook page! There are three methods available for posting videos to your page:

- pre-recorded video posted directly to the page
- a live video that people can watch and react to as you are streaming
- Premiere Live

 You can now publish videos as Premieres.

As soon as your video publishes, people will be able to watch, chat and engage with it in real-time. You will also be able to see how many people are watching the video at the same time. Afterwards, it will appear as a regular video post.

Premiere acts similar to creating an Event Page on Facebook. Viewers can see when the video will be posted and anyone who clicks the “Get Reminder” button will receive a notification 20 minutes before the video goes live. Then, at 3 minutes before, they will get a notification asking them to join the “broadcast lobby”, where they can like, share, and comment in real time before the video.



### Why not just do a Live video?



Unlike a regular Live video, a page administrator doesn't have to be present during the video airing. Premiere is a great option for remote posting! Another perk is that the page administrator can respond to questions and comments as they are being posted, unlike on a Live stream. After the Premiere is over, the video will post to your page like a regular video with all the reactions and comments available to be seen by the public.

A Premiere Live video is a great option for smaller teams, as it allows you to create a polished, professional video that can generate reactions and comments that you can respond to in real time.

Premiere also lets you build some buzz about the broadcast beforehand by sending reminders to those interested in hearing what you have to say! You can schedule a Premiere video from 7 days to 10 minutes in advance. These are great for announcements, promo videos, and new products. Premiere also has the option to switch out your video at any time, up to 15 minutes before your scheduled broadcast. This provides some flexibility.

### How do I use Premiere Live?

There are a few requirements when using Premiere:

- Must be at least 30 seconds long.
- Must be 30 frames per second or less
- No larger than 1920 x 1080px
- File size no greater than 10gb
- Suggested video format is mp4



## Posting a Premiere Video

Posting a Premiere video is as easy as posting a regular video on the page. When you are ready to make it, select post Photo/Video and upload it like normal. Then, before posting, select “Premiere” and select the date and time you want your video to go live. When you click “Publish”, a post will be made announcing your scheduled Premiere video, with the option for viewers to “Get Reminders”.

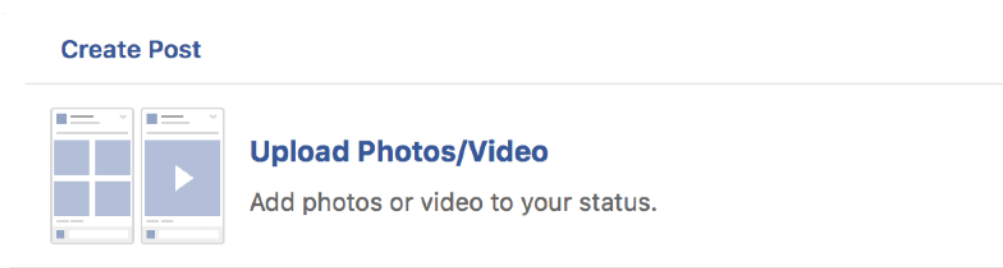
Now we are going to go step-by-step for publishing your Premiere video! Go to your business page as usual and click “Write a Post”:

### STEP-BY-STEP

1. Click **Share photo or video** on the Page you want your Premiere to broadcast from

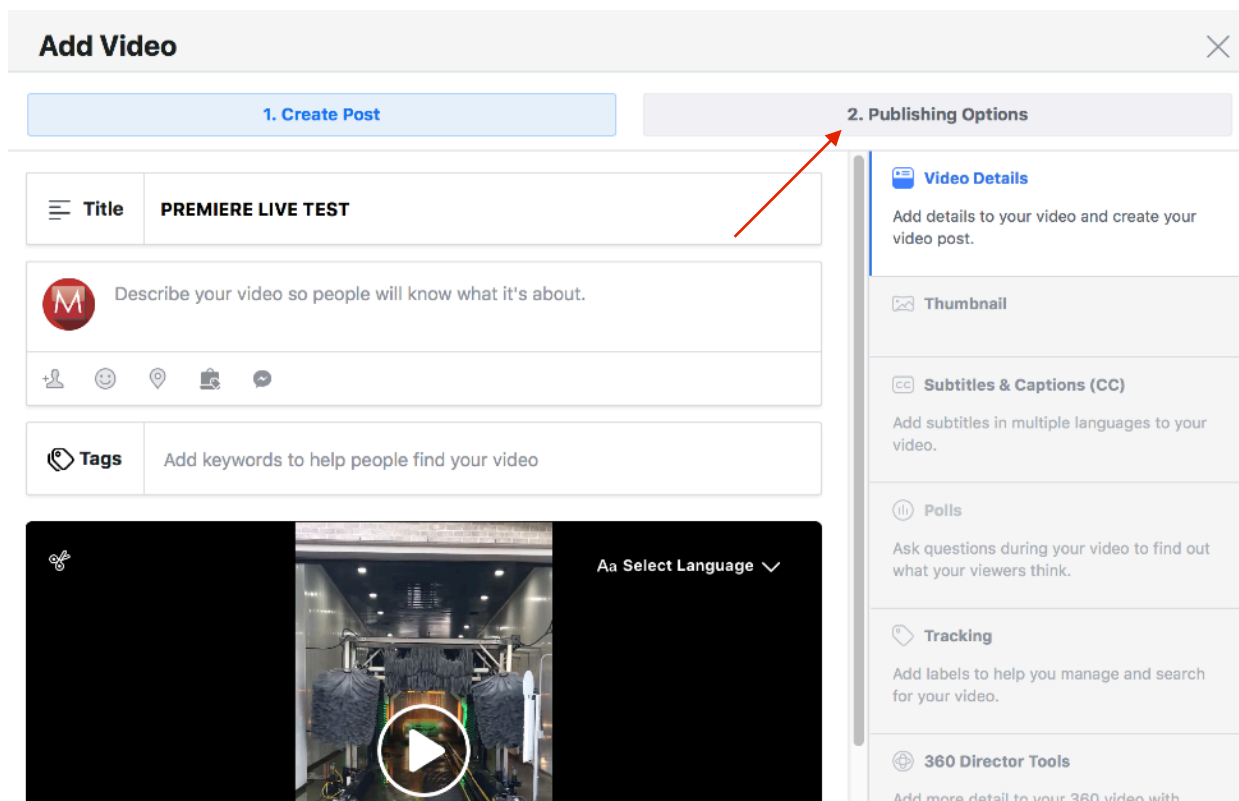


2. Click **Upload Photos/Video**




3. Select the video you want to Premiere

4. Click **Publishing Options**



5. Select **Premiere**



 When your video publishes, it will be labeled as a "Premiere". Afterwards, it will appear as a regular video post.



6. Fill out the fields for **Premiere Start Time**

## Publishing Options

### Choose How to Publish Your Post

☐ Video Post

☒ **Premiere**



When your video publishes, it will be labeled as a "Premiere". Afterwards, it will appear as a regular video post.

### Schedule

☐ Publish Now

☒ **Schedule**

☒ **Publishing**

Select the date and time you want your video to publish.



Apr 10, 2020



12:00PM

America/Winnipeg

Upload an image for your News Feed announcement post.

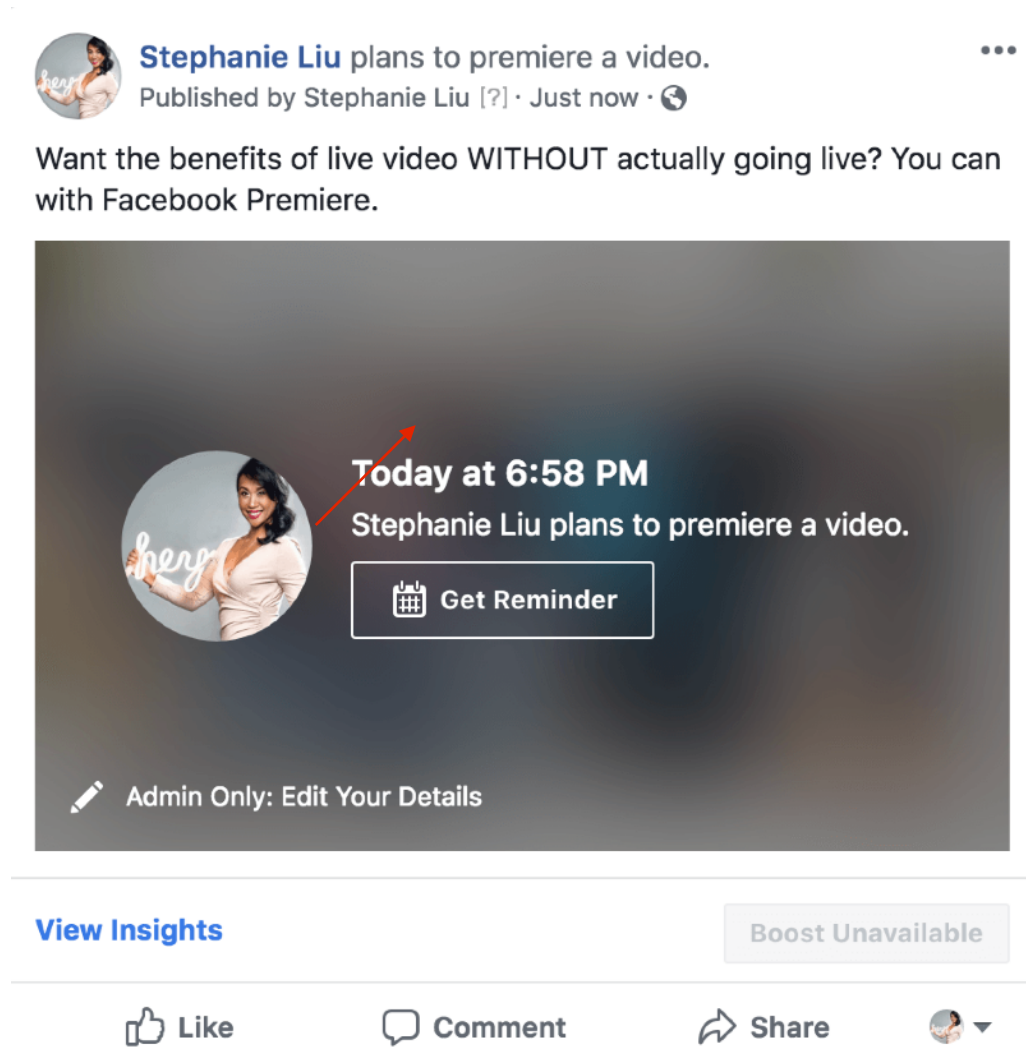
Add Image

7. Click **Schedule Premiere**



## After Scheduling

Once your Premiere video has been scheduled, a post will automatically be published on your page informing your audience of the Premiere and giving them the option to “Get Reminders”.

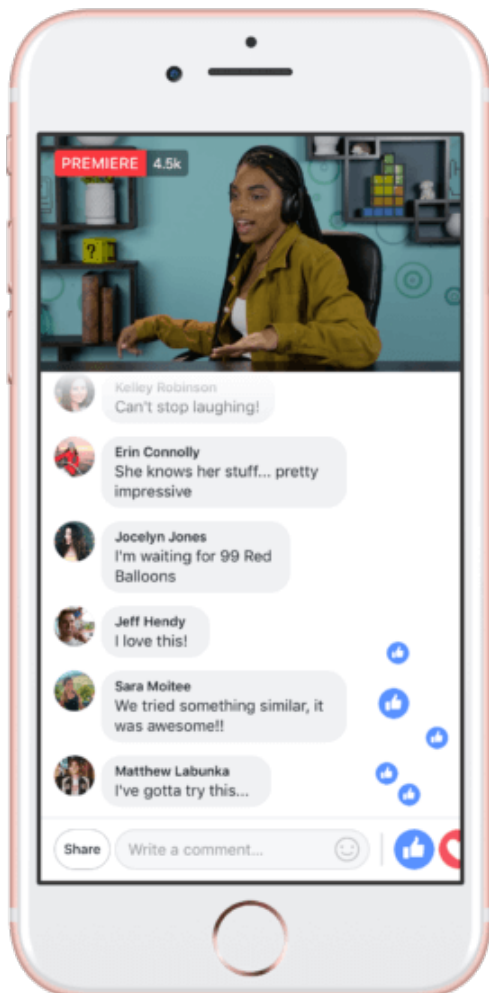
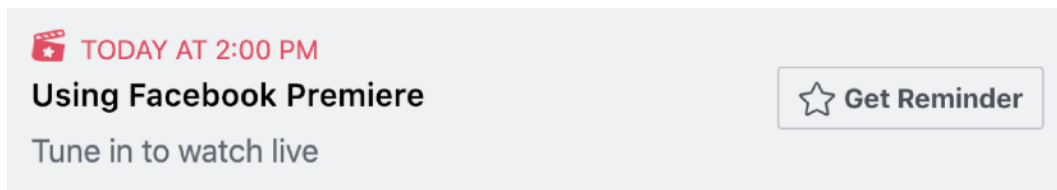


The screenshot shows a Facebook post from a user named Stephanie Liu. The post text reads: "Stephanie Liu plans to premiere a video." Below this, it says "Published by Stephanie Liu [?] · Just now ·". The main content of the post is a dark rectangular image. On the left of this image is a circular profile picture of Stephanie Liu. To the right of the profile picture, the text "Today at 6:58 PM" is displayed in white, with a red arrow pointing to it. Below the time, the text "Stephanie Liu plans to premiere a video." is repeated. Underneath this text is a white button with a calendar icon and the text "Get Reminder". At the bottom left of the dark image is a pencil icon and the text "Admin Only: Edit Your Details". Below the dark image, there is a blue link "View Insights" on the left and a grey button "Boost Unavailable" on the right. At the bottom of the post are four icons: a thumbs up for "Like", a speech bubble for "Comment", a share icon for "Share", and a small circular profile picture with a dropdown arrow.

This feature is a great asset to your page, as it will send out automatic reminders to people interested in your premiere as the time draws closer! Much like an Event Page, people will be more likely to attend your premiere with this scheduled reminders to keep them interested.



The difference between a Premiere video and just scheduling a Facebook video is that Premiere gives you notifications, countdowns, and a scheduled Facebook Live link that you can share! When scheduling a regular video, no one will know about it until it is going live.



## Suggestions:

With Premiere, you can pin it to the top of your page and leave a pinned comment to encourage viewers to start leaving comments. You could request that they comment with questions, feedback, what they are looking forward to seeing, etc. This will:

- Get the audience involved
- Give you a better understanding of what they want to see in your Premiere
- Premiere videos can be edited and changed out up to 10 minutes before the actual broadcast.

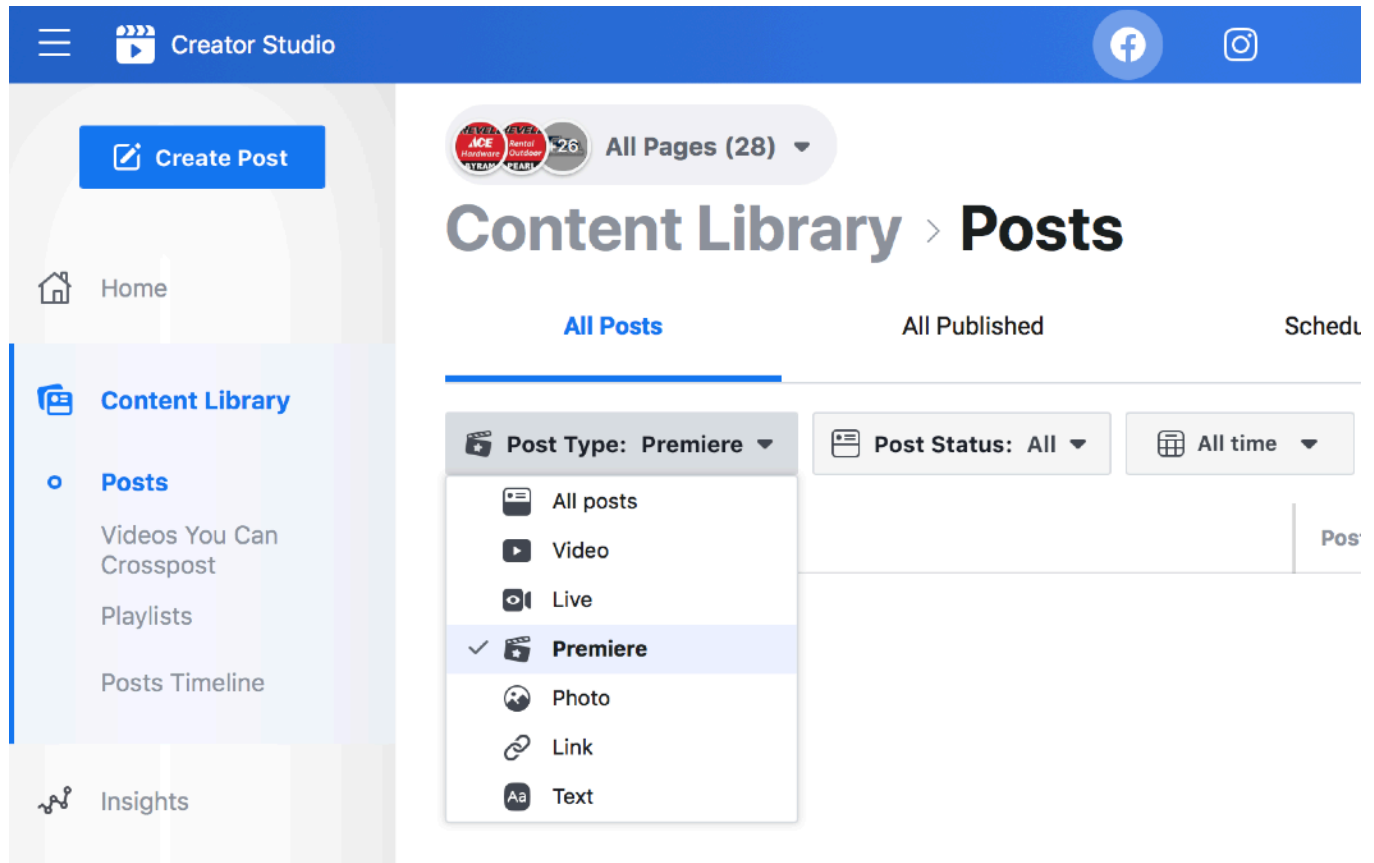
When your broadcast is live, viewers can react in real time and you have the ability to interact with them as they do. Check out the phone— viewers are commenting and sending reactions to the video. With Premiere, you can write comments back to them and keep an eye on how many people are watching your broadcast.



## BOOSTING

Boosting a Premiere video is a little trickier. To boost, you'll need to visit the Creator Studio and locate your scheduled Premiere video.

1. Go to **Content Library**
2. Drop down to **Post Type**
3. Select **Premiere**



When you've located your Premiere, simply boost the amount desired and set the number of days, audience, etc. The Premiere will boost just like a regular post.



## Helpful Tips

To make your Premiere video experience run smoothly, take note of these tips:

- Premiere can't be used on Group pages at this time, only on regular Facebook pages.
- You must be using a desktop or laptop to create a Premiere video- that feature is currently not available on mobile devices.
- Only videos that are new to the web are eligible for Facebook Premiere. You can't use a video previously published to your page, unless it has been edited.
- If you need to delete a Premiere video that you have scheduled, just go to the post and click "... " option and delete the post.

Overall, Facebook Premiere videos are an excellent option for businesses looking to create a fun, interactive experience for their audience! Premiere has great features for gaining audience numbers, interacting directly with customers, and more, all while your video is broadcasting at a scheduled date and time.



## CONTACT US TODAY

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Mansell Media is ready to help you create, schedule, and publish your Premiere video! Give us a call today or check out our website for more info:

**601-339-2040**

**[www.mansellmedia.net](http://www.mansellmedia.net)**

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