One way to fundraise and to get others involved is through Facebook Live and Instagram Live. The guide below includes step-by-step instructions, as well as tips for maximizing both platforms to achieve your goals!

Section 1: Using Facebook Live

Before you begin, make sure you have created a FB Fundraiser through your OOTD Account

MOBILE

Step 1: Check to make sure that you have a strong internet signal. Go live when you have a strong connection (use Wi-Fi instead of your phone's cellular data whenever possible).

Step 2: Make sure your background isn't too distracting, your audio is clear, your lighting and camera angle look good and you know how to switch between front and rear cameras.

Step 3: Set your phone to **Do Not Disturb** mode. If a phone call comes in during your live video, your broadcast will be interrupted, and you'll likely lose viewers as a result.

Step 4: Open the Facebook app and click **Live** under "What's on your mind?" at the top of your News Feed.
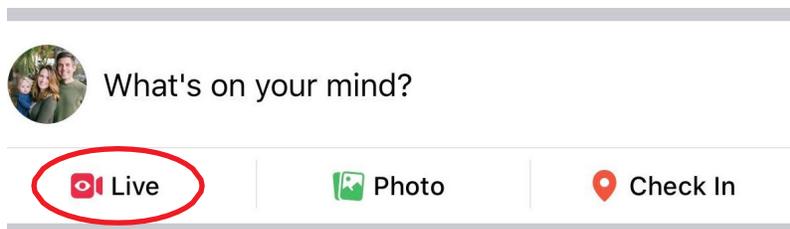
Step 5: Set your privacy settings in the top left-hand corner. If you want to do a practice run first, you can set your privacy settings to "Only me." Just make sure you change it when you're ready to go live.

Step 6: Click on **Raise Money** on the bottom of your screen, then choose **Fundraisers** at the top and select your Facebook Fundraiser from the list below. If you haven't set up your Facebook Fundraiser yet, head to your OOTD account
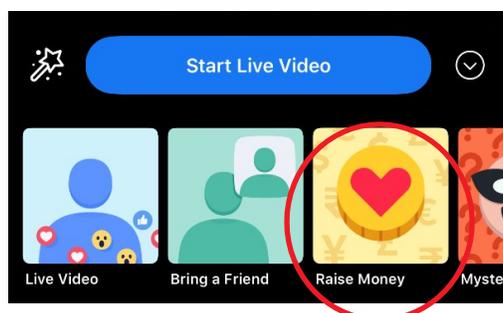
Step 7: Write a compelling description for your livestream. This will show up on people's news feeds, similar to a status update.

Step 8: Set up your camera view. Before you click "Start Live Video," be sure your camera is pointing in the direction you want it to. The background of your setup screen will show you what your camera is capturing.

Step 9: Click the blue **Start Live Video** button to start livestreaming.
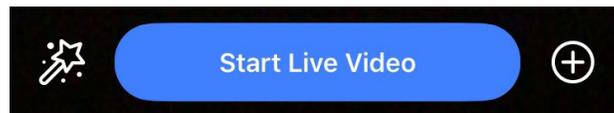
**Step 10:** Tap **Finish** to end the livestream.

Step 11: Once you finish your livestream, you'll be given the option to post your video to your timeline and share it to your story (via the **Share** button) so others will be able to view it once you've stopped streaming. You'll be able to see who donated via the donate button during your livestream. Be sure to thank your donors in your fundraiser and/or in the comments under your video after the broadcast.

DESKTOP

Step 1: Check to make sure that you have a strong Wi-Fi signal or are using an Ethernet cable.

Step 2: Make sure your background isn't too distracting, your audio is clear and your lighting and camera angle look good.

Step 3: Go to your Facebook page. Click 📹 **Live Video** above your post box. Facebook will then open Live Producer.
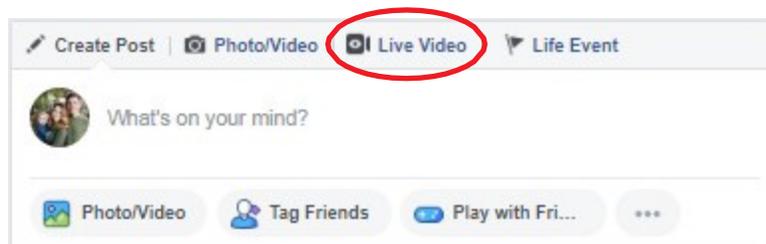
Step 4: When the video preview box opens, make sure **Camera** is selected as your live video setup to access your computer's built-in camera.
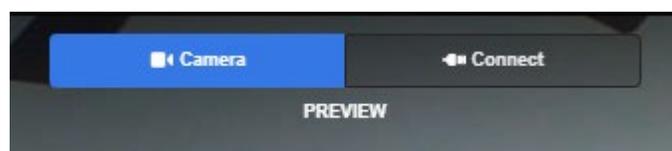
Step 5: Write a compelling title and description for your livestream. This will show on people's news feeds similar to a status update. Plan to **include the link to your Facebook Fundraiser or your personal fundraising page in the description**. You can also type it in as a comment once your broadcast begins. If you do the latter, make sure you pin your comment to the top of the comment thread by clicking on your comment and choosing "Pin Comment."
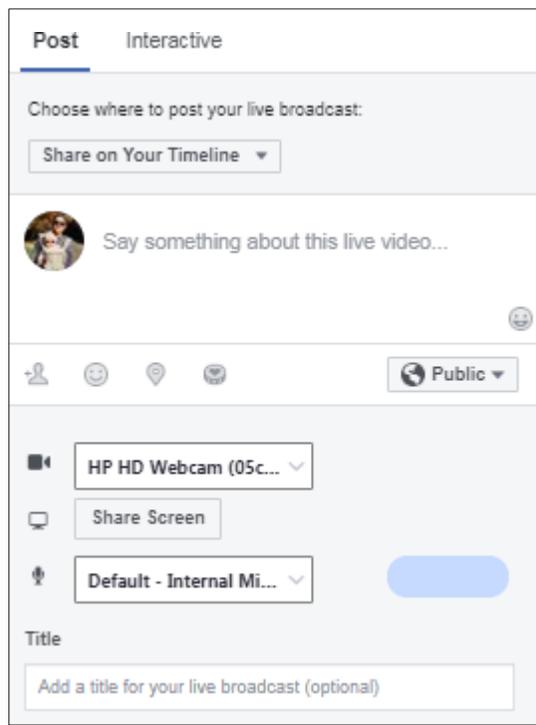
Step 6: Click the blue **Go Live** button in the bottom right-hand corner to start your live broadcast.

Step 7: To end your broadcast, click **End Live Video** in the bottom right-hand corner. You'll be asked to confirm that you want to end your livestream and will have the option to save or delete it.
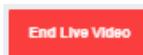

Section 2: Using Instagram Live

MOBILE ONLY

Step 1: Check to make sure that you have a strong internet signal. Go live when you have a strong connection (use Wi-Fi instead of your phone's cellular data whenever possible).

Step 2: Make sure your background isn't too distracting, your audio is clear, your lighting and camera angle look good and you know how to switch between front and rear cameras.

Step 3: Set your phone to **Do Not Disturb** mode. If a phone call comes in during your live video, your broadcast will be interrupted, and you'll likely lose viewers as a result.

Step 4: Open the Instagram app and make sure you have added a link to your Facebook Fundraiser or your personal fundraising page in your bio. During your broadcast, you can tell your viewers to make a donation via that link. To update your bio, click "Edit Profile" on your Instagram page. Add the link to your fundraising page in the website field and then click "Done."

Step 5: From the Instagram homepage, tap the **camera icon** in the top left of the screen.

Step 6: Tap the **Live** button at the bottom of the screen.
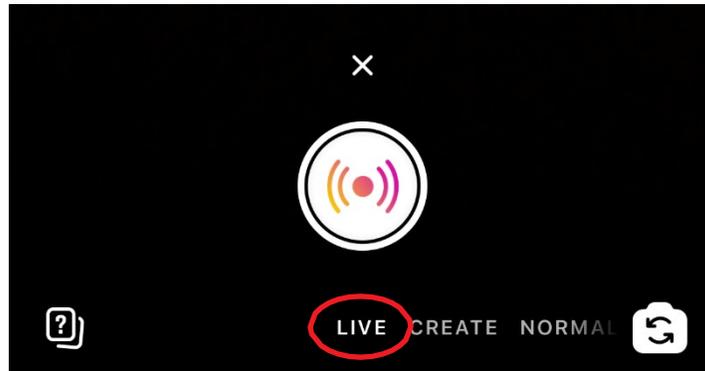
Step 7: Before you go live, be sure your camera is pointing in the direction you want it to. The background of your setup screen will show you what your camera sees.

Step 8: Tap the **button** to start streaming.

Step 9: Tap **End** to end the livestream.

Step 10: Post the video to your story and save the video to your camera roll. If you post your video to your story by tapping **Share to Story**, others will be able to view it once you've stopped streaming.

Section 3: Tips for Going Live

Facebook Live and Instagram Live can help boost your OOTD Experience fundraising. The tips below will help you prepare ahead of time.

MAKE A PLAN

Where to Host: Should you host your livestream on Facebook, Instagram or both?

- Think about where most of your friends and family are active.
- You can broadcast simultaneously using more than one device, but since it can get tricky, we recommend broadcasting at separate times if you want to utilize both platforms.

Going Live With Team Members: If you are planning to go live with a team member (only one at a time), think about who is going to be the most enthusiastic and eager to talk on camera.

Live Video Length: Plan to go live for at least 10 minutes to give your friends and family enough time to catch your broadcast. Facebook allows you to stream up to four hours on mobile and eight hours on desktop, and prioritizes longer videos (those three minutes or longer) in the news feed.

When to Go Live: When planning the date and time of your livestream, consider when your friends and family are likely most active on social media. When you go live on Instagram, your followers who are currently active on the app will get a notification. When you start a Facebook Live, people who you often engage with may get a notification.

Interacting: Keep viewers engaged by watching the comments pop up on your screen during your broadcast and replying to viewer comments and questions verbally. On Facebook, you can also opt to answer questions or reply to comments following your broadcast.

Write out Your Plan: Develop a plan for what you want to say ahead of time. Here is an example to get you started:

Sample Plan for Live Video

1. Welcome those that are tuning in. Give them a shout-out as they join (you'll see their names reflected on your screen).

2. Give everyone a quick rundown of what to expect during your video.

3. Share why you are participating in an OOTD Experience. Introduce a prop, such as a photo of the person you're honoring, or an item/story that is significant to you in regards to your personal journey.

4. On Facebook, tell your viewers they can support your efforts by clicking the "donate" button on your post (if on mobile) or the link in your post/pinned comment (if on desktop). For Instagram, tell them they can make a donation via the link in your bio.

5. Thank those who have already donated to your fundraiser by name.

6. Repeat why you are streaming live if new viewers have since tuned in.

7. Issue a challenge, saying you'll do something on-screen (e.g., sing a power ballad, smash a pie into your face, do an impression, etc.) if you get a certain number of donations during your live video broadcast.

8. Remind people how they can donate.

9. Give a shout-out to anyone new who has tuned in.

10. Reiterate why you are raising funds and repeat your challenge.

11. If you've reached your challenge goal (either number of donors or amount raised), perform your challenge. If you haven't, let people know that you'll be back later with a video of your challenge once you've reached your goal.

12. Thank everyone for watching and supporting your fundraising efforts.

PROMOTE BEFORE YOU BROADCAST

It's important to let your friends and family know about your upcoming live video by creating a teaser post the day before and day of your live video.

Ways to Promote:

- **Share on your page and/or in your story:** If you have one from a previous year, share a photo of yourself in your OOTD T-shirt and tell people when you will be going live. Share why you are going live and add suspense by saying you'll be "issuing a surprise challenge."
- **Instagram Countdown Sticker:** If you're planning to go live on Instagram, consider posting a countdown sticker to your story leading up to your livestream. Anyone who views it will be able to sign up for reminders. When the countdown ends, you and everyone who turned on

reminders for your countdown will receive a notification. Tap to add the sticker to your story. From there, select the countdown sticker and tap to customize the name, date, time and color (by tapping the color picker).

GET READY

Practice Going Live Before the Event: Is this your first time using Facebook Live or Instagram Live? Familiarize yourself with the tool. On Facebook, set your privacy settings to "Only Me" and do a private test run. On Instagram, do a test livestream before your event, making short, casual conversation with anyone who tunes in, telling them this is a test.

Set up Your Location: When scouting out the best location for the viewing experience, make sure your background isn't too distracting. Hang up purple decor behind you. Think about what else you can have in the background to set the tone and consider what props to use during the stream (e.g., photos, cherished items, a poster board with your fundraising goal, etc.).

Try to find a spot with minimal background noise. Be sure your viewers will be able to see and hear you without being overly distracted. If a family member or pet does happen to make an unplanned cameo, don't sweat it. Everyone is looking for a little levity right now!

Review Your Plan: Make sure you review the plan you've created for your broadcast. It might be helpful to print it out ahead of time so you can refer to it during your broadcast and stay on track.

GOING LIVE

What You'll See: While you're livestreaming, you'll see the time elapsed, number of viewers and comments on the screen.

Introduction: Address the audience directly (e.g., "Hi Facebook/Instagram viewers!" or individual shout-outs). Talk briefly about what they can expect to see on the video today. Don't dive into your "program" too fast. You'll want to give your viewers a bit of cushion on the front end to tune in.

Answering Questions and Acknowledging Comments: When answering questions and responding to comments verbally, include the name of the person who asked the question (e.g., "Great question, Erin…"). On Facebook, go in and reply to questions or comments that you didn't address live after your video has ended.

Pinning Comments: If you want to direct people to your fundraising link or highlight a specific message, you can pin a comment in your live video's comment section on both Facebook and Instagram. This is also a great way to highlight user comments and questions. On Facebook, tap on the comment you want to showcase and select "Pin this Comment." On Instagram, you can add a comment by tapping "Comment" at the bottom of the screen and selecting "Pin Comment" so that viewers can see it more easily.

Going Live With a Friend: Bringing in a teammate is a great way to showcase your team's collective passion. Here's how going live with a guest works on Instagram:

1. Tap in the top left of the screen or swipe right from anywhere in your feed.

2. Tap **Live** at the bottom of the screen, then tap .

3. Tap .

4. Tap on a person's name to invite them to join your live video and tap **Add**. Keep in mind you can only invite someone who is already viewing your live video.

5. If your friend accepts the invitation to join, you'll see them appear in a split screen view. You'll also

see if they've chosen to decline.

6. You can remove the person you invited to join your live video at any time by tapping the X in the top right corner of the split screen.

Facebook allows you to go live with a friend via the mobile app. When you select the option to go live, you can choose "Bring a Friend" at the bottom of your screen. Once you select that option, you'll be able to type in the name of your teammate with whom you want to go live. They'll be invited to join you once you start your live video.
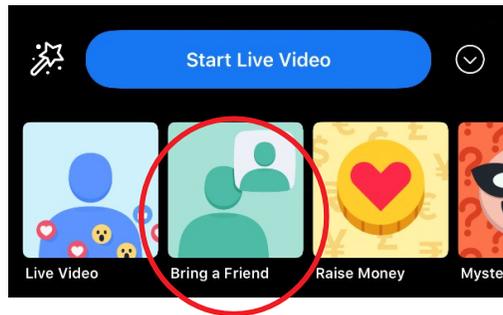
Displaying Photos and Videos (Instagram Only): Sharing photos and videos during your livestream can be helpful when highlighting who you're honoring or spotlighting your teammates. Use the Media Sharing button to share a video or image on screen in real time. You can access the button in the bottom right of your recording screen.

When you add an image or video from your camera roll, your video livestream will move to the top right-hand corner of the broadcast screen, on top of whatever media you've chosen to share. You can add multiple images and videos, one after another, to create a "slideshow" effect. Just tap the next image or video you want to share from the panel at the bottom of the screen.

To stop displaying your photo or video, swipe right on your camera roll below and tap . Only you can see the photos and videos in your camera roll while you're sharing a live video.

SIGNING OFF

Thank everyone who tuned in and remind them that they can still make a donation through your Facebook Fundraiser or personal fundraising page after the broadcast. If you're planning to go live again, let your audience know when they can tune in next.