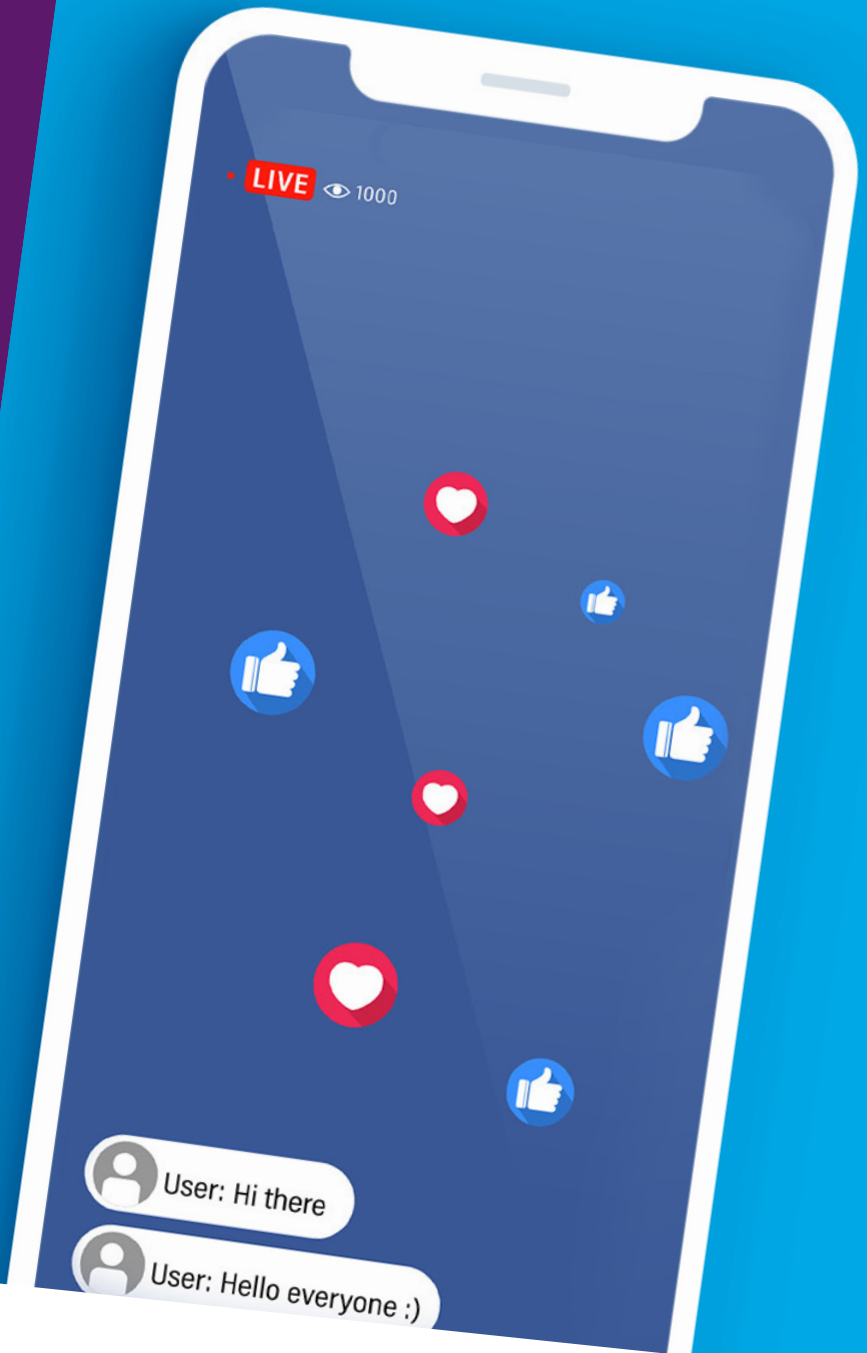


# How to Go Facebook Live With Virtual Shadowing Visits



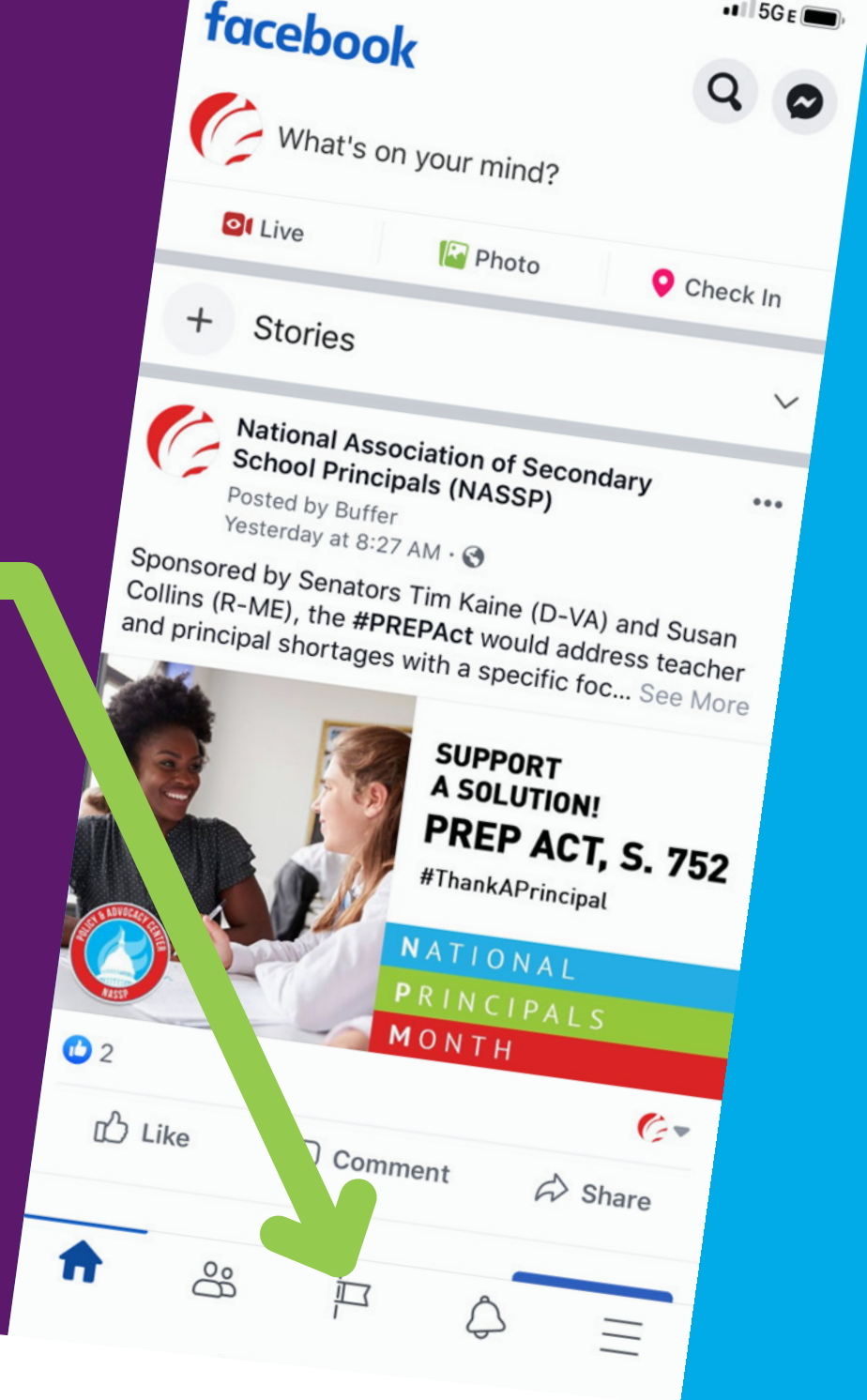
# Step 1:

Open the  
Facebook app  
on your mobile  
device.



# Step 2: Access your school Facebook page.

*NOTE: If you do not have access to your school's page, talk to your staff about adding you as a page admin or editor so you can go live on your school's Facebook page.*



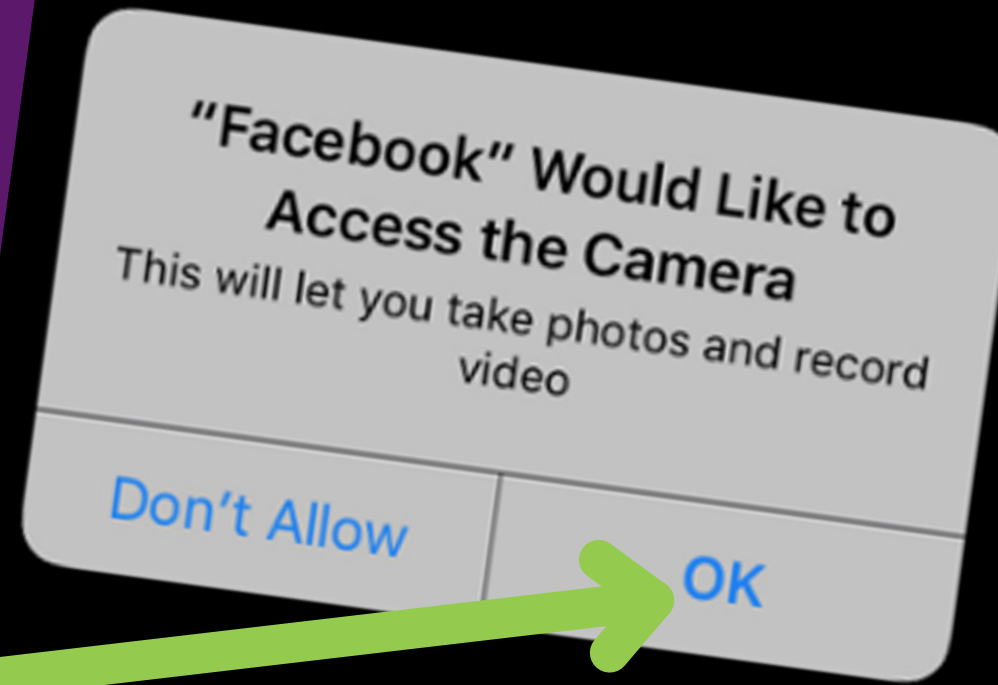
# Step 3: Select "Live."

*NOTE: Before going live, make sure to flip your phone horizontally so your Facebook Live video will be broadcasted horizontally. It yields a more optimized video format, especially when displayed in Facebook's news feed.*



## Step 4:

Give Facebook access to your camera and microphone when prompted.



# Step 5:

## Tap to add a description, such as:

- We are live from [SCHOOL NAME] @principals @[representative] #ThankAPrincipal
- LIVE: from [SCHOOL NAME] @principals @[representative] #ThankAPrincipal
- Today we are visited by Sen. [NAME] for a shadowing visit in honor of National Principals Month. @principals #ThankAPrincipal
- For National Principals Month, we are joined by Rep. [NAME]! @principals #ThankAPrincipal

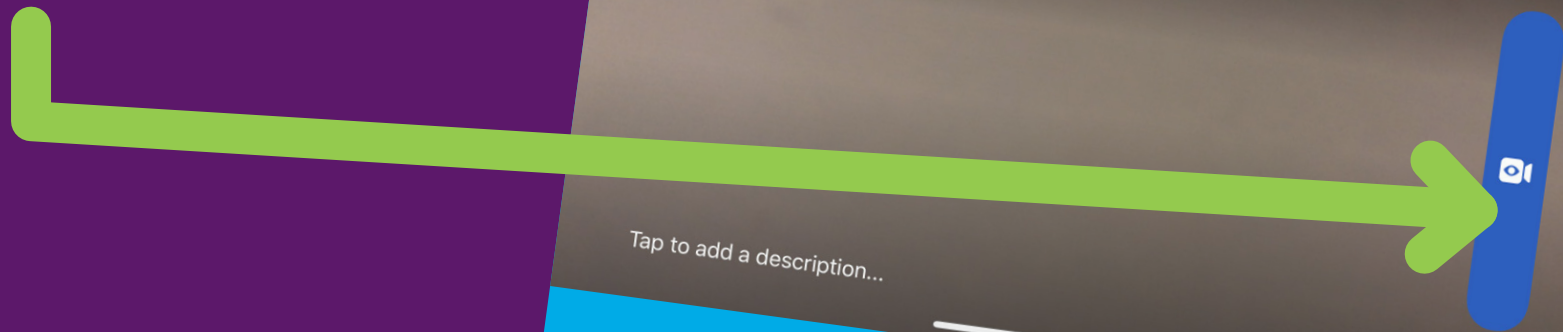
Remember to tag NASSP in your live broadcast and use the hashtag #ThankAPrincipal.





# Step 6:

## Select "Start Live Video."



# Step 7:

## You are now live.





# Step 8:

## Interact with viewers and commenters.

*Where are these comments? While you're broadcasting, you'll see the time elapsed on the top left along with the number of viewers, and comments will show up live on the bottom of your feed. They'll appear in reverse chronological order, like on Twitter, so keep in mind that the earlier ones may be further down.*



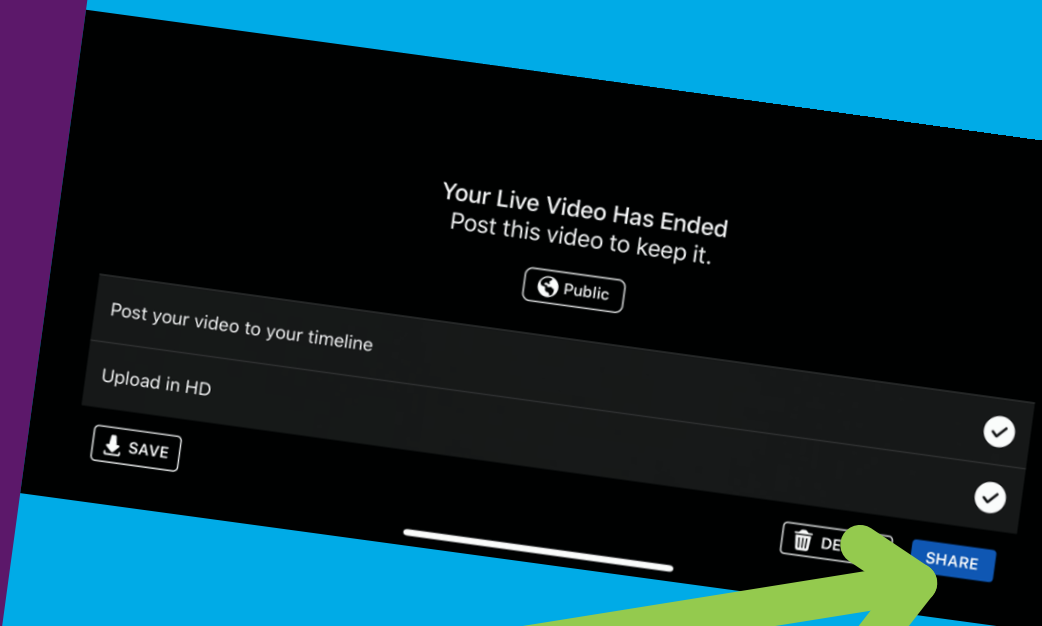
# Step 9:

Hit finish to  
end your live  
broadcast.



# Step 10:

Share the live broadcast so the video will stay on your page like any other video post.



# Tips

## Before you go live:

- **Check your version:** Ensure that you're using the latest version of the Facebook app for iOS or the Facebook app for Android.
- **Check your network:** Check to make sure that you have a strong signal before going live. WiFi tends to work best, but if you can't find a nearby network, you'll want a 4G connection. If you have weak signal, the "Go Live" button will be grayed out.
- **Set your privacy settings:** Set your broadcast's privacy settings to "Public" if you want your followers to see it. If you want to test your broadcast beforehand, you can set custom privacy settings so your video is visible only to you and the person you want to go live with.
- **Set your orientation:** It is best practice to broadcast in landscape mode. For the duration of the broadcast, both you and your guest must stay in the same video orientation.



# Tips

## While you are live:

- **Keep the app open:** Don't close or switch to another app mid-broadcast, as this may result in technical issues with your broadcast.
- **Maintain orientation continuity:** If you are broadcasting in landscape mode, ensure that the guest is watching in landscape before they join. Both you and the guest must stay in the video orientation in which you started the broadcast.

