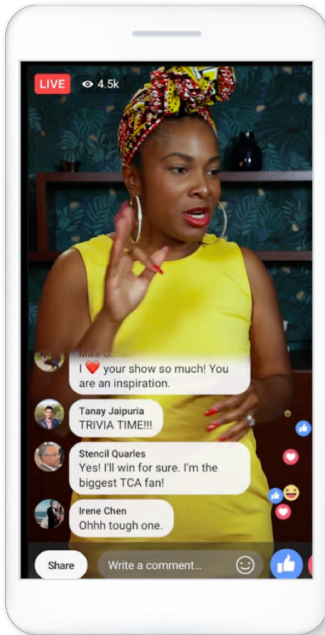


HOSTING A VIRTUAL OPEN HOUSE



PRO TIPS FOR USING FACEBOOK LIVE

- Create a Facebook Event through your Facebook Business Page in advance so you can promote your Open House
- Create a graphic using **canva.com** and post that into your Event to let your guests know when you'll be going live. You can share this in multiple places including your personal page, business page, event page and on your stories!
- Boost your Facebook Event for \$15 to the surrounding homes within a 15 mile radius to get more eyes on your event
- Invite friends to share your event and share it with your network
- **Practice** your Live Video by picking "Only Me" for your audience
- Go Live Within Your Event – If you go live within your event, those who clicked "interested" will be notified that your event is starting!
- Your wifi connection/network needs to be strong or the video will be pixelated. Ask the seller to share their wifi password and/or network with you
- Make it spontaneous and don't worry about mistakes or stutters – this is a LIVE video, afterall!
- Ask your audience to leave comments and questions, then **ENGAGE** with commenters and mention them by name. This will make the experience more personal!
- Asking for your audience to leave comments allows you to go back and follow up with them one-on-one through messenger. Just like you would after a "normal" open house tour.
- Save the video and post it in the event and on your business page for others to view after the open house.

HOW TO USE FACEBOOK LIVE ON A PHONE

Broadcast to your Page, group, profile, or event from anywhere in the world using the Facebook app.

1. Navigate to the event you want to live stream from.
2. Tap the Live button at the bottom of the post composer.
3. Add a description to your video. You can also tag friends, check in to a location, and add a feeling or activity.
4. Select your audience: "only me" if you want to practice and "public" for anyone to see!
5. Tap Start Live Video.
6. Tap Finish when you want to end your broadcast.

PRO TIPS FOR BOOSTING A FACEBOOK EVENT

1. Create a Facebook Event through your Facebook Business Page. Click the **Events tab** on the left-hand column > then click the **blue "+ Create Event" button** and follow the steps on the next page.
2. Have a graphic ready to go! You can create a FREE graphic using **canva.com**. Once you publish the event, it will automatically appear on your Business Page as a post and an event listing.
3. Click **Boost Event button** from your event page.
4. Follow the prompts and for your event, we want to get more event responses so you'll choose **Reach More People** for the **Campaign Objective**.
5. **Select your audience.** You can target people based on gender, age, location and interests. You can also target people – and their friends – who've liked your Page. We suggest your target people **based on location**.
6. **Choose your budget and schedule.** Set the budget for \$15 {or whatever amount you would like to spend} and run the ad for 2-3 days prior to your event.

