



Facebook Live: Quick Tips for Your CDC-Recognized Diabetes Prevention Program

What is Facebook Live?

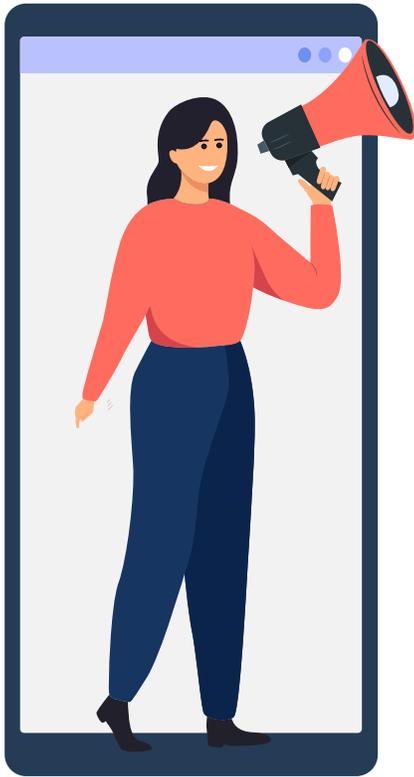
Facebook Live is a video streaming feature on [Facebook](#) that allows you to broadcast a live video through an organization page or personal profile. Whether you are trying to raise awareness about your National Diabetes Prevention Program (DPP) lifestyle change program, reach more viewers on social media, or increase participant engagement, Facebook Live is an effective tool for all! The tips below will help maximize your use of Facebook Live as a marketing platform to connect with viewers and increase program retention for the lifestyle change program.

Ways to Use Facebook Live for Promotional Campaigns

- 1. Connect with Viewers:** Connect with viewers in real time and introduce healthcare providers that work at your health center. Help viewers get to know who the lifestyle coaches, diabetes educators, Community Health Workers (CHWs) and others are who provide services and education at your health center.
- 2. Interact and Inform:** Live broadcasts give you an opportunity to engage and educate viewers. Have them learn about new resources, provide health education from a [CDC-approved curricula](#), and become the “go-to” source for followers. Be mindful when answering medical questions and always encourage viewers to check in with their healthcare provider.
- 3. Showcase a Class or Event:** Increase awareness and interest by broadcasting a portion of a community event or lifestyle change program, allowing viewers to tune in wherever they are. Feature health educators, guest speakers, or program participants who can speak about the National DPP. Always get written consents or media releases signed before anyone is featured, especially from program participants.



Best Practices for Facebook Live Video Streaming



1. Schedule broadcast on Facebook

Facebook allows you to schedule your live stream in advance with a title and a brief description. Share details of what the live stream will be about, so viewers will know what to expect.

2. Promote your Facebook Live event

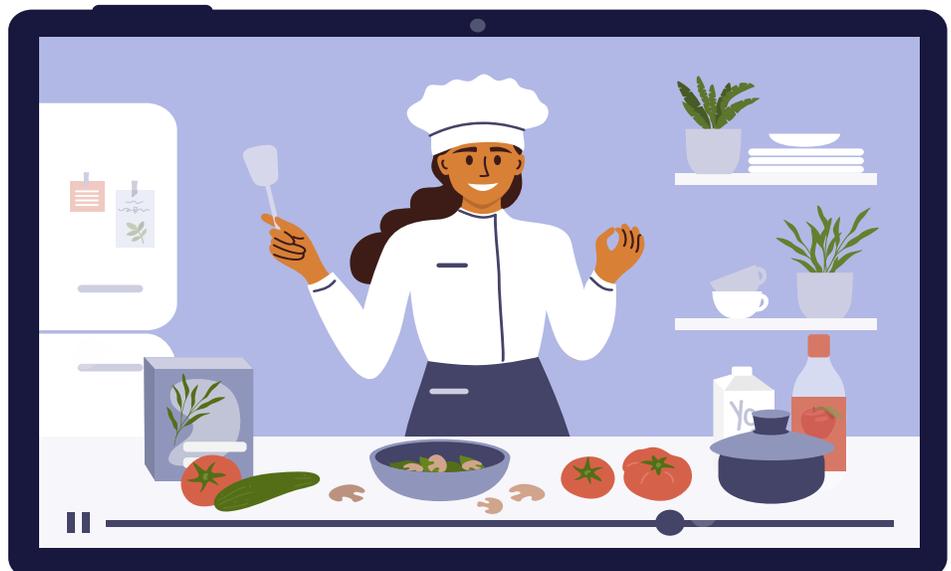
Let your viewers know when you will be going live and send reminders about the event. To capture follower interest, market the event using an image or graphic that contains information about the time, date, and topic. You can even share DPP-related resources ahead of time. Also, tag other profiles or pages of people and organizations that are part of your event to reach more viewers.

3. Prepare talking points and a call to action

Decide what the purpose of your broadcast will be and outline steps to accomplish your goal. Create a list of key information you want to cover, questions you would like to ask viewers, and your call to action. Being prepared will allow you to be more at ease during the broadcast and set a positive tone.

For example, key points for livestreaming a cooking class can include:

- How cooking and eating healthy foods can decrease your risk for prediabetes.
- How to shop and build a healthy meal.
- Connecting viewers to their nearest health center to join a National DPP lifestyle change program.



Interact with your viewers
Facebook Live shows you the number of people watching, so you can encourage them to talk to you through the chat and respond to any questions or activities.

4. Pick a location for your broadcast

Select an interesting setting or background for viewers to see like a community event or your lifestyle change program class location. Make sure the location has good lighting and sound, so your viewers can see and hear you clearly. Also, keep in mind a strong Wi-Fi signal or 4G connection is needed to livestream without interruption. You can use tools like [speedtest.net](https://www.speedtest.net) or the [Federal Communications Commission's speed test app](#) to check your signal strength on your smartphone.

5. Pay attention to timing

Facebook suggests broadcasting for at least 10 minutes, and Facebook Live has a time limit of 4 hours. The longer you are live, the more likely people will see your broadcast in their news feeds and share it with others. Keep track of time. You can also have someone assist with the broadcast and help you monitor the time.

6. Interact with your viewers

Facebook Live shows you the number of people watching, so you can encourage them to talk to you through the chat and respond to any questions or activities. You can have someone else monitor the questions and give feedback to the presenter. Viewers come and go quickly during a live event, so be sure to remind them of the topic and take periodic breaks to greet new viewers or provide a quick recap for those joining late. Remember, having a trusting and comfortable relationship with your participants is needed to promote lifestyle change behaviors so get to know your viewers!

Note: *Once streaming is done, the Facebook live broadcast is published like a video recording to the host page or profile and can be watched again later. The event video can also be deleted, if needed, just like any other social media post.*

Adding these tips to your Facebook marketing strategy is a great way to increase viewer engagement and quickly share information about the National DPP to a larger audience.



Now to create your Facebook live event:
Lights, Camera, Action!