

WHAT IS FACEBOOK LIVE?

Facebook Live is a video streaming feature that's available to all Facebook users. This tool lets you instantly share a live video to Facebook. The best part? It's super easy to use.

RECOMMENDED DEVICES:

We recommend using devices with a built-in camera, such as your laptop. To ensure the broadcast is uninterrupted, please use your wall adapter instead of relying on the laptop's battery.

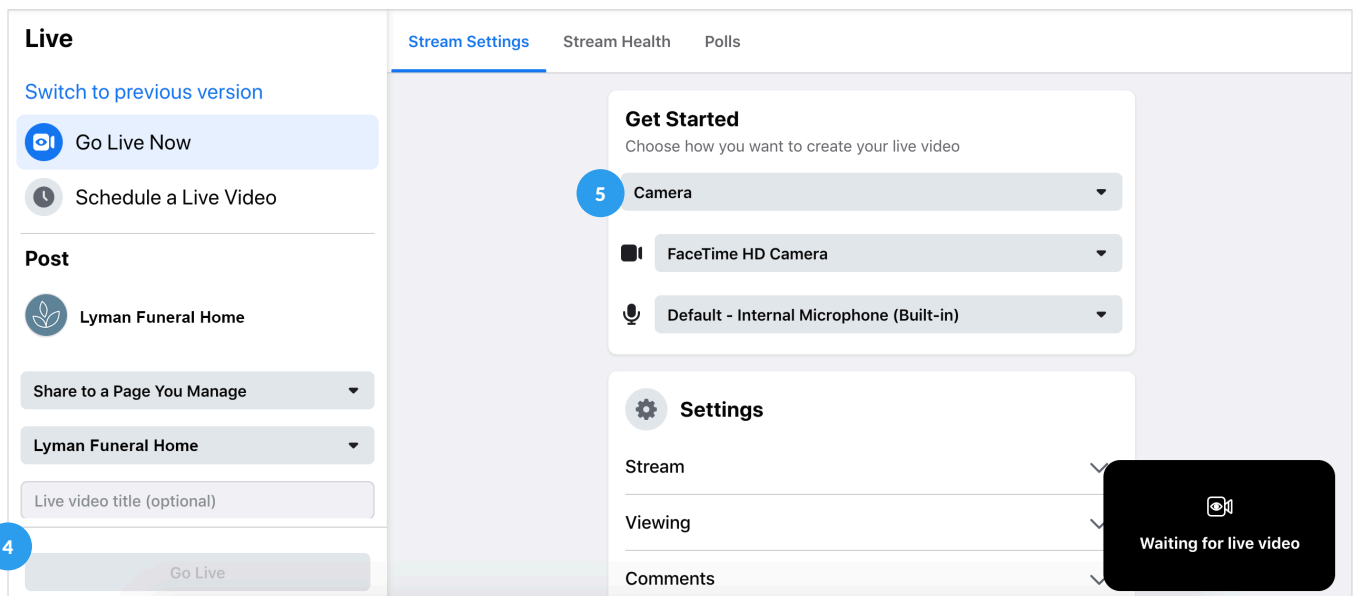
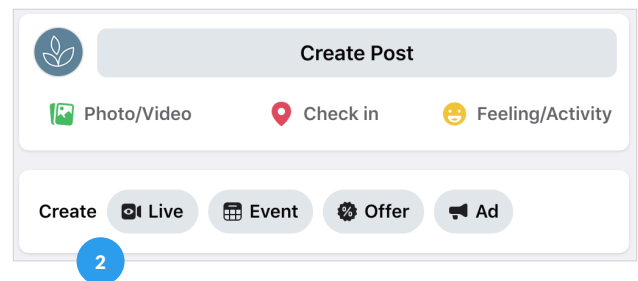
When using Facebook Live with external cameras, we recommend running a test prior to starting the live video to ensure you have the proper setup. Before going live, you can check the option "Publish as a test broadcast."

Note that you may need to install the Google Chrome browser in order to use Facebook Live.

LIVE FUNERAL STREAMING:

Below is the step-by-step process of using Facebook Live to live stream a funeral service.

1. On your computer, access your funeral home's Facebook Page.
2. Under "Create Post," click on "Live."
3. When prompted, allow access to your device's microphone and camera.
4. On the left, add a title and description for your video.
5. Under "Get Started" select "Camera." Select the correct camera and microphone from the list of dropdowns.



6. Under “Settings,” update as many of the settings as you wish.
 - a. The live stream will save to your Page (and be visible publicly) unless you click “unpublish after the live video ends.”
 - b. You can disable commentary entirely, or control how frequently viewers can comment.

PRIVACY SETTINGS

- If you're posting from a personal Facebook Page, you can select your privacy settings from the “Public” button located under the “Share to Your Timeline” dropdown on the left. You can make the video visible to friends, friends of friends, or public.
- If you're posting from a public Page, such as your funeral home's business Page, **it will be a public video**, so you may want to check with the family before proceeding with Facebook Live.

Add a Facebook live stream link to this story

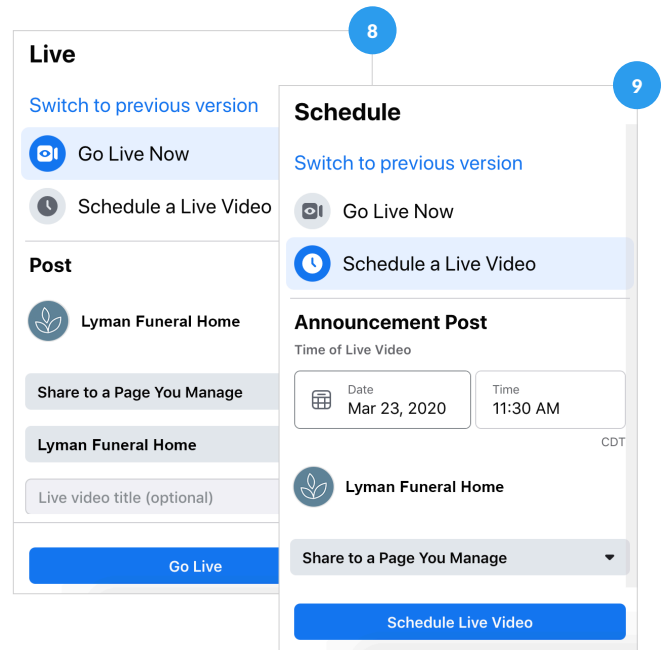
If you are hosting a digital memorial or other remote event, include the link here. It will be displayed on the online notice for family and friends to join.

e.g. <https://www.facebook.com/example-memorial/videos/10152922/>

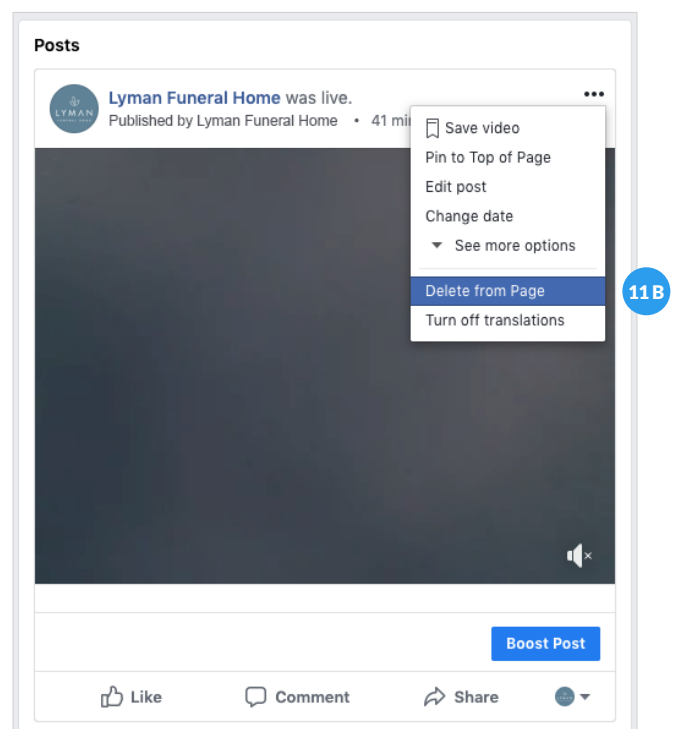
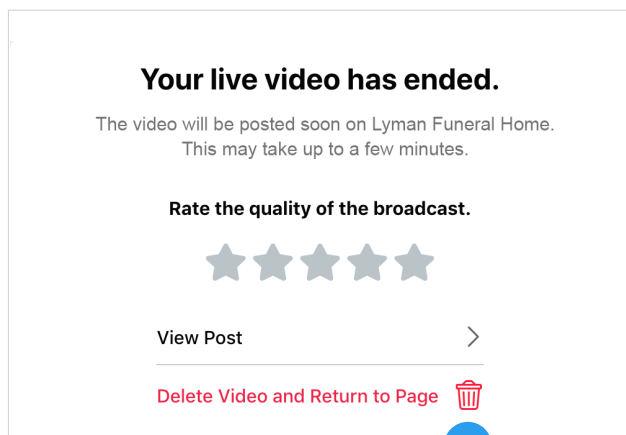
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7. To include the live stream link on the obituary page:
 - a. Under “Settings,” click “Stream.” Under “Embed Code” click the blue “Copy” button.
 - b. Paste the link into the box below the section titled “Add a Facebook live stream link to this story.”
 - c. The live stream link will appear on the Obituary page. The embedded video will commence when the live stream has begun.

8. When ready, press “Go Live Now” to start streaming.
9. If you’re scheduling the video in advance, click “Schedule Live Video.” The live video will begin automatically at whatever date and time you scheduled.



10. Click “End Live Video” to end the broadcast.
11. The live stream link will stay active on your Facebook Page unless you choose to delete the video (A). You can also delete it directly from your Facebook Page (B). If you delete the live stream recording from Facebook, remember to remove the link from the obituary page as well.



NOTE: if you use copyright-protected music in a Facebook Live event, the audio will be muted after a time. Searching music sources such as YouTube for royalty free, copyright free or open source content can help avoid this issue.

IMPORTANT NOTICE: The information provided by AdPerfect (“we,” “us” or “our”) in this guide is for general informational purposes only and is not intended to give specific legal or compliance advice. You are solely responsible for complying with all legal obligations related to your use of Facebook Live and compliance with all licenses related to such use, including the use of copyrighted music and content. We strongly recommend that you review your licenses to use copyrighted music and content prior to your use of any video streaming service and comply with the terms of such licenses.