

Facebook LIVE Sample Script

Welcome and introduction (1-2 minutes)

This should start as soon as the countdown reaches 0 - you do not want to wait. People can see you. Some people will only give you 10-15 seconds to decide if they want to watch. So, start with your 'Welcome' ASAP!

- "Welcome to today's Facebook LIVE..."

If you have a name for your Facebook LIVE:

- "Hi everyone, thanks for watching! Welcome to today's [Insert Name Of Facebook LIVE]"

Shout outs to viewers (1 minute)

When you start to see people come into the chat area or start leaving comments, mention them by name. Say hello! If you know them, say something unique to them!

- "Hi [Insert Viewer Name], great to see you!"
- "Good morning/afternoon/evening [Insert Viewer Name], I am so glad you are joining me today!"

Ask a thought provoking question about your topic (1 minute)

As a transition, ask a question that introduces your topic. Make it thought provoking and make sure your content answers this question.

- "I was recently asked this question.... [Insert Question]?"
- "Today, I am talking about [Topic]. Have you ever thought about...[Insert Question]?"
- "Have you ever wondered why [Insert Question]?"

Talk about your topic (6-8 minutes)

You know your niche and you know your members, bring the very best content you can and always encourage people to ask questions and make comments.

You should keep this part fairly short and to the point. Try not to go too far and give away too much content.

A great rule of thumb is 3 main points, 1-2 minutes per point.

CTA / Next Steps (1-2 minutes)

When you put your Facebook LIVE together, always have a Call To Action or Next Step in mind. Starting with your desired Action Step will help you plan for a more cohesive and actionable Facebook Live.

You can have them visit a specific website, especially when you keep the URL easy to remember and also post the link directly in the comments.

Close and say 'good-bye' (1-2 minutes)

Make sure you always have an ending to your Facebook LIVE. After CTA or Next Steps, end the broadcast with a good-bye and a pithy tagline (if you have one).

For my Disney podcast we use:

"If we don't see you online, we will see you in the Parks."

You can say something very simple to start, like:

- "Thanks for watching, see you next time."
- "I appreciate you joining me for today's Facebook LIVE. I'll see you [Insert Day/Date/Time of your next Facebook LIVE Event] for the next one!"