**No consensus on best day to post live videos. Best advice is to experiment and go off your own analytics.**

**Build Some Hype**  
Do this about a week before you plan on going live and then once again a few days before the event.

Post on personal profile and your business page announcing the fact that you will be going Live, what topic you will be covering, and the date and time.

**Gauge Interest with Comment Ladders**   
This is where you post something and ask followers to comment if they are interested.

Simply post something like:

“Going Live on [day] at [time] to talk about [topic]! Who wants to tune-in? Comment “I’m in!” below.”

Then, wait for people to comment on your post and then add them to a list so you’re sure to follow up with them before you go Live.

**Send Reminders**If your comment ladder was successful, you should have a list of people who are interested in watching your Live.

About an hour before you’re due to go Live, private message the people on your list to remind them that you’re going Live.

## Organize Your Content

## Write an Eye-Catching Title

## Stick to 3-5 main talking points and not go over 45 minutes on camera

## Optimize the Description concise and to the point.

## Calls-to-actions “Say ‘Hi’ in the comments”, “Post a question below”

## Make a point of welcoming people as they view the live video

## Hold Q & A session at the end and promote it throughout the broad cast

## Encourage Comments & Questions Improve engagement on your videos by encouraging viewers to ask questions and drop comments on your Facebook Live.

## Experiment with Interviews Interviews are great because then you can share your content with two (or more) audiences.

You can also earn a bit of clout by interviewing an industry professional, positioning your brand as a great source of information in your niche.

## Offer context constantly “Hey, if you’re just joining us, welcome to our broadcast. We’re currently talking about [topic] and we’ve just covered [previous topic].”

**When are our viewers online?**   
  
2:00am PST = 7:00pm AEST

A screenshot of a social media post

Description automatically generated

**Sources**

### <https://blog.sharelov.com/best-times-to-post-on-facebook/>

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