

Case study 10 - livestreaming

Using: Facebook Live, social media

Go Rural

Go Rural organised an online “lambathon” over two weeks in April (April 11-24, 2020).

They streamed the content live from 14 different farms, one farm per day, using **Facebook live** on their Facebook page: www.facebook.com/gorural

Their objective was to bring the countryside to people who were stuck at home, by bringing them “lambing in your living room”. While it was a free event, they were hoping to develop relationships with future customers to generate more agritourism sales.

VisitScotland helped promote the event, and they gained a lot of coverage in the press.

What worked well in the run up:

- Guidance notes
- Having people involved who have conducted actual tours before
- Setting up each event as an event in **Facebook** with a business co-host
- Businesses that did a lot of promotion with their own databases beforehand including social followings, email data base, personal friends
- Businesses that got things set up and tested well in advance
- Posting up photos / videos promoting what’s coming the following day
- Having a trial run

What worked well on the day:

- Starting 5 minutes before the advertised start time, welcoming people, saying hi, requesting questions, saying will answer as many as we can
- Seeing the person doing the tour at the start in person
- Setting the scene and not sounding rushed
- Communicating key messages
- Steady hand, a plan of key areas / messages
- Not doing too much but enough to keep people engaged
- Remembering to answer questions, say hi to who is there along the way
- Finishing after 30 minutes
- Introducing the next day
- Responding to everyone’s comments, thanking everyone personally on Facebook later that day



What didn't work so well:

- When you are speaking to another person, interviewing them, couldn't hear them very well, sometimes not at all
- 4G / connectivity cut out as poor in many rural areas - this was stressful for host and then lost large numbers of live numbers
- Wind - as farmers, they didn't have access to any kit other than the phone, look at noise reducing kit or kit to steady hands
- Not having a steady hand / phone on wrong way up
- Starting late
- Moving too quickly past the sheep, not giving people time to watch

Results (as at April 26, 2020):

- 1666 families or individuals watched the videos live at home
- 185,946 saw a post at least once (POST REACH)
- 50,990 - number of times people reacted to post, comments, shares or clicks (POST ENGAGEMENT)
- Increase to participants' own Facebook pages, some participants have already had future bookings and enquiries
- People joining from across Scotland, rest of UK, Ireland, Switzerland, Germany, and several from USA

Go Rural #Lambathon: Watch newborn lambs every day for 7 days on 7 different Scottish farms

Watch footage of adorable baby lambs from the comfort of your home...



BY LISA WALDEN APR 11, 2020



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