Facebook for Streaming Media Platform

This document offers guidance on how to simultaneously broadcast your live streams and upload your videos to Facebook on Streaming Media Hosting's Media Platform. This guide provides an overview of the processes for:

Connecting Your Facebook Account

In order to simultaneously broadcast your live streams and upload your videos Facebook, you must first connect your Facebook account to the Platform. Begin by clicking on "**Social Broadcasting**" in the main navigation menu on the left.

Click on the gear icon to reveal settings for Facebook. Next, click on the "**Connect Account**" button to begin the integration process. (*Figure 1*)
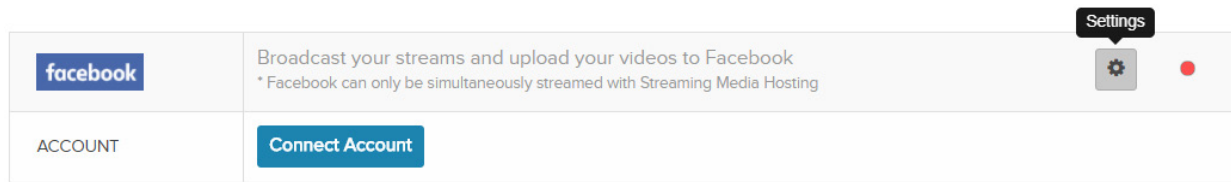

Figure 1

You will be prompted to log in to your Facebook account. If you are already logged in, click 'Continue as … '. (*Figure 2*)
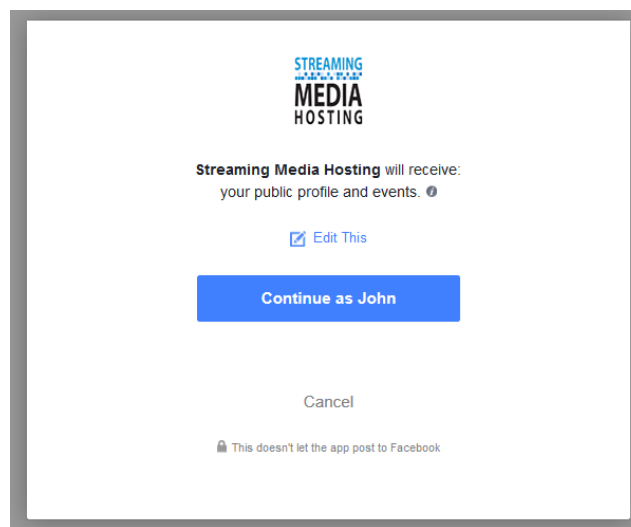

Figure 2

If you intend to stream to a public audience outside your friends at any point, you must set your privacy to "**Public**". You can adjust this at a later time if necessary. (*Figure 3*)
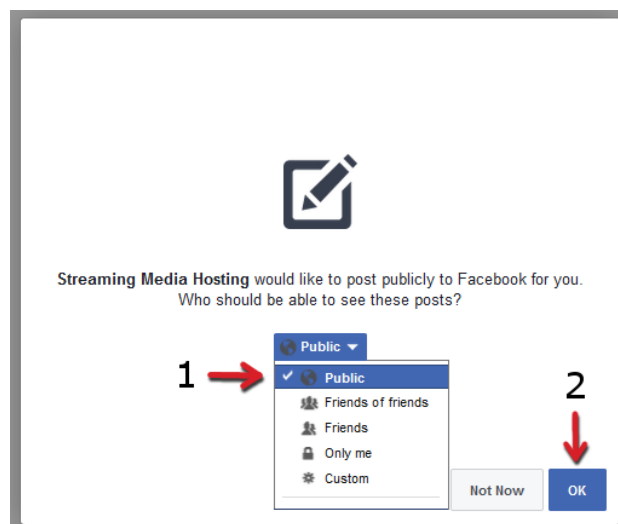

Figure 3

Facebook will then request permission to manage Pages and Groups you manage. This will allow you to stream to Pages and Groups of which you are the administrator. Click '**OK**'. (*Figure 4*)
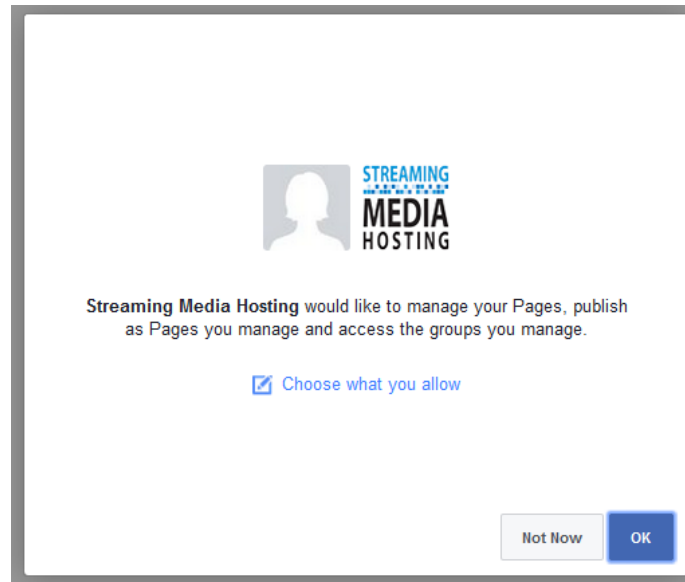

Figure 4

A message will then display saying you have successfully connected your Facebook account. To complete your setup, please close this window and configure the Facebook settings on the Platform. (*Figure 5*)
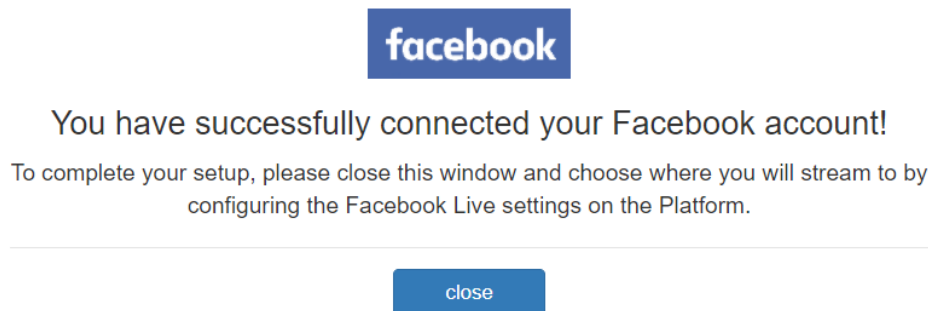

Figure 5

Finally, you must choose where you will stream to, such as your personal profile or a page, group or event you manage and choose your live stream's privacy.

Checking '**Create Facebook VOD'** will save the stream once the broadcast is over. This will, however, set a 4 hour limit for streaming.

Checking **'Continuous Streaming'** will remove the 4 hour limit for streaming. This will not create a Facebook VOD nor will it trigger notifications to your friends once you go live.

Click on the '**Save'** button to complete the integration.

These settings will be applied to all of your live stream entries that are enabled for Facebook Live streaming in the Platform. (*Figure 6*)

*Note: Due to Facebook restrictions, Facebook can only be simultaneously streamed with Streaming Media Hosting.

Figure 6

Disconnecting Your Facebook Account

You can disconnect your Facebook account from the Platform at any time by clicking on the gear icon to reveal settings for Facebook and then clicking on the "**Disconnect**" button. (*Figure 7*)

Figure 7

Enabling/Disabling Facebook Live When Creating a Live Stream

Once your Facebook integration is complete, a new option "**Configure Platforms**" will appear when creating a new live stream entry. (*Figure 8*)

Figure 8

Clicking "**Configure Platforms**" will pop up a new window, allowing you to enable the platforms you would like the live stream to broadcast on; such as Facebook. To enable a platform, move the toggle to the right. To disable a platform, move the toggle to the left. Once finished, please click on the "**Close**" button and then click on "**Next**" to create the live stream. (*Figure 9*)

*Note: At least one platform must be enabled.
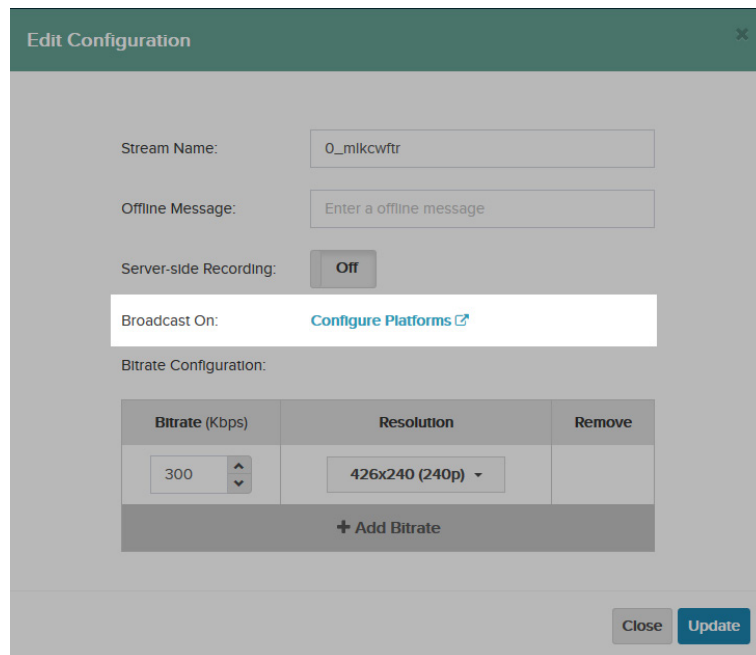

Figure 9

Enabling/Disabling Facebook Live When Editing a Live Stream

Once your Facebook integration is complete, a new option "**Configure Platforms**" will appear when editing an existing live stream entry's stream configuration. (*Figure 10*)
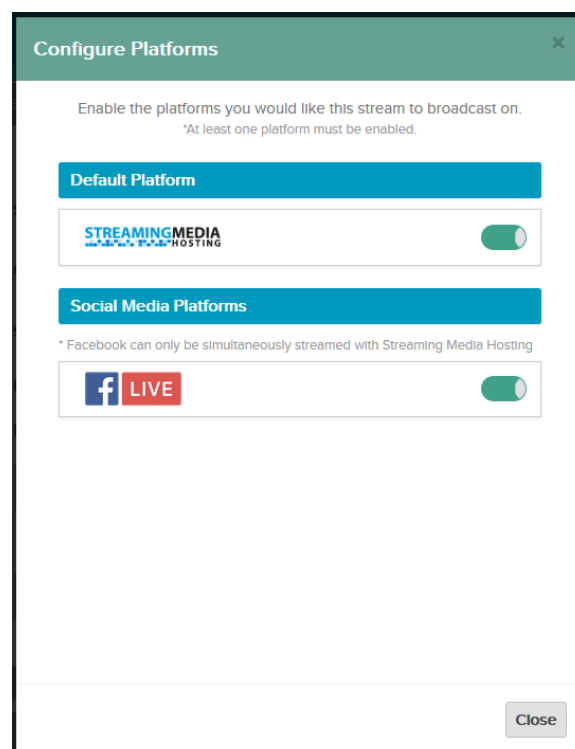

Figure 10

Clicking "**Configure Platforms**" will pop up a new window, allowing you to enable the platforms you would like the live stream to broadcast on; such as Facebook. To enable a platform, move the toggle to the right. To disable a platform, move the toggle to the left. Once finished, please click on the "**Close**" button and then click on "**Update**" to update the live stream entry's stream configuration. (*Figure 11*)
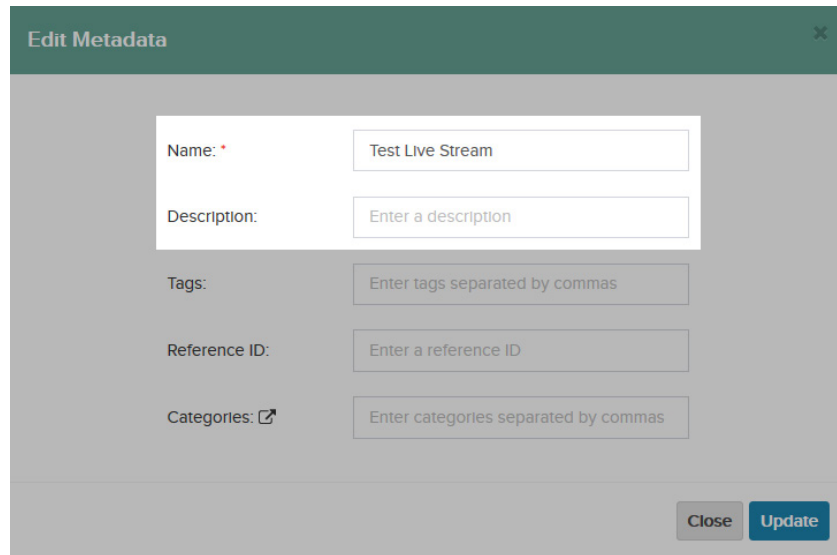
*Note: At least one platform must be enabled.

Figure 11

Facebook Live Stream Metadata

You can edit the title and/or the description of the Facebook live stream by going to the "**Live Stream**" page, clicking on the "**Edit**" drop down menu next to the live stream entry, and then clicking on "**Metadata**". When broadcasting, the title and/or description you have set here will appear in the live stream on Facebook. (*Figure 12*)
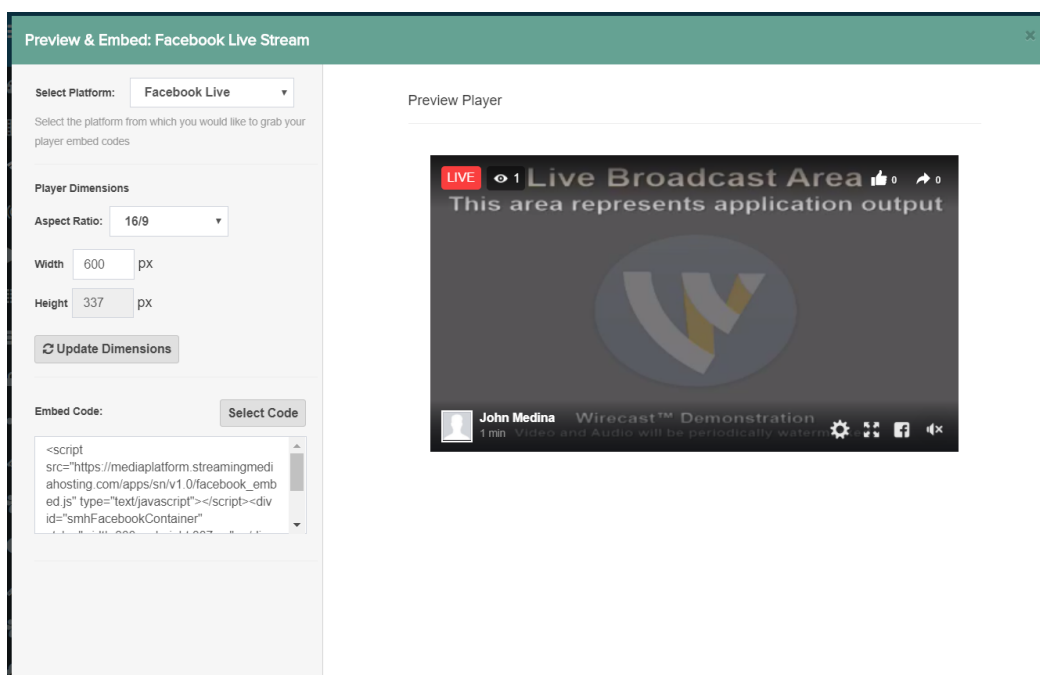
Figure 12

Facebook Live Player Embed Code

You can grab the Facebook Live player embed code directly from the Media Platform. On the "**Live Stream**" page, click on the "**Edit**" drop down menu next to the live stream entry, then click on "**Preview & Embed**". If streaming to more than one platform, choose "**Facebook Live**" from the "**Select Platform**" drop down. (*Figure 13*)

*Note: The player preview will display "Unavailable. This video can't be embedded." if you are not broadcasting. Once you begin broadcasting, the player will display your stream.

Figure 13

Facebook Live Stream Recommendations/Requirements

To ensure quality live streams, Facebook recommends following the technical specifications and streaming recommendations below:

Video Format:

- Facebook accepts video in maximum 720p (1280 x 720) resolution at 30 frames per second, with 1 key frame every 2 seconds.
- You must send 1 key frame at least once every two seconds throughout the stream.
- Recommended max bit rate is 4 Mbps. Going above this maximum is possible but will make live streams highly unstable.
- Titles must be less than 255 characters otherwise the stream will fail.
- Facebook accepts H264 encoded video and AAC encoded audio only (***Note: If the audio is anything other than AAC, the stream will fail**).

Audio Settings:

- Audio sample rate: 48KHz
- Audio Bitrate: 128 Kbps mono

Automatically Upload Your VOD Content

You can automatically upload your videos to your Facebook account as soon as they have finished uploading to the Platform. To enable this option, click on the gear icon to reveal settings for Facebook. Then, check the "**Auto Upload My VOD Content**" checkbox. Finally, click on the "**Save**" button. (*Figure 14*)

Figure 14

Manually Upload Your VOD Content

To manually upload a specific video to your Facebook account, click on the "**Edit**" drop down menu next to the video entry, then click on "**Social Media**".

A window will pop up, allowing you to enable the platforms you would like to upload this video to; such as Facebook. To enable a platform, move the toggle to the right. To disable a platform, move the toggle to the left. Once finished, please click on the "**Update**" button. *(Figure 15)*
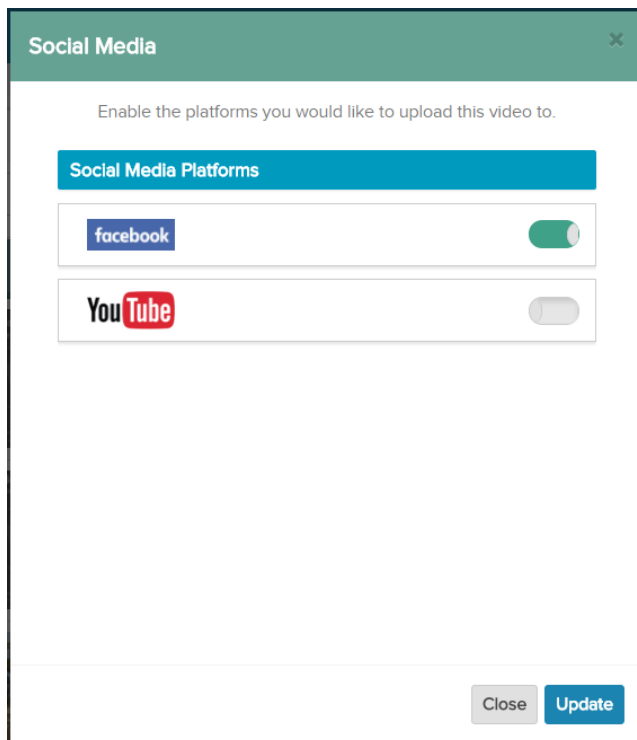

Figure 15

Facebook VOD Metadata

You can edit the title and/or the description of the Facebook VOD by going to the "**Content**" page, clicking on the "**Edit**" drop down menu next to the video entry, and then clicking on "**Metadata**". The title and/or description you have set here will appear in the video on Facebook. *(Figure 16)*

Figure 16

Facebook Player Embed Code

You can grab the Facebook player embed code directly from the Media Platform. On the "**Content**" page, click on the "**Edit**" drop down menu next to the video entry, then click on "**Preview & Embed**". If the video is available to more than one platform, choose "**Facebook**" from the "**Select Platform**" drop down. (*Figure 17*)
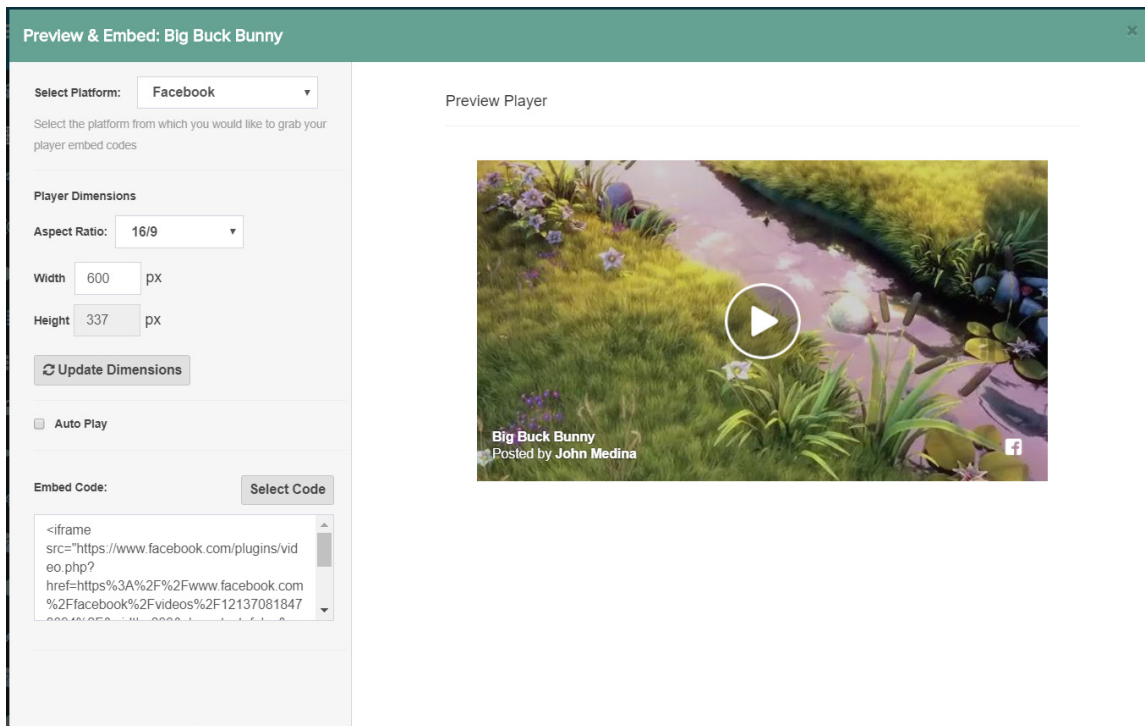

Figure 17

Facebook VOD Recommendations/Limitations

Below are recommended upload encoding settings for your videos on Facebook:

Video Format:

- Container: MP4
- Video codec: H.264
- Frame rate: up to 30 fps
- Resolution: up to 720p (1280 x 720)

Audio Settings:

- Audio codec: AAC
- Audio sample rate: 44.1khz

The max file size and time length allowed for a regular video are 4 GB and 120 minutes. 360 videos are limited to a maximum length of 30 minutes and a maximum file size of 5 GB.