Re-Live the Moment: Broadcasting Your Facebook Live Replay as a Live Stream on Instagram

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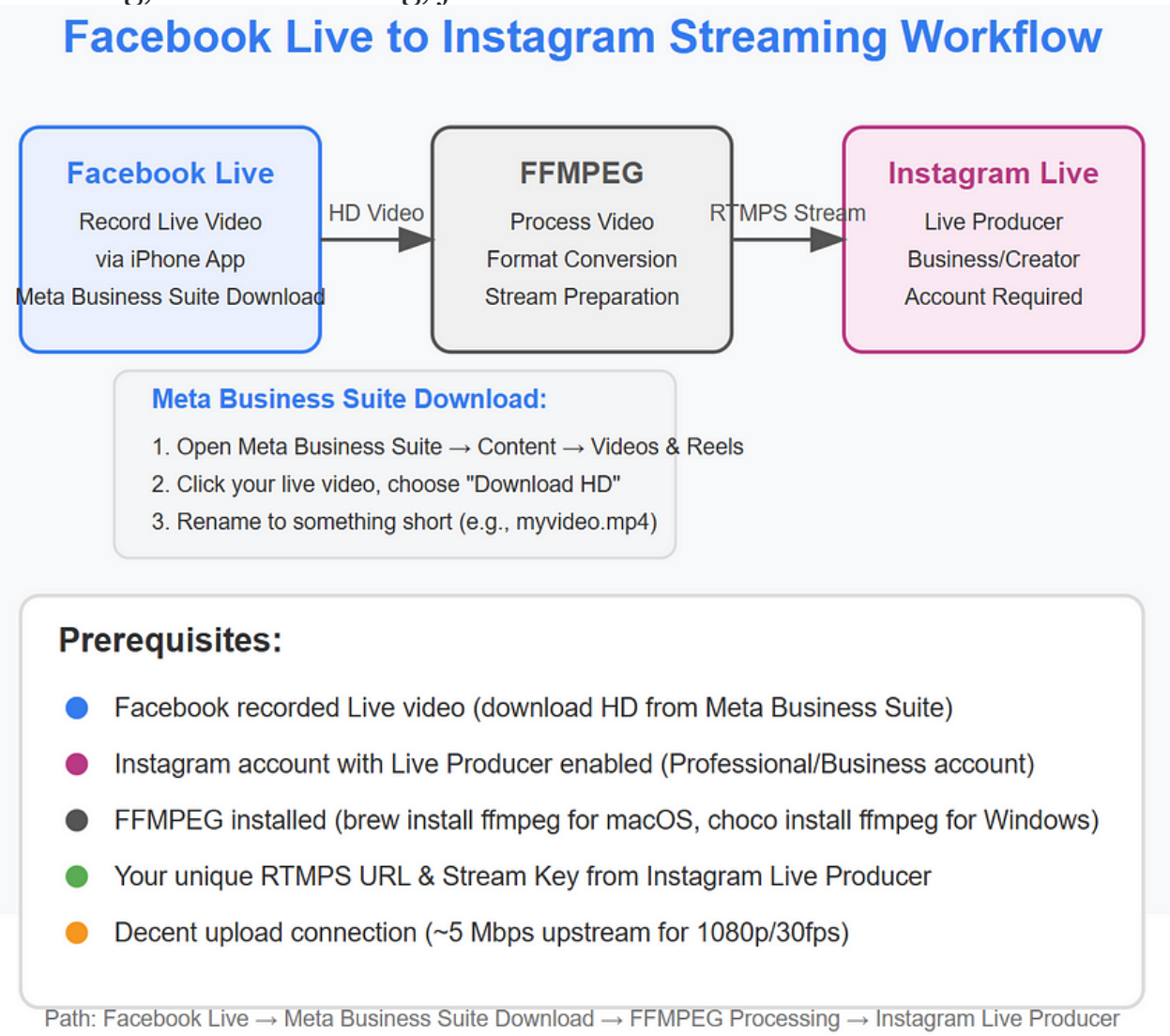
Ever capture a magical live stream only to wish you could show it to a whole new audience? With a little FFmpeg trickery, you can!

Why Re-Stream?

Live video triggers notifications, sits at the top of the feed, and generally owns a bigger slice of audience attention than a regular post. If you already have a polished Facebook Live session on disk, spinning

it back up on Instagram Live instantly doubles its mileage — no extra shooting, no extra editing, just extra reach.



Step 1 Download Your Facebook Live Video

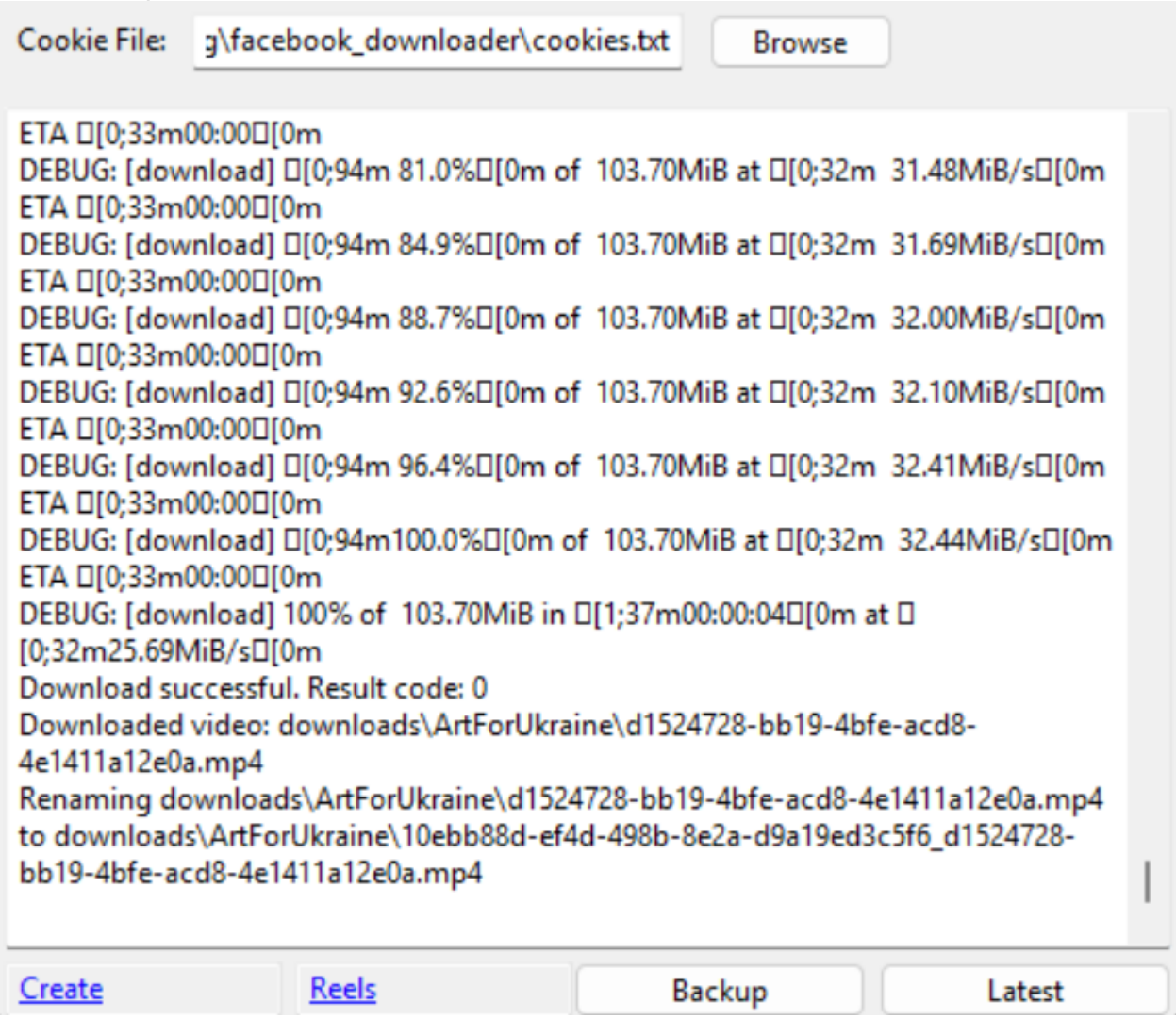
1. Open **Meta Business Suite** and navigate to *Content ▷ Videos & Reels*.
2. Click your live video, choose **Download HD**.

3. Rename it something short — e.g. `myvideo.mp4`—and drop it in your streaming folder.

Tip: Trim awkward start/end silences with a quick `ffmpeg -i input.mp4 -ss 00:00:15 -to 00:45:00 -c copy trimmed.mp4`.

Alternative download

You can use [Facebook Video Downloader]. It's handy wcPython script for video/reel download from Facebook.



Tip: *You can also use it for reel download from YouTube/Instagram/Linkedin.*

Step 2 Grab Your Instagram RTMPS Credentials

1. On desktop, head to **instagram.com** and click **Create → Live Video**.
2. In the right-hand pane choose **Streaming Software**.
3. Copy the **RTMPS URL** and **Stream Key**. Keep them secret!

You'll end up with something that looks like:

```
RTMPS URL: rtmps://edge-upload-lga3-1.xx.fbcdn.net:443/rtmp/
Stream Key: 1810…e3-1&s_sw
```

Step 3 Fire Up FFmpeg

Paste the following Python helper into a new script or your terminal. It wraps the FFmpeg command so you only edit two variables: `video_path` and `stream_key`.

```
import subprocess

# Path to your local video file
video_path = 'myvideo.mp4'  # Replace with your video path

# Instagram RTMPS settings
stream_url = 'rtmps://***-***-***-1.xx.fbcdn.net:443/rtmp/'
stream_key = '***?s_bl=1&s_fbp=iad3-1&s_ow=10&s_prp=lga3-
1&s_sw=0&s_tids=1&s_vt=ig&a=***'  # Replace with actual key

# Full RTMPS URL
```

```
    rtmps_url = stream_url + stream_key

    # FFmpeg command to stream the video
    ffmpeg_command = [
        'ffmpeg',
        '-re',  # Read input at native frame rate (simulate live)
        '-i', video_path,  # Input file
        '-vcodec', 'libx264',
        '-preset', 'veryfast',
        '-maxrate', '4000k',
        '-bufsize', '8000k',
        '-pix_fmt', 'yuv420p',
        '-g', '50',
        '-acodec', 'aac',
        '-b:a', '128k',
        '-ar', '44100',
        '-f', 'flv',
        rtmps_url
    ]

    # Run the command
    subprocess.run(ffmpeg_command)
```

Parameter Cheatsheet

FFmpeg Parameter Cheatsheet

For Instagram Live Streaming

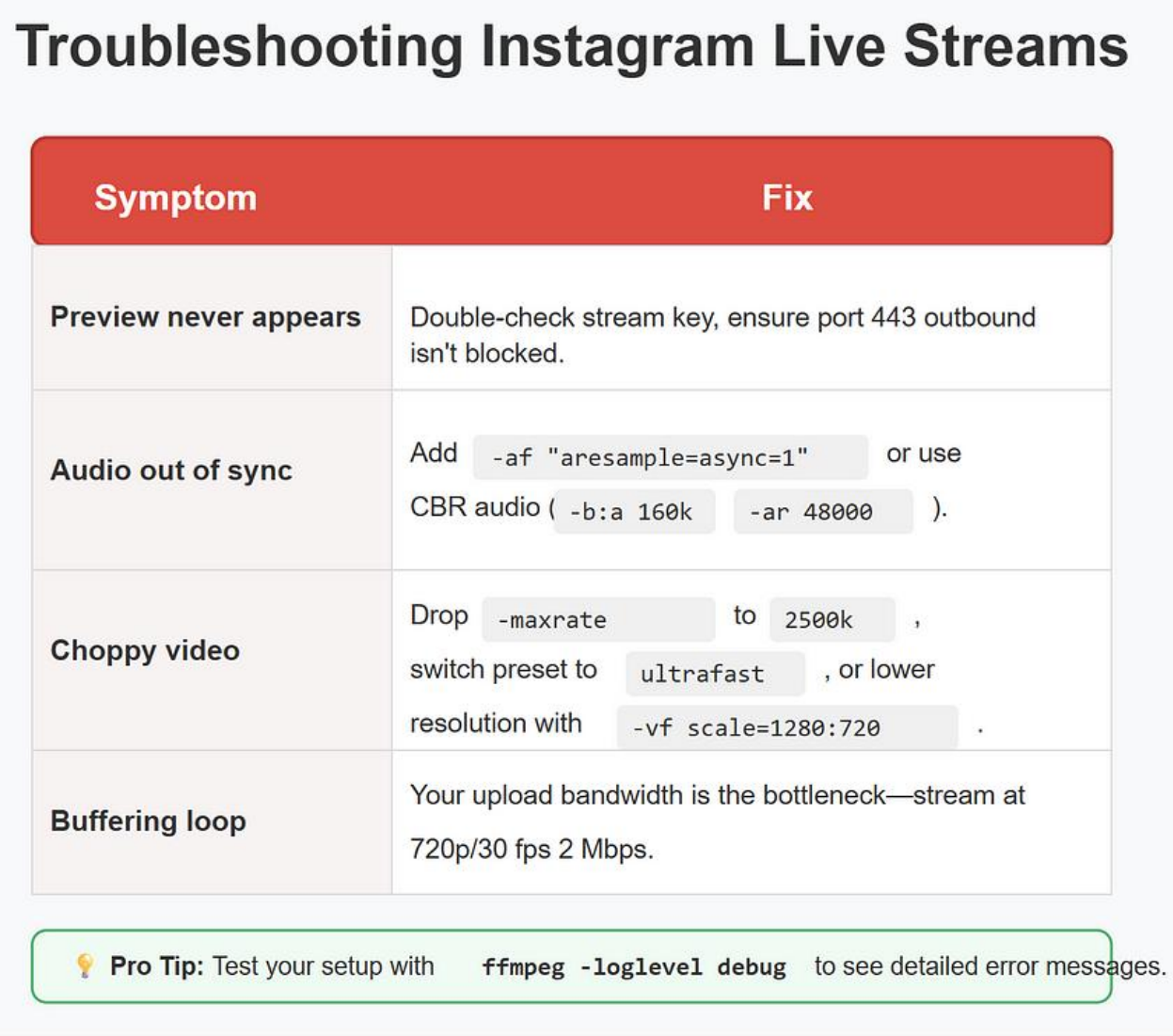
Example Command:

```
ffmpeg -re -i myvideo.mp4 -c:v libx264 -preset veryfast -maxrate 2500k
-bufsize 5000k -g 60 -c:a aac -b:a 128k -pix_fmt yuv420p -f flv rtmps://...
```

Flag	Meaning
`-re`	Throttles playback so FFmpeg doesn't sprint faster than realtime.
`-preset veryfast`	Encoder speed profile. *faster = higher CPU, lower quality*
`-maxrate / -bufsize`	Manage bitrate spikes to avoid buffering.
`-g`	Key-frame interval (GOP size). Ideal is *2 seconds × FPS*.
`-pix_fmt yuv420p`	The only pixel format Instagram accepts.

💡 Tip: Use `-c:v libx264` for video and `-c:a aac` for audio encoding.

Troubleshooting



Troubleshooting Instagram Live Streams

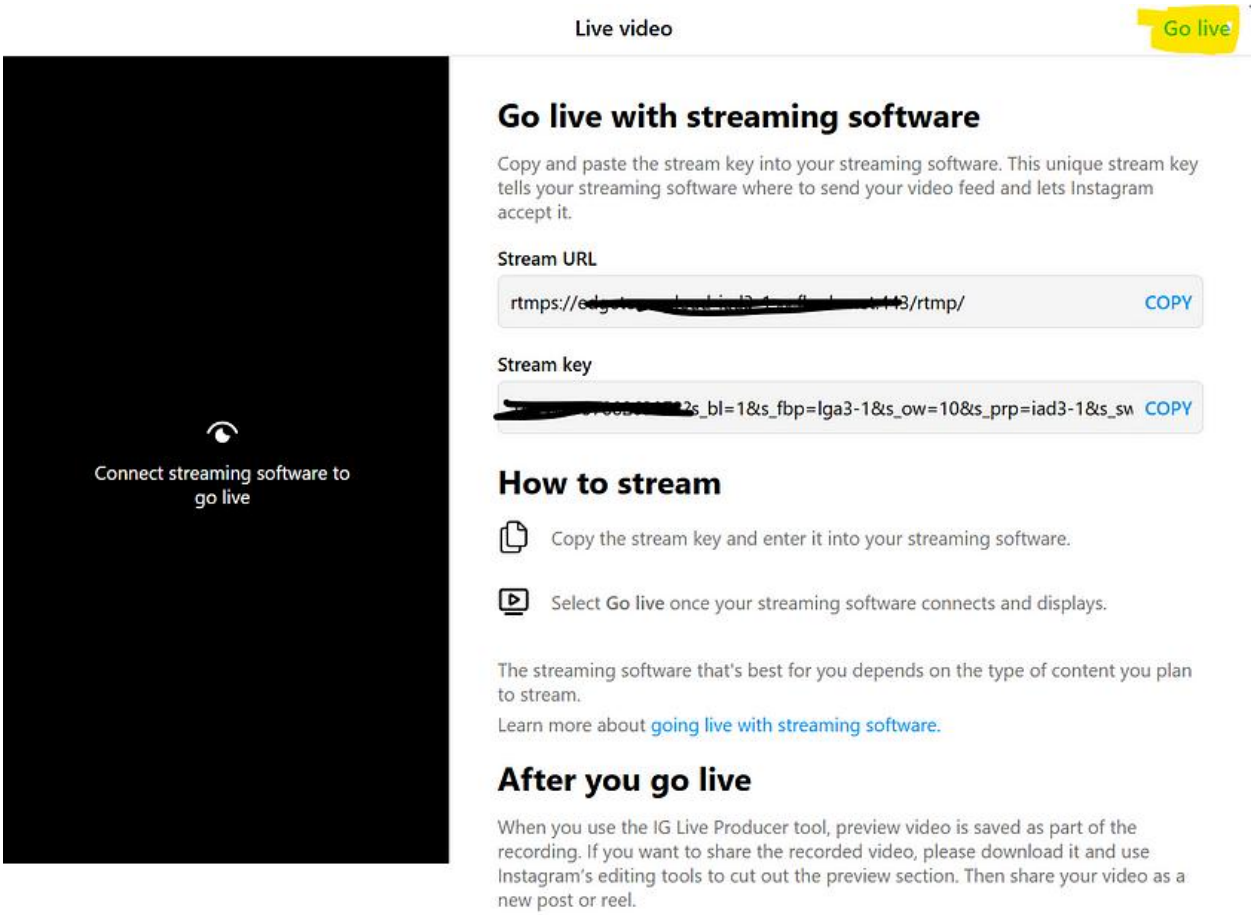
Symptom	Fix
Preview never appears	Double-check stream key, ensure port 443 outbound isn't blocked.
Audio out of sync	Add `-af "aresample=async=1"` or use CBR audio (`-b:a 160k` `-ar 48000`).
Choppy video	Drop `-maxrate` to `2500k` , switch preset to `ultrafast` , or lower resolution with `-vf scale=1280:720` .
Buffering loop	Your upload bandwidth is the bottleneck—stream at 720p/30 fps 2 Mbps.

💡 **Pro Tip:** Test your setup with `ffmpeg -loglevel debug` to see detailed error messages.

Go Live on Instagram

It’s important to syncronise python script start and Instagram GoLive. Do not let more than 15 sec delay.

You have to click on GoLive URL (top right corner).



Streaming Log

```
PS C:\Users\alex_\myg\golive> python .\go.py
ffmpeg version 6.1.1-essentials_build-www.gyan.dev Copyright (c) 2000-2023
the FFmpeg developers
  built with gcc 12.2.0 (Rev10, Built by MSYS2 project)
  configuration: --enable-gpl --enable-version3 --enable-static --pkg-
config=pkgconf --disable-w32threads --disable-autodetect --enable-fontconfig
--enable-iconv --enable-gnutls --enable-libxml2 --enable-gmp --enable-bzlib -
-enable-lzma --enable-zlib --enable-libsrt --enable-libssh --enable-libzmq --
enable-avisynth --enable-sdl2 --enable-libwebp --enable-libx264 --enable-
libx265 --enable-libxvid --enable-libaom --enable-libopenjpeg --enable-libvpx
--enable-mediafoundation --enable-libass --enable-libfreetype --enable-
libfribidi --enable-libharfbuzz --enable-libvidstab --enable-libvmaf --
enable-libzimg --enable-amf --enable-cuda-llvm --enable-cuvid --enable-
ffnvcodec --enable-nvdec --enable-nvenc --enable-dxva2 --enable-d3d11va --
enable-libvpl --enable-libgme --enable-libopenmpt --enable-libopencore-amrwb
--enable-libmp3lame --enable-libtheora --enable-libvo-amrwbenc --enable-
libgsm --enable-libopencore-amrnb --enable-libopus --enable-libspeex --
enable-libvorbis --enable-librubberband
  libavutil      58. 29.100 / 58. 29.100
```

```
  libavcodec     60. 31.102 / 60. 31.102
  libavformat    60. 16.100 / 60. 16.100
  libavdevice    60.  3.100 / 60.  3.100
  libavfilter     9. 12.100 /  9. 12.100
  libswscale      7.  5.100 /  7.  5.100
  libswresample   4. 12.100 /  4. 12.100
  libpostproc    57.  3.100 / 57.  3.100
Input #0, mov,mp4,m4a,3gp,3g2,mj2, from 'myvideo.mp4':
  Metadata:
    major_brand     : isom
    minor_version   : 512
    compatible_brands: isomiso2avc1mp41
  Duration: 00:25:20.17, start: 0.000000, bitrate: 572 kb/s
  Stream #0:0[0x1](und): Video: h264 (Main) (avc1 / 0x31637661), yuv420p(tv,
unknown/bt709/bt709, progressive), 432x768, 501 kb/s, 29.99 fps, 30 tbr, 16k
tbn (default)
    Metadata:
      handler_name    : VideoHandler
      vendor_id       : [0][0][0][0]
  Stream #0:1[0x2](und): Audio: aac (HE-AAC) (mp4a / 0x6134706D), 48000 Hz,
stereo, fltp, 64 kb/s (default)
    Metadata:
      handler_name    : SoundHandler
      vendor_id       : [0][0][0][0]
Stream mapping:
  Stream #0:0 -> #0:0 (h264 (native) -> h264 (libx264))
  Stream #0:1 -> #0:1 (aac (native) -> aac (native))
Press [q] to stop, [?] for help
[libx264 @ 000001a5113eeac0] using cpu capabilities: MMX2 SSE2Fast SSSE3
SSE4.2 AVX FMA3 BMI2 AVX2
[libx264 @ 000001a5113eeac0] profile High, level 3.0, 4:2:0, 8-bit
[libx264 @ 000001a5113eeac0] 264 - core 164 r3172 c1c9931 - H.264/MPEG-4 AVC
codec - Copyleft 2003-2023 - http://www.videolan.org/x264.html - options:
cabac=1 ref=1 deblock=1:0:0 analyse=0x3:0x113 me=hex subme=2 psy=1
psy_rd=1.00:0.00 mixed_ref=0 me_range=16 chroma_me=1 trellis=0 8x8dct=1 cqm=0
deadzone=21,11 fast_pskip=1 chroma_qp_offset=0 threads=24 lookahead_threads=6
sliced_threads=0 nr=0 decimate=1 interlaced=0 bluray_compat=0
constrained_intra=0 bframes=3 b_pyramid=2 b_adapt=1 b_bias=0 direct=1
weightb=1 open_gop=0 weightp=1 keyint=50 keyint_min=5 scenecut=40
intra_refresh=0 rc_lookahead=10 rc=crf mbtree=1 crf=23.0 qcomp=0.60 qpmin=0
qpmax=69 qpstep=4 vbv_maxrate=4000 vbv_bufsize=8000 crf_max=0.0 nal_hrd=none
filler=0 ip_ratio=1.40 aq=1:1.00
  Metadata:
    major_brand     : isom
    minor_version   : 512
    compatible_brands: isomiso2avc1mp41
    encoder         : Lavf60.16.100
  Stream #0:0(und): Video: h264 ([7][0][0][0] / 0x0007), yuv420p(tv,
unknown/bt709/bt709, progressive), 432x768, q=2-31, 30 fps, 1k tbn (default)
    Metadata:
      handler_name    : VideoHandler
      vendor_id       : [0][0][0][0]
      encoder         : Lavc60.31.102 libx264
    Side data:
```

```
      cpb: bitrate max/min/avg: 4000000/0/0 buffer size: 8000000 vbv_delay:
N/A
  Stream #0:1(und): Audio: aac (LC) ([10][0][0][0] / 0x000A), 44100 Hz,
stereo, fltp, 128 kb/s (default)
    Metadata:
      handler_name    : SoundHandler
      vendor_id       : [0][0][0][0]
      encoder         : Lavc60.31.102 aac
[flv @ 000001a5117bb900] Failed to update header with correct
duration.7.6kbits/s speed=   1x
[flv @ 000001a5117bb900] Failed to update header with correct filesize.
[out#0/flv @ 000001a511333a00] video:191106kB audio:23822kB subtitle:0kB
other streams:0kB global headers:0kB muxing overhead: 0.920159%
frame=45584 fps= 30 q=-1.0 Lsize=  216906kB time=00:25:20.12
bitrate=1168.9kbits/s speed=   1x
[libx264 @ 000001a5113eeac0] frame I:929   Avg QP:22.21  size: 29503
[libx264 @ 000001a5113eeac0] frame P:19964 Avg QP:25.22  size:  6476
[libx264 @ 000001a5113eeac0] frame B:24691 Avg QP:28.87  size:  1579
[libx264 @ 000001a5113eeac0] consecutive B-frames: 13.5% 34.2% 26.3% 26.1%
[libx264 @ 000001a5113eeac0] mb I  I16..4:  7.7% 32.8% 59.5%
[libx264 @ 000001a5113eeac0] mb P  I16..4:  4.6% 11.1%  2.9%  P16..4: 33.1%
15.1%  9.4%  0.0%  0.0%    skip:23.8%
[libx264 @ 000001a5113eeac0] mb B  I16..4:  1.0%  1.2%  0.1%  B16..8: 22.3%
6.7%  0.8%  direct: 4.2%  skip:63.8%  L0:30.4% L1:56.8% BI:12.8%
[libx264 @ 000001a5113eeac0] 8x8 transform intra:54.0% inter:25.2%
[libx264 @ 000001a5113eeac0] coded y,uvDC,uvAC intra: 57.0% 50.0% 15.0%
inter: 9.4% 8.5% 0.4%
[libx264 @ 000001a5113eeac0] i16 v,h,dc,p: 35% 24% 27% 14%
[libx264 @ 000001a5113eeac0] i8 v,h,dc,ddl,ddr,vr,hd,vl,hu: 34% 24% 19%  3%
3%  4%  4%  4%  5%
[libx264 @ 000001a5113eeac0] i4 v,h,dc,ddl,ddr,vr,hd,vl,hu: 27% 20% 13%  6%
7%  7%  7%  7%  6%
[libx264 @ 000001a5113eeac0] i8c dc,h,v,p: 59% 16% 20%  5%
[libx264 @ 000001a5113eeac0] Weighted P-Frames: Y:7.2% UV:1.8%
[libx264 @ 000001a5113eeac0] kb/s:1029.84
[aac @ 000001a5113e6600] Qavg: 892.209
```

Wrapping Up

And that's it! Three quick steps and you've breathed new life into a past performance. Re-streaming lets you build momentum on Instagram without rehearsals, re-shoots, or extra gear — just code, coffee, and creativity.

*Ready to hit **Go Live** again?* Tag me @alex.bznv.art when you do — I'd love to tune in!

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