

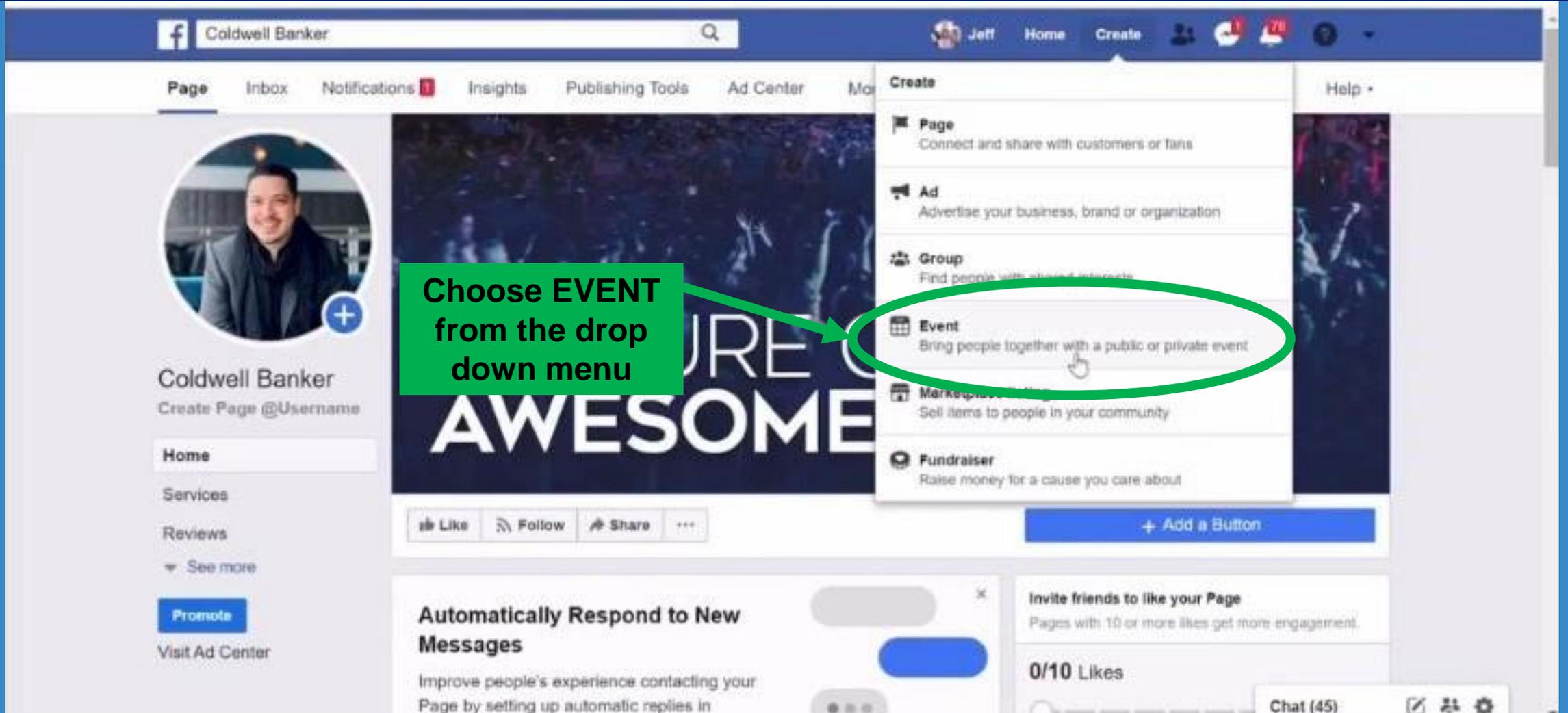
# Creating a Virtual Open House in Facebook

# Once you Have Opened Your Business Page

The image shows a screenshot of a Facebook Business Page for Coldwell Banker. The page header includes the Facebook logo, the name 'Coldwell Banker', a search bar, and navigation links for 'Home' and 'Create'. The 'Create' button is circled in green, and a green arrow points from a text box to it. The text box contains the instruction 'Select the Create Button'. Below the header, the page layout includes a profile picture of a man, the page name 'Coldwell Banker', and a 'Create Page @Username' link. The main content area features a large banner with the text 'CULTURE OF AWESOMENESS'. Below the banner are buttons for 'Like', 'Follow', 'Share', and 'Add a Button'. The bottom section of the page contains a 'Promote' button and a 'Visit Ad Center' link.

Select the Create Button

# Creating a Virtual Open House Event



The image shows a screenshot of the Facebook page creation interface. The user is logged in as 'Jeff'. The 'Create' dropdown menu is open, showing several options: Page, Ad, Group, Event, Marketplace, and Fundraiser. The 'Event' option is circled in green, and a green callout box with an arrow points to it. The callout box contains the text: 'Choose EVENT from the drop down menu'. The background shows the 'Coldwell Banker' page creation process, with a profile picture of a man and a banner that says 'PURE C AWESOME'. The 'Create' menu options are: Page (Connect and share with customers or fans), Ad (Advertise your business, brand or organization), Group (Find people with shared interests), Event (Bring people together with a public or private event), Marketplace (Sell items to people in your community), and Fundraiser (Raise money for a cause you care about). There is also a '+ Add a Button' button at the bottom of the menu.

# Complete the Virtual Open House Event Details

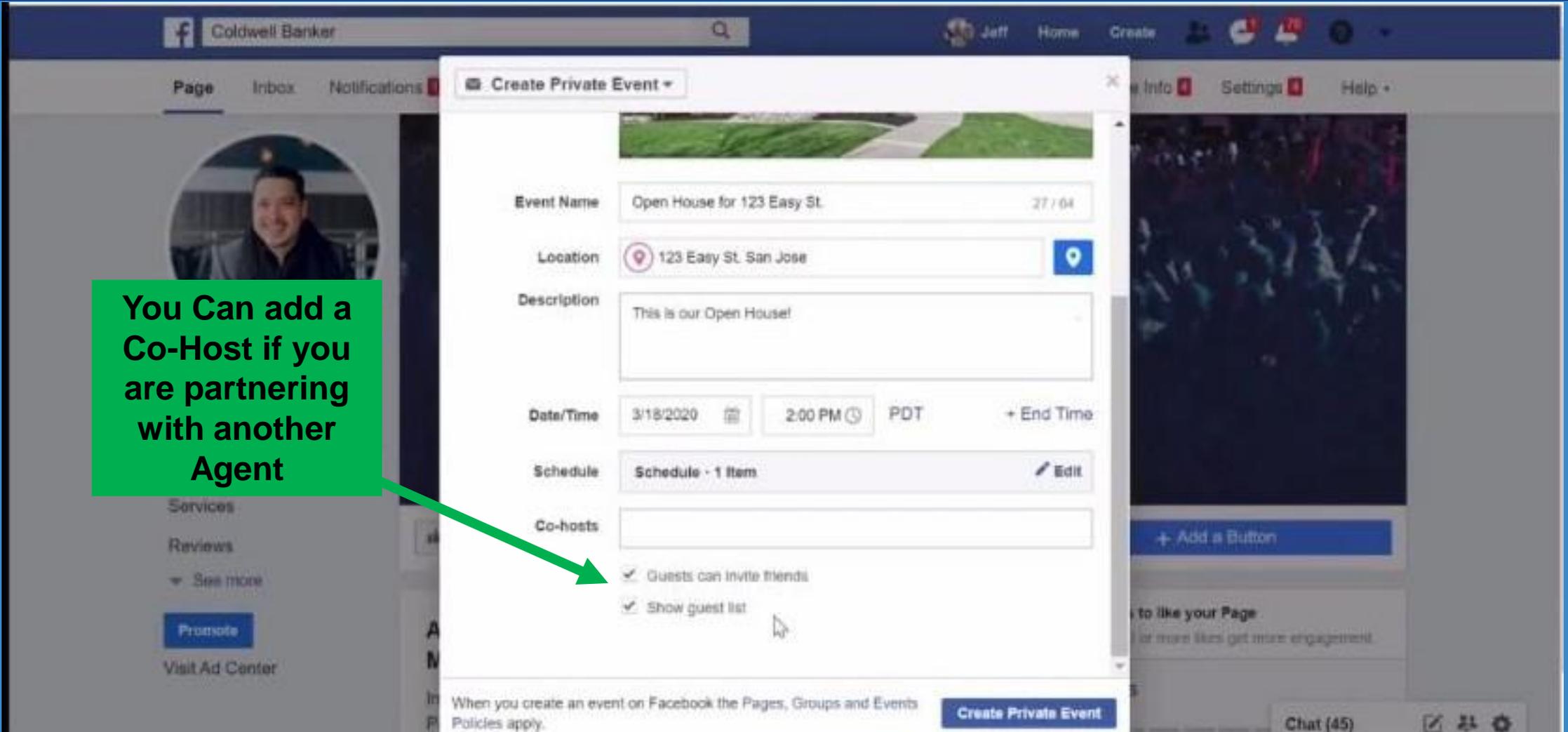
The image shows a screenshot of the Facebook 'Create Private Event' form. The form is overlaid on a blurred background of a Facebook page for 'Coldwell Banker'. The form fields are as follows:

- Event Photo or Video:** Includes a 'Choose a Theme' button, an 'Upload Photo or Video' button, and a 'Recommended Themes' section with three theme thumbnails.
- Event Name:** A text input field with the placeholder 'Add a short, clear name' and a character count '0 / 64'.
- Location:** A text input field with the placeholder 'Include a place or address'.
- Description:** A larger text input field with the placeholder 'Tell people what your event is about'.
- Date/Time:** Includes a date field set to '3/18/2020', a time field set to '2:00 PM', and a time zone dropdown set to 'PDT'. There is also a '+ End Time' button.

Four green callout boxes with arrows point to these fields, containing the following instructions:

- Complete the Event Details:**
  - Upload Photo
  - Event Name "Virtual Open House"
  - Location is the physical address of home
  - Add Description, Date, Time, etc..

# Option To Select a Co-Host for your Virtual Open House



**You Can add a Co-Host if you are partnering with another Agent**

# Select Create Private Event

The screenshot shows the Facebook event creation interface for a Coldwell Banker page. The page name "Coldwell Banker" is visible at the top left. The event creation form is titled "Create Private Event" and includes the following fields:

- Event Name:** Open House for 123 Easy St. (27 / 64)
- Location:** 123 Easy St. San Jose
- Description:** This is our Open House!
- Date/Time:** 3/18/2020, 2:00 PM, PDT
- Schedule:** Schedule - 1 item
- Co-hosts:** (empty field)
- Privacy Settings:**  Guests can invite friends,  Show guest list

A green callout box with the text "Select Create Private Event" has an arrow pointing to the "Create Private Event" button at the bottom of the form. The button is also circled in green.

# Review Your Details Before Posting

The image shows a screenshot of a Facebook event page. The event is titled "Open House for 123 Easy St." and is scheduled for March 18th at 2 PM. The event is private and hosted by Jeff Franciotti. The page includes a sidebar with navigation options like "Events", "Calendar", "Birthdays", "Discover", and "Hosting". A green callout box with a bracket highlights the event details section, which includes the date, time, location, and attendance information. The callout box contains the text: "Review all of the Virtual Open House Event Details".

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Facebook © 2020

**MAR 18** Open House for 123 Easy St.  
Private · Hosted by Jeff Franciotti

Invite Edit ...

Today at 2 PM  
Starts within an hour

123 Easy St. San Jose

**1 Going · 0 Maybe · 0 Invited**  
Invite your friends to this event

Invite

This is our Open House!

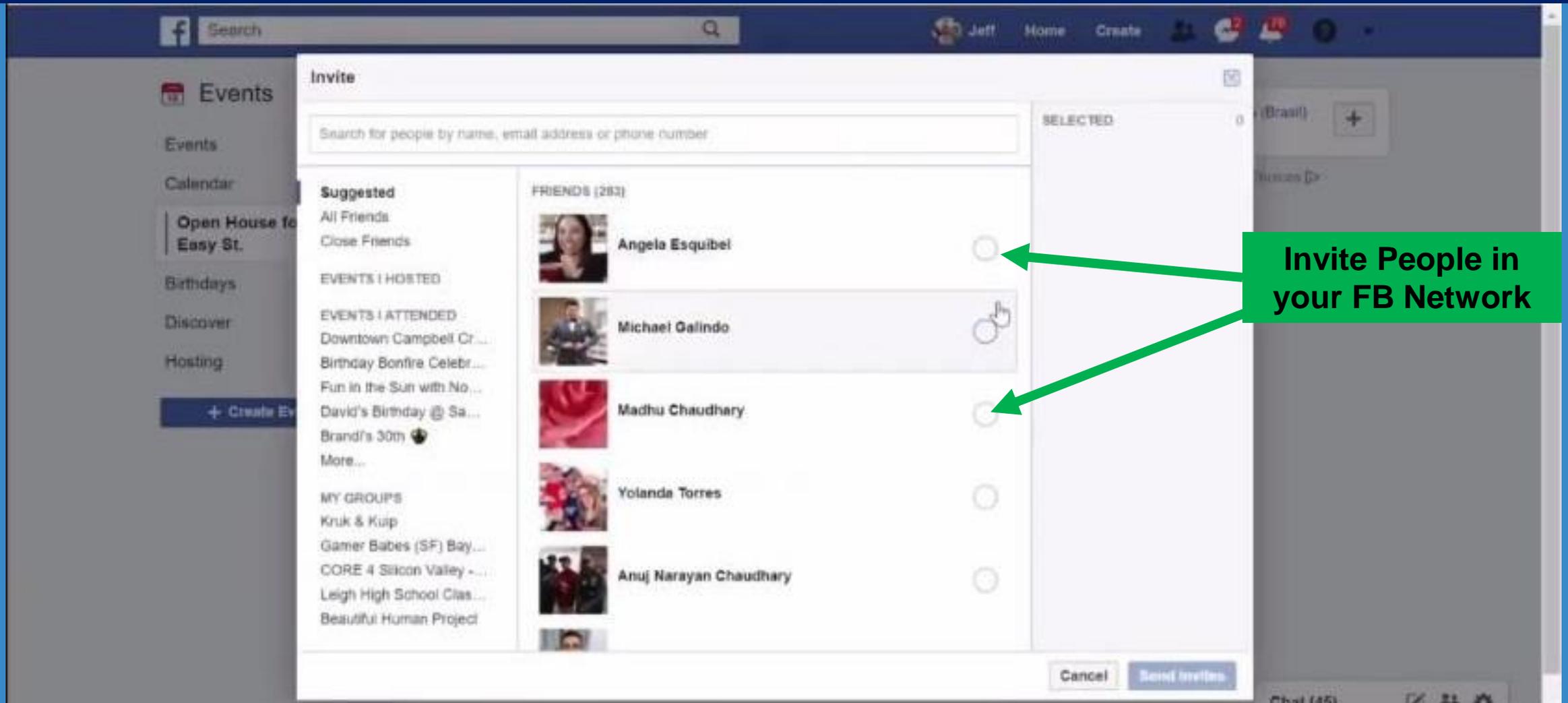
**Schedule · Wednesday, March 18, 2020**

2:00 PM - 3:00 PM  
Open House

Chat (45)

Review all of the  
Virtual Open House  
Event Details

# Invite People you Know In Facebook



# Invite People not in Facebook Using Email Addresses

The image shows a screenshot of the Facebook 'Invite' dialog box. At the top, there is a search bar with the placeholder text 'Search for people by name, email address or phone number'. A green arrow points from a callout box to this search bar. The callout box is green with white text that reads 'Invite People not in Facebook using their email addresses'. Below the search bar, the dialog is divided into several sections: 'Suggested' (with sub-sections for 'All Friends' and 'Close Friends'), 'EVENTS I HOSTED', 'EVENTS I ATTENDED', 'MY GROUPS', and 'FRIENDS (283)'. The 'FRIENDS' section lists several names with their profile pictures and a selection circle to the right. The names listed are Angela Esquibel, Michael Galindo, Madhu Chaudhary, Yolanda Torres, and Anuj Narayan Chaudhary. At the bottom of the dialog, there are 'Cancel' and 'Send Invites' buttons.

# Post and Share in other Groups & Pages

The image shows a screenshot of a Facebook event page. The event is titled "Open House for 123 Easy St." and is scheduled for Wednesday, March 18, 2020, from 2:00 PM to 3:00 PM. The location is 123 Easy St., San Jose. The event has 1 person going, 0 maybe, and 0 invited. The event description says "This is our Open House!". The page includes a search bar, a navigation menu with options like "Events", "Calendar", "Birthdays", "Discover", and "Hosting", and a "Create Event" button. A green callout box is overlaid on the right side of the page, containing the following text:

**Copy and Paste the event URL  
in other Groups and Pages  
\*\* NOTE \*\*  
BE SURE TO HAVE  
PERMISSION FROM THE  
ADMINS OF THOSE GROUPS  
AND PAGES BEFORE  
POSTING !!**

# Helpful Tips for Facebook Live

## Getting Started With Facebook Live

Facebook Live is easily accessible from your iOS or Android device via the Facebook app. The way it works is simple: just head to your Facebook page, event, or group and instead of typing in text, look for the “Live Video” button. From there, you’ll be prompted to enter a description.

But before you “Go Live!” consider the limitations of your mobile device.

As with all video content, production value is crucial to success. If people can’t see and hear what’s happening, they’re likely to tune out. So refrain from using a mobile device to capture the action on stage. Instead, mobile devices are better suited for giving your audience a sneak peek of your event setup or the behind-the-scenes action backstage.

Here are some tips Facebook gives for getting the most out of Facebook Live:

- 1. Make an Announcement:** Build anticipation by letting your audience know when you'll be broadcasting. Facebook finds that a 24-hour advanced notices gets the best results.
- 2. Check Your Signal:** If you have a weak cellular or wifi signal, your live video will be choppy or unavailable. So don't go live until you have a strong signal.
- 3. Don't Skip the Description:** Facebook Live asks you to create a description before hitting the "Go Live" button. Be sure to write a description that grabs your audience's attention and lets them know what to expect.
- 4. Engage With Commenters:** After your live video is wrapped, don't forget to go back through and respond to commenters.
- 5. Longer is Better:** If your broadcast is too short, you won't give people enough time to tune in. Facebook recommends being live for at least 10 minutes.

## Taking Facebook Live to the Next Level

Using a mobile phone to capture those moments off-stage is great, but what if you want to broadcast the big event? Good news, you can!

After Facebook announced it was opening Live to developers, our friends at Livestream were quick to provide a simple, elegant solution. [Mevo](#) is a pocket-size camera that works seamlessly with Facebook Live and comes with features that really pack a punch.

“Mevo is a great solution for brands or events on a budget who are just getting started with livestreaming,” says Amber van Moessner from Livestream. “It creates the appearance of a multi-camera shoot, all edited live in real-time on your mobile device. Mevo can stream to Facebook Live or to your own website, allowing you to control the viewer experience.”

If you have the budget to hire a video crew, [Livestream’s Studio software](#) enables you to use multiple cameras to broadcast on Facebook Live, turning your event into a production that can rival the Oscars. To learn more about livestreaming best practice for your event, [watch the recorded webinar with Livestream](#).