Creating a Virtual Open House in Facebook
Once you Have Opened Your Business Page

Select the Create Button
Creating a Virtual Open House Event

Choose EVENT from the drop down menu
Complete the Virtual Open House 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
Review Your Details Before Posting

Review all of the Virtual Open House Event Details
Invite People you Know In Facebook

Invite People in your FB Network
Invite People not in Facebook Using Email Addresses
Post and Share in other Groups & Pages

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 notice 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.