



Facebook Live/Zoom Webinar Checklist & Instructions



4 weeks before Live:



- 1. Fill in Webinar Google Doc with marketing information and send to Madeleine
https://docs.google.com/spreadsheets/d/1q_Mj9Blm_-d_jrmgCixxSrY-5g1JM_OB-SeQ2sD4qE4/edit?usp=drive_web&oid=117945645406466952864
- 2. Create the Zoom webinar with approved language
- 3. Heidi/Ana create flyer, FB, and LinkedIn promo/ads
-  4. Send marketing materials to Ana for posting on social/newsletter
-  5. Send a calendar invite to the team with the link to register
-  6. Ask the O&E to invite their networks and share on their work social platforms
- 7. Ask Madeleine to invite board members
-  8. Schedule test run with the working team for the day before and send calendar invitation.

1 week before Live:



- 1. Follow up with Madeleine about FB Live script and additional support
- 2. ----- is in charge of logging into Ana's Zoom account to copy the panelist invitation and send to MKT.
-  Make sure that Rocio, and the two admins are all added as panelists.

Login info:

USERNAME: madeleine.thakur@childrensmovementflorida.org

PASSWORD: 4Thechildren!

Instructions:

- Click on webinars
- Scroll down, add panelist information in panelist section, and click "copy"
- Send the invitation info to MKT via Slack.
- She will send the calendar invitation to the panelist guest



The day of



Time	FB Live Administrator Host (Ana/Gerrit)	Audio/Screensharer Co-host (John/Gerrit/Mary)
15 Min Prior 	<p>Log on to call</p> <p>This person is the Host of the call.</p> <p>Log in using The Children's Movement of Florida (Madeleine Account)</p> <p>Make co-host official</p>	<p>Log on to call</p> <p>This person is the co-host of the call.</p>
	<p>Join conference line to have back channel communication.</p> <p>401-283-4377 PIN: 99536</p> <p>* Suggest using one headphone on the phone line and another set of headphones for the computer Zoom call.</p>	<p>Join conference line to have back channel communication.</p> <p>401-283-4377 PIN: 99536</p> <p>* Suggest using one headphone on the phone line and another set of headphones for the computer Zoom call.</p>
	<p>Grab caption and title for FB Live from the Zoom Event to use when you go Live</p>	
	<p>Click: "Hide Non-Video Participants" by right clicking on view at the top right of the gallery view.</p> <p>This will hide him from attendees.</p> <p>https://mankato.mnsu.edu/it-solutions/help-support/explore-support-articles/zoom---hideunhide-non-video-participants/</p> <p>https://tuftsedtech.screenstepslive.com/s/19028/m/94934/l/1283980-how-do-i-display-only-my-panelists-video</p>	

Time	FB Live Administrator Host	Audio/Screensharer Co-host
<p>5 Min Prior</p>    	<p>Turn off speaker cameras and mute</p>  Turn on Closed Captioning	 Turn on the music in Spotify Click the "share computer sound" box in the "share screen" window when you share screen.  Use this playlist https://open.spotify.com/playlist/1VhC11XSylCnNq4zt7LhbO?si=KB2YyGPzQNGUPHjWR8GvOQ
 	<p>Go Live on FB-</p>  You will need the title and caption you captured earlier. Make sure connected to CMF page, not personal page. https://support.zoom.us/hc/en-us/articles/115000350406-Live-streaming-meetings-or-webinars-on-Facebook	<p>Screen share "Pre-Live" image from this link Pre-Live Image</p>  Press Start Webinar on Zoom.
<p>LIVE</p>   	<p>Invite panelists to turn on videos and unmute themselves.</p>  Press RECORD if it's not already playing	 Turn off music  Stop screen sharing
<p>Once moderator closes session</p> 	<p>Turn off FB broadcast.</p>	<p>Stop live webinar</p> <p>DO NOT shut off Zoom This allows the moderator and panelist to talk after the event.</p> <p>Check zero attendees in the Zoom room and if there are still attendees end the call. → is this necessary or does stop webinar end the call for the public?</p>