
EPISODE 115 – 3 Reasons Not to Use Facebook Livestream for Online Marketing

**Smarter Online Marketing Podcast with Vickie Siculiano,
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Hello everyone and thank you for joining me today. I'm going to share with you three reasons that I don't believe that you should be using Facebook Live Stream video for your online marketing.

Now, I'm a big believer in repurposing your content. This content today on today's podcast episode 115 is actually from a video that I did on YouTube. You can see this video if you go to <http://saywowmarketing.com/episode115> or you can go to my YouTube channel <http://YouTube.com/user/saywowmarketing>.

I just didn't think that the audio from my video was good enough for my podcast audience and I appreciate you being here today. It was really speaking to the camera, really speaking to my video viewing audience so, I just felt I should just explain these three reasons pretty quickly. I'm not going to take up too much of your time today, but I definitely want you to be aware that Facebook Live Stream video is not the way to go for your online marketing, especially repurposing.

One thing that I found out was reason number one is that your video is going to be flipped horizontally. So, 180 degrees on a Y axis your video is going to be flipped. So say you have your brand name behind you as I do. I have license for Say Wow right behind my head in the viewing screen. If it's flipped horizontally, anybody who wasn't there on the live stream is going to see that video backwards, right? If you're not symmetrical, your face is not symmetrical, you're going to notice, definitely, that you're backwards. But if you have something behind you that you need to appear like a logo or your brandscape in the background, then you definitely need to use your HD video.

I record mine from my smartphone, but don't use Facebook Live Stream specifically for that. Because what you'll have to do is an extra step. Take it in to your editing software. I use Camtasia. You're going to have to do a 180 degree flip. I didn't mean to start off so technically on you today, folks, but that's the reason. I just hated going through the process of editing the video and then putting it up on YouTube. I don't think that everything should just go straight up. If I did, this would definitely be just the audio from that video. I think you deserve more than that because I think it's a little lost in translation.

Number two is that your video is going to be in portrait mode. When you record in Facebook Live Stream, you have to hold the camera, your smart phone really, in the upright position. I thought I read somebody's blog that I could record it in the landscape mode, so I turned my smart phone on its side then I was doing my live stream video and somebody said you're sideways. Someone made a recommendation that all anchors on the evening news should do it that way so people paid more attention. You're going to be in a portrait mode. That's not great for YouTube viewing because those videos are in the landscape mode. Even though YouTube says that they support portrait videos now, they do, but it's just not the best because you want to feel the screen with the video and sideways is how you want to record with the home button on the right is what I do.

That's number two. One is you're going to be flipped horizontally, number two you're going to be shot in the portrait mode, and it's going to be real, real small. It doesn't also record in high quality. That's my number three reason. You're video is going to be really poor quality. Facebook's capturing your video, you're going over wifi, and then it's going to Facebook servers. Then it's coming back to your camera roll when you download. That's a lot of data interruption there. You really don't want to have to send your video somewhere and then get it back and upload it. You want it to be sharp and crisp as possible for your online marketing.

You only have one chance to make a first impression, folks. So, that's the way that you should save it. Right to your camera roll from your video camera, your smart phone video camera. Save it best as possible as you can, get it right, don't bother with Facebook Live Stream think that you can get an extra video to use for your online marketing. I wouldn't do it. I didn't even use the video that I used to shoot this explanation of the reasons why. I actually just hopped on my Blue Yeti microphone and I'm just recording this for you quickly, just talking to you.

I appreciate you listening, folks. I want you to give me shout out on my Facebook page, <http://facebook.com/saywowmarketing> or you can post a comment below this post on my blog at saywowmarketing.com. If you enjoyed the video give me a thumb's up. Enjoy my podcast Smarter Online Marketing, definitely give me a five star review. I so appreciate it. Thank you for listening so much today. Have a great day, folks.