



FAQ SHEET; Virtual Events, Video, and Livestreaming

Q: Best platform for live virtual events?

A: Facebook Live, Instagram Live, YouTube. Think about the user experience when it comes to your virtual event. For example, a longer video should go on YouTube or Facebook Live (where people would most likely watch on a desktop), but a shorter video might be better for Instagram live (more mobile).

Q: What is the right length for my videos?

A: It has been proven that a video longer than 2 minutes has a significant drop in engagement from the viewer. That being said, if your video is telling a great story that is intentional with engaging elements, of course it can be longer.

Q: For a virtual event, what types of videos should I include to keep my audience engaged?

A: Videos will be incredibly valuable in the virtual space as a way to effectively and efficiently share your mission. Here are 3 videos that would be extremely engaging at a virtual event: (1) sharing your mission and impact, (2) a call-to-action, and (3) any story that communicates your mission and impact within your community.

Q: Should I script an interview or virtual event?

A: Be prepared, but make it feel natural and authentic to your audience.

Q: Should my videos be interview style or direct-to-camera style?

A: If the content you are delivering is educational or a call-to-action, you should look directly at the camera when you speak. If the content is more conversational, do an interview style video and look a little off camera as if you were speaking to someone to the left or right of the lens.

Q: How do you draw a crowd to your virtual livestream?

A: You can't sell a secret! Get the word out in as many channels as you can. That can be subjective based on your marketing budget—but here is what I would do:

- Social media posts (Facebook, Instagram, LinkedIn)
- Cross-promotion
- Email marketing with segmenting by donor type
- Facebook Advertising through local businesses

Q: What's a reasonable revenue goal to set for your first virtual event as a percent of your live-event goal?

A: So far, we've seen equivalence or higher revenue generated with a virtual event. Keep in mind, donor loyalty is a huge qualifier here. A strong and committed network of donors translates very well to a virtual event.

Q: How important is music in video content?

A: Music is extremely important to control the tone of the event and bringing emotion forward. Pro tip: Make sure you're not breaching copyright.