

# HOW NONPROFIT ORGANIZATIONS USE LIVE-STREAMING FOR BETTER REACH & ENGAGEMENT



## LIVE INTERVIEWS ALLOW REAL-TIME INTERACTION

Live interviews encourage people to ask questions, **driving engagement and raising awareness** of what you're promoting.

You can take questions and comments from viewers live on Facebook. Viewers can ask questions about currently funded projects, planned activities, and trends in the sector as well as express their opinions on the topic at hand.



## LIVE FROM THE FIELD ENGAGES CURRENT FOLLOWERS



**Nonprofit explore.org** followed oceanographer, *Sylvia A. Earle* as she explored the Channel Islands' kelp forest.

Knowing its **Facebook fans** are passionate about conserving the kelp forests and the aquatic creatures who live there, the video provides a live, in-the-moment glimpse into its work and the beautiful environment it is preserving.

## LIVE BACKSTAGE FOOTAGE PROMOTES FUNDRAISERS

Disease research and advocacy organization, **Fred Hutch** (formerly the *Fred Hutchinson Cancer Research Center*), invites viewers "into the kitchen" to talk with a featured chef at its big fundraiser, the Premier Chef's Dinner.

This not only **creates buzz for the event** but it also helps raise money from people who are unable to physically attend the fundraiser.



## LIVE EVENT BROADCAST AS A CALL TO ACTION



**The New York Public Library (NYPL)** hosted a special story time in front of City Hall to raise awareness about its early literacy programs and to advocate for more investment in libraries.

In the captions of the live video, available for viewing afterward, the NYPL **encouraged people to take action** on behalf of library funding, providing information on how viewers could get more involved.

## LIVE NEWSJACKING & COMMENTARY RALLIES SUPPORT

Comment on news and trending topics in the moment as people are talking about them. This is vital if your organization needs supporters and advocates on behalf of a particular issue in order to go beyond sending text updates as legislation unfolds.

If you are not able to express an opinion on behalf of your organization, simply ask your viewers what they think and what they would do.

