

Experiential & Virtual Playbook



Suggestions, Ideas & Tips for Shifting
Your Experiences Online

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Going Virtual with Purpose

Events and engagements are going virtual. We've created this playbook to help anyone seeking to create a purposeful virtual experience – utilizing Facebook's platforms and tools along with these tips and resources.

First Things First

This guide is...

A tool and a resource to build amazing experiences as we shift from in-person to virtual.

This guide is for...

Anyone who is thinking about creating digital content or virtual experiences to engage an audience.

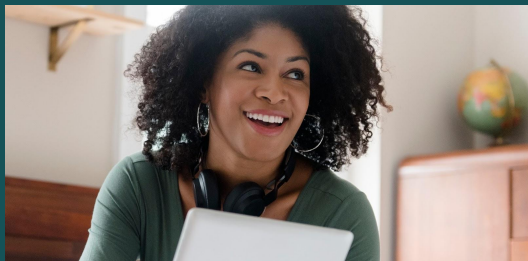
This guide is not...

An exhaustive checklist, set of mandates, or a one-size-fits-all solution.

This guide is not...

Just about Facebook platforms or tools. It's also about helping you connect with your community.

Principles for Success



Presence

- + Go from storytelling to storydoing – engaging and interacting, not just telling.
- + Embrace multi-channel and rapid response – drive a conversation.
- + Inspire with creative interaction, networking, and socialization.
- + Be clear with what the experience will deliver.



People

- + Audiences behaviors have shifted. Consider the tone of your communication and overall experience.
- + Meet people when and where they are.
- + Rally your sponsors and other stakeholders to join you in putting your audience first.



Purpose

- + Deliver relevant, fresh, authentic content.
- + Build for the audience and for the medium.
- + Tie to your mission and your promise in every interaction.
- + Create an audience journey from beginning to end.

Before your Virtual Experience



Develop a Strategy

Meet Your Audience Where They Are

You know your audience, but things have changed. Today's remote audience has a completely different set of behaviors and needs.

Consider the following:

- + Recognized behaviors (attention span, multi-tasking, etc.)
- + Platform (mobile, laptop, tablet, etc.)
- + Not everyone consumes content the same way – include subtitles, translations, or other accessibility tools

Optimize Channels

Think about the mix of channels at your disposal to build a community experience.

- + Partner with executives or speakers to host pre- and post-event discussions.
- + Post and comment on a dedicated social group or through other social media channels.
- + Set up private groups and Messenger chats for executives and speakers to network.
- + Create a social buzz with a hashtag or a sense of FOMO by sharing sneak peeks of what viewers can expect.

Virtual Fact: 70% more people are participating in group video calls, and time in group video calls has doubled globally – week-over-week.
- Facebook Newsroom, 4/9/20



Virtual Takes Time

Build in appropriate time to plan your experience and construct a marketing and engagement strategy.

Done is Better than Perfect

People enjoy connecting regardless of how 'perfect' it is. Look at what some of the late night shows are doing as an example.

Be Upfront

Communication should make it clear what the event will be like as well as how much time to set aside and what tools to use.

Consider the Full Experience

Think Journey

Your audience won't sit and watch hours of continuous streamed content. Design your experience for engagement over time with multifaceted touchpoints.

- + Don't duplicate a live, stand-and-deliver program. Design and create for the virtual experience.
- + Prioritize shorter, tighter content – 20 minutes or less – focused on a single relevant message.
- + Think multichannel and multi-engagement with channels like Workplace and Instagram.

Think Platform

- + Identify the core set of platforms your audience is using that you can leverage consistently.
- + Get familiar with your platforms' strengths and limitations (i.e. some services have a limit on number of guests, and Facebook Live is limited to an eight-hour stream on a desktop and four on a mobile device).

Think Holistically

- + Drive awareness and promote your efforts with a purposeful campaign – from retargeting to branded content, social and ads – in order to drive participation and grow your audience.
- + Consider utilizing virtual tickets for your event. They help get a headcount and can even be free of charge.
- + Plan for ongoing engagement beyond the single experience – extending content and community.



Facebook's Family of Apps & Services

Our tools and platforms are here to build community and bring the world closer together. Utilize the links and resources below to learn how to effectively connect with your audience and engage with your community.

- + [Workplace](#) (FAQ)
- + [Instagram](#) (IG Help Center)
- + [Facebook Live](#) (Going Live help)
- + [Instagram Live](#) (Help Center)
- + [Live Streaming an event on Facebook](#)
- + [Facebook Groups](#) (Help Center)
- + [Whatsapp](#) (FAQ)

Virtual Platform Spectrum



Special Considerations

Don't Do It Alone

- + Reach out for help; talk, explore, and learn from each other. There are a lot of good ideas and experts to get inspired from.

Giving Back and Raising Funds

Engage your community by sharing credible information, connecting them to resources, or supporting a cause by adding a [donate button](#) or starting your own [fundraiser](#). Small businesses can also utilize these tools to raise funds from loyal customers.

Facebook also offers free or heavily discounted services for nonprofit and charity organizations. Some tools to help you stay connected to your supporters include:

- + Facebook Live with Donate Button
- + Instagram Donation Sticker
- + Workplace for Good
- + Page Fundraisers
- + [And More](#)

Master the New Basics

Lights. Camera. Action. They all matter in a virtual experience. Learn some basic tips and tricks for at-home production before pressing play.

- + For the best framing, position your camera so that it is in line with the top of your head then angle down to meet your eyes. A hack: use a stack of books to achieve the right height.
- + For the best lighting, try facing a bright open window in your home or place a table lamp behind your screen.
- + For the best action, try to find a quiet room, free from distractions. Make sure your background is clean, neat, and free of anything unsightly.

During your Virtual Experience



Create Your Experience

Shape your Content to Engage

Engagement is an art form, not a science. With today's audience, authenticity, context, and humility are critical.

Be brief and get to the point. You'll get return engagement and increased interest.

Encourage Participation

- + Reward people with shoutouts, and encourage participation with competitions and challenges.
- + Use multiple channels, and weave in some fun to keep the energy up.

Encourage Interaction

Have a dedicated member of the team or a VIP guest respond to posts and comments. Social reinforcement and visible interaction by senior executives and speakers is powerful and encourages even more participation.

- + Find ways to harness this positive feedback loop.
- + Build engagement by getting to the point (remember 20 minutes or less).
- + Give the audience the forum and space to post their own stories about the content.
- + Rally your sponsors and other stakeholders to join you in putting people first.

Virtual Fact: In the past month, we've seen a significant increase in Messenger Kids usage – specifically in messaging and calls.
- Facebook Newsroom, 4/9/20



Work With Your Audience

- + Let people consume content and participate at their own pace.
- + Build in real-time experiences like Chat bots for interaction.
- + Create moments of surprise and delight in the moment and throughout the engagement.
- + Schedule some appointment moments then let people opt in on their time.

After the Virtual Experience





Hacks & Takeaways

- + **Think multi-channel experiences:** Meet your audience where they are, and build to the platform's strengths. Think journey and multi-channel like Workplace, Facebook Live, and Instagram.
- + **Your experience is now global:** Your potential audience is worldwide and outside the typical working hours (weekends). Promote, post, and plan with a broader lens.
- + **Create community and continuity:** Use tools like Groups to bring people together and foster networking; keep the engagement going long after the moment in time.
- + **Stay flexible:** Stay attuned to the needs of your audience, and expect change.
- + **Reach out for help:** Learn from each other and do the best you can. No one expects perfection.

FACEBOOK



A lot has changed, but connecting with each other remains paramount. Stay together, stay sharing, because community is everything.

Whether you're using one of Facebook's platforms or other channels continue to reach out and engage.

And, hats off to all of you for adapting, striving, and continuing to build your communities during this challenging time.