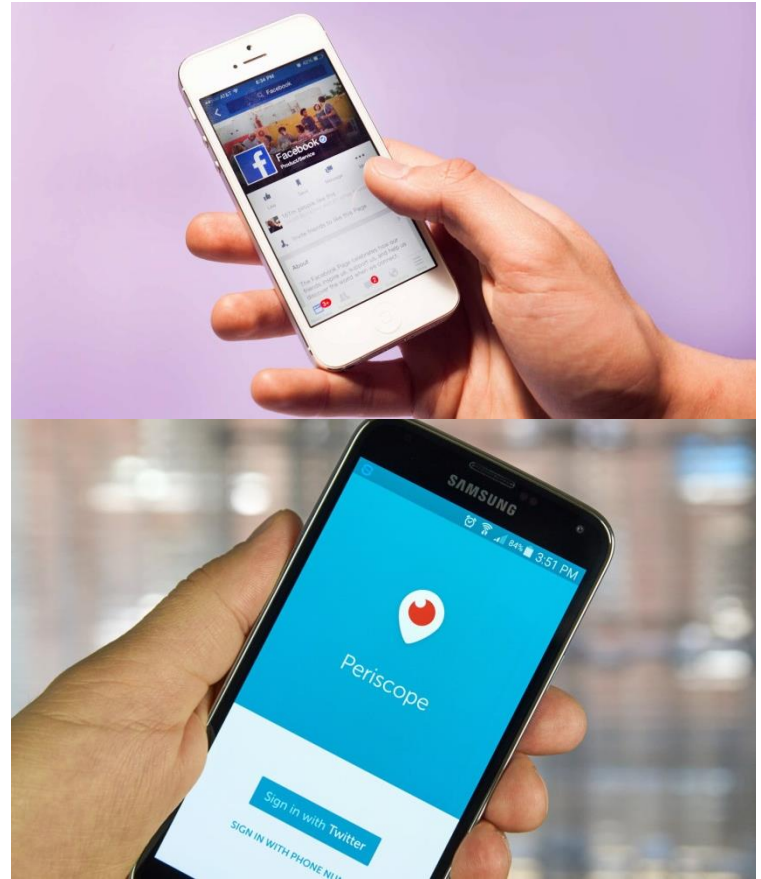

Leveraging Live Video to Engage Your Audience

Nick Hanson

Gillette Children's Specialty Healthcare

What We Know

- Popularity has jumped by 330 percent since 2015
- Facebook has paid publishers, celebrities & influencers millions to use FB Live
- FB live videos are watched 3x longer than videos that aren't live
- Users comment on live videos 10x more than regular vids
- Live videos generate 135 percent greater organic reach than photos
- FB algorithm gives more preference to live video
- Periscope: 10 million regular users who watch 21 million minutes a day



The Basics

	BBC News is live now: "While Hillary Clinton is campaigning in San Diego today, we...".  2 minutes ago	
	VICE Sports is live now: "OVERTIME is talking hometown rivalries and Stanley Cup...".  4 minutes ago	
	The A.V. Club is live now: "Resident Bachelor expert (and former contestant)...  5 minutes ago	

- Usually shot from cellphone
- Streamed to followers on social media platforms
- Fans get notification when you go live
- Users comment in real-time
- Archived

Platforms



Types of Live Video

- Interview
- Q & A
- Event
- Tour
- Press conference
- News or news folo





Gillette MRI Tour



Like Comment Share

235 Reactions 20 Comments 31K Views

Helping kids who have disabilities discover what they **CAN** do.



Gillette Children's
Specialty Healthcare

120 YEARS OF **CAN**



Gillette Children's Specialty Healthcare was live.

Published by Andreas Aarsvold [?] · March 5 · 🌐

Tour our Bike Expo at Pedal in Place to get a look at the awesome adaptive bike equipment riders are raising money to give to our kids!



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 3,700 people.



Your video is popular in [Minnesota](#)

Boost Post

👍❤️ 64

5 Comments 🍌 ▾



Like



Comment



Share

Performance for Your Post

9,513 People Reached

2,600 Video Views

126 Reactions, Comments & Shares

93

👍 Like

54

On Post

39

On Shares

12

❤️ Love

11

On Post

1

On Shares

2

😲 Wow

0

On Post

2

On Shares

12

Comments

5

On Post

7

On Shares

7

Shares

2

On Post

5

On Shares

341 Post Clicks

51

Clicks to Play ⓘ

0

Link Clicks

290

Other Clicks ⓘ

NEGATIVE FEEDBACK

4 Hide Post

1 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

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Gillette Children's Specialty Healthcare: Debbie Song, MD, Neurosurgery Interview

We chatted with pediatric neurosurgeon Debbie Song, MD, about disorders of the brain and spinal cord including hydrocephalus, spina bifida, spasticity and brain and spinal cord anomalies. Watch now!

Helping kids who have disabilities discover what they **CAN** do.



Gillette Children's Specialty Healthcare

We're live from Regions Hospital sharing the importance of strapping on a helmet for all winter activities - especially sledding. Watch now and stay safe!

Helping kids who have disabilities discover what they **CAN** do.





Gillette Children's Specialty Healthcare: Michelle Hall Interview & Ruth Evelyn Discussion

We chatted with certified prosthetist-orthotist Michelle Hall about devices we create to help our kids. We also reflected on how a story about Ruth Evelyn -- a girl who was born without arms who is able to ride a bike thanks to a device that Michelle created -- beca...

Helping kids who have disabilities discover what they **CAN** do.



Before Going Live...

- Tell people ahead of time when you're going to broadcast
- Go live **ONLY** when you have a strong connection
- Write a compelling description before going live, ask viewers to comment
- Prepare a good intro
- Say hello to commenters by name and to respond to their comments
- Use a closing line to signal the end of the broadcast
- Prepare and practice. Then, do it again.
- Equipment check

-  **Rachel Greene** · 0:09 Hey there, Super Tenner! We'll be seeing you in the morning! Thank you for the info.
[Like](#) · [Reply](#) · [Message](#) · 1 · June 20 at 11:22pm
-  **Patti Eifert Harvala** · 0:35 I was a scoliosis patient at Gillette in the 70's. Now I am having sciatica pain I think. I did have surgery for my scoliosis and have the rod still in my back what I'm wanting know is it safe to see a chiropractor? I've had conflicting answers. Thank you
[Like](#) · [Reply](#) · [Message](#) · 1 · June 20 at 5:09pm
-  **Joel Schultz** · 0:00 I owe my well being to Dr. John Moe. He was the person that did my double curve (S) spine scoliosis operation at Gillette Children's Hospital, St. Paul. He did this in the early 1950's. I was able to work as a Auto Mechanic until I retired about ten years ago.
[Like](#) · [Reply](#) · [Message](#) · 4 · June 20 at 5:14pm
-  **Koko Tebben Wright** · 0:00 Tenner is an amazing doctor - highly recommend!
[Like](#) · [Reply](#) · [Message](#) · 2 · June 21 at 5:37am
-  **Vivian Aanerud Stein** · 0:00 Dr Moe did mine, too. He was a genius.
[Like](#) · [Reply](#) · [Message](#) · 1 · June 20 at 6:17pm
-  **Maryjo Fish** · 7:09 One of my favorites ❤️❤️
[Like](#) · [Reply](#) · [Message](#) · 1 · June 20 at 8:08am
-  **Sarah Mathiowetz** · 0:44 He's a great doctor, glad he's my sons
[Like](#) · [Reply](#) · [Message](#) · 2 · June 20 at 10:20pm
-  **Beth McMinn Carpenter** · 0:08 Love Dr. Tenner! He's our doctor 😊
[Like](#) · [Reply](#) · [Message](#) · 2 · June 20 at 10:05pm



Simply go to our
Facebook page and tune in!
facebook.com/GilletteChildrensSpecialtyHealthcare/

Join us live Tomorrow Jan. 31 at 5 p.m. CT
for a Q & A w/ Dr. Novacheck on our Gait Lab.

Helping kids who have disabilities discover what they **CAN** do.




Make sure you have a good connection!




Helping kids who have disabilities discover what they **CAN** do.




 **Robert Brown** · 0:00 We were fortunate to have Dr. Song as our son's surgeon, Robert Brown. She is not only a good surgeon, she is compassionate. Thank you


Like · Reply · Message · August 6 at 4:43pm

 **Abigail Hansmeyer** · 3:50 How long have you been working with Gillette and their neurosurgical team?


Like · Reply · Message · August 4 at 9:37am

 **Abigail Hansmeyer** · 1:23 Having trouble hearing Dr. Song.


Like · Reply · Message · August 4 at 9:34am

 **Krystal Van** · 2:44 What is your thoughts on Chiari 1 malformation surgery

Like · Reply · Message · August 4 at 9:36am

 **Tanya Plonske Seneff** · 0:00 Dr. Song performed our son's tethered cord release surgery. As parents that were absolutely scared of the procedure, Dr. Song not only was able to calm our nerves, but actually had us feeling confident about the procedure, before, during and after. She... [See More](#)


Like · Reply · Message · August 17 at 3:25pm

 **Bridgette Campbell** · 14:06 Do you work with Dr Eric Nausbam?


Like · Reply · Message · August 6 at 8:34pm

 **Bridgette Campbell** · 2:17 How about cavernous angioma ?


Like · Reply · Message · August 6 at 8:22pm

 **Scott Nelson** · 10:19 Could you say a few words about how donor investments in your work have paid off for patients, families and the practice of medicine?


Like · Reply · Message · January 31 at 5:10pm

 **KarenOneil Sherod** · 0:00 Dr Novacheck was our daughters surgeon years ago. Great surgeon and bedside manner. Always ensured we understood the next step. Thank you.


Like · Reply · Message · February 3 at 2:34pm

 **Anita Majors Althaus** · 0:52 Very happy he has been my Blake's surgeon for the last 14years. Blake loves and trust him and appreciates that he includes him in the decision making!


Like · Reply · Message · February 3 at 10:00am

 **Amber Pulliam** · 7:29 Do you use your gait lab for "mild" CP cases? and what age do you typically do the Gait Lab Analysis.


Like · Reply · Message · 1 · January 31 at 5:09pm

 **Mary Walther Johnson** · 0:00 He is a wonderful physician. Helped us so much with Madison. Hello Dr. Novacheck.

Like · Reply · Message · February 3 at 4:47pm

 **Cindy Kirscher** · 7:42 This is my sons doctor for years. He is such a awesome doctor!! We are forever indebted to him. 😊

Like · Reply · Message · February 2 at 9:53pm

 **Lana Heathershaw** · 1:40 I have cerebral palsy and walk like scissor gait....Can you help me???

Like · Reply · Message · February 1 at 4:13pm

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Gillette Children's Specialty Healthcare

June 8 · 🌐

Do you know the difference between an S and a C curve? Did you know surgery isn't always the best option for scoliosis? Find out the answers to these questions and more at noon tomorrow as we mark Scoliosis Awareness Month with spine surgeon Walter Truong, M.D.



👤 7,423 people reached

Boost Post

👍❤️ 56

3 Comments 15 Shares

👍 Like 💬 Comment ➦ Share



Gillette Children's Specialty Healthcare

June 19 · 🌐

Do you know what percentage of spine surgeries in the metro Gillette performs? Or how many Americans have been affected by scoliosis? Find out during a live interview on Tuesday, June 20 at 8am with Tenner Guillaume, M.D.! #scoliosisawarenessmonth



👤 4,315 people reached

Boost Post

👍❤️ 49

3 Comments 1 Share

👍 Like 💬 Comment ➦ Share

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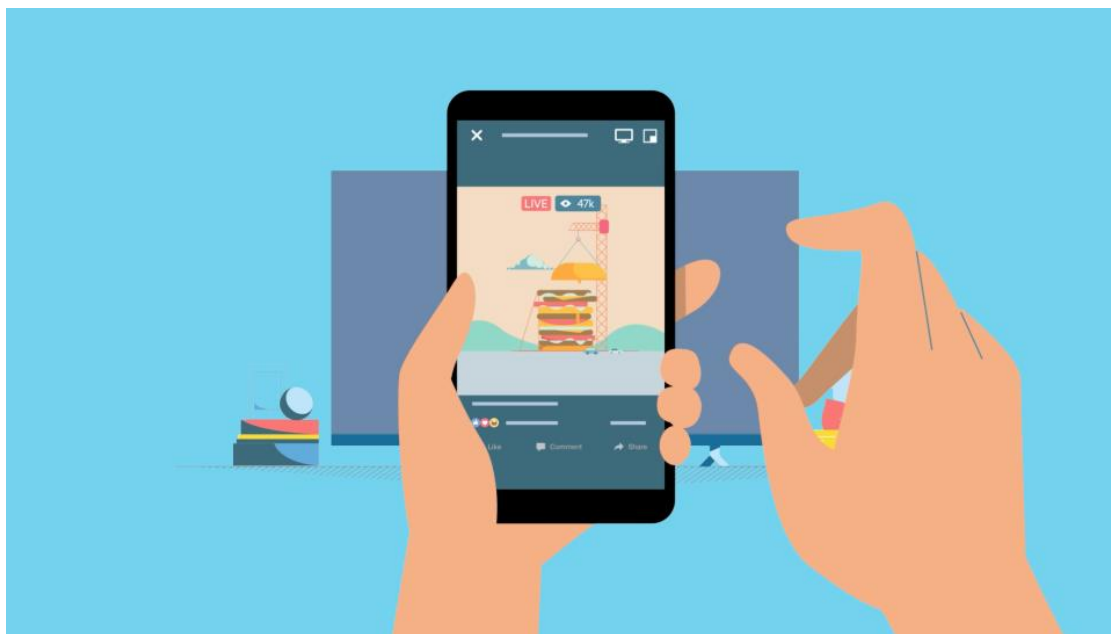


Gillette Children's
Specialty Healthcare

120 YEARS OF **CAN**

Tips for a Good Video

- Interesting background
- Good visuals
- Practice, practice, practice
- Good host
- Use props
- Lighting and sound – test first





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Gillette Children's Specialty Healthcare: FB Live Clubfoot Interview Dr. Schiffern

To celebrate World Club Foot Day, we chatted live with orthopedic surgeon Alison Schiffern, MD, about clubfoot diagnosis, treatments and a reunion for our patients. Watch now!

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Gillette Children's Specialty Healthcare

We're LIVE from the Gillette rehabilitation gym for a special press conference on the dangers of drunk driving and the upcoming need for extra DWI patrols. For the first time since her family's life-changing crash, Erica Bodell will publicly talk about the injuries to...

Helping kids who have disabilities discover what they **CAN** do.

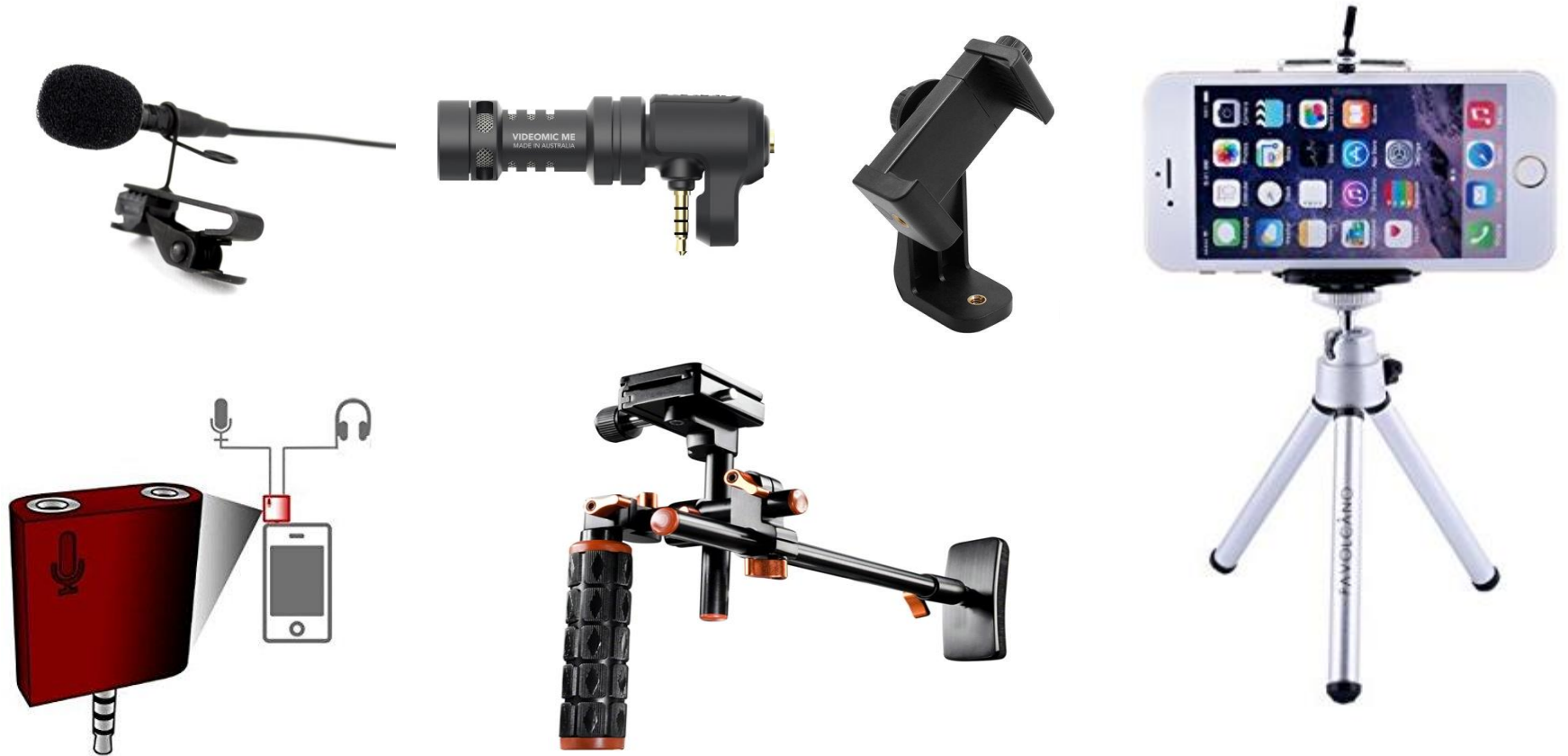


Pitfalls to Avoid

- Bad sound
- Bad connection
- Bad light
- Unprepared
- Not answering questions
- Going off topic, not doing what you advertised
- Don't stop!



Equipment



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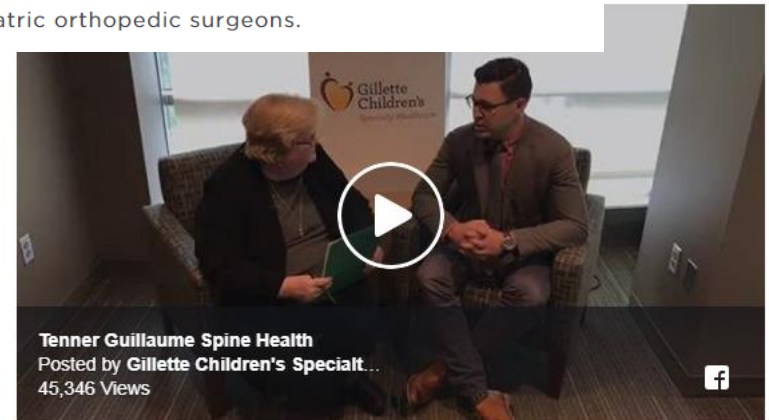
Promote your Video

- Embed video on website, blog
- Make it a series
- Share on other social channels
- Connect with influencers
- Advertise

Spine Month Resources: Infographic, Facebook LIVE Interviews

Home / Kids Health Matters / Spine Month Resources: Infographic, Facebook LIVE Interviews
June 21, 2017

We are celebrating Spine Awareness Month with resources to help you get all the information you need on #KidsSpineHealth! Check out the [Spine Health page](#) on our website, and see below for a useful infographic and two recent Facebook LIVE interviews with [Tenner Guillaume, MD](#) and [Walter Truong, MD](#), Gillette pediatric orthopedic surgeons.



Advertising

- Budget to advertise
- Only way to truly reach your entire audience
- Cost-effective
- Very specific targeting: Age, hobbies, location, more
- Watch performance and analytics in real-time
- Cater ad to action you desire

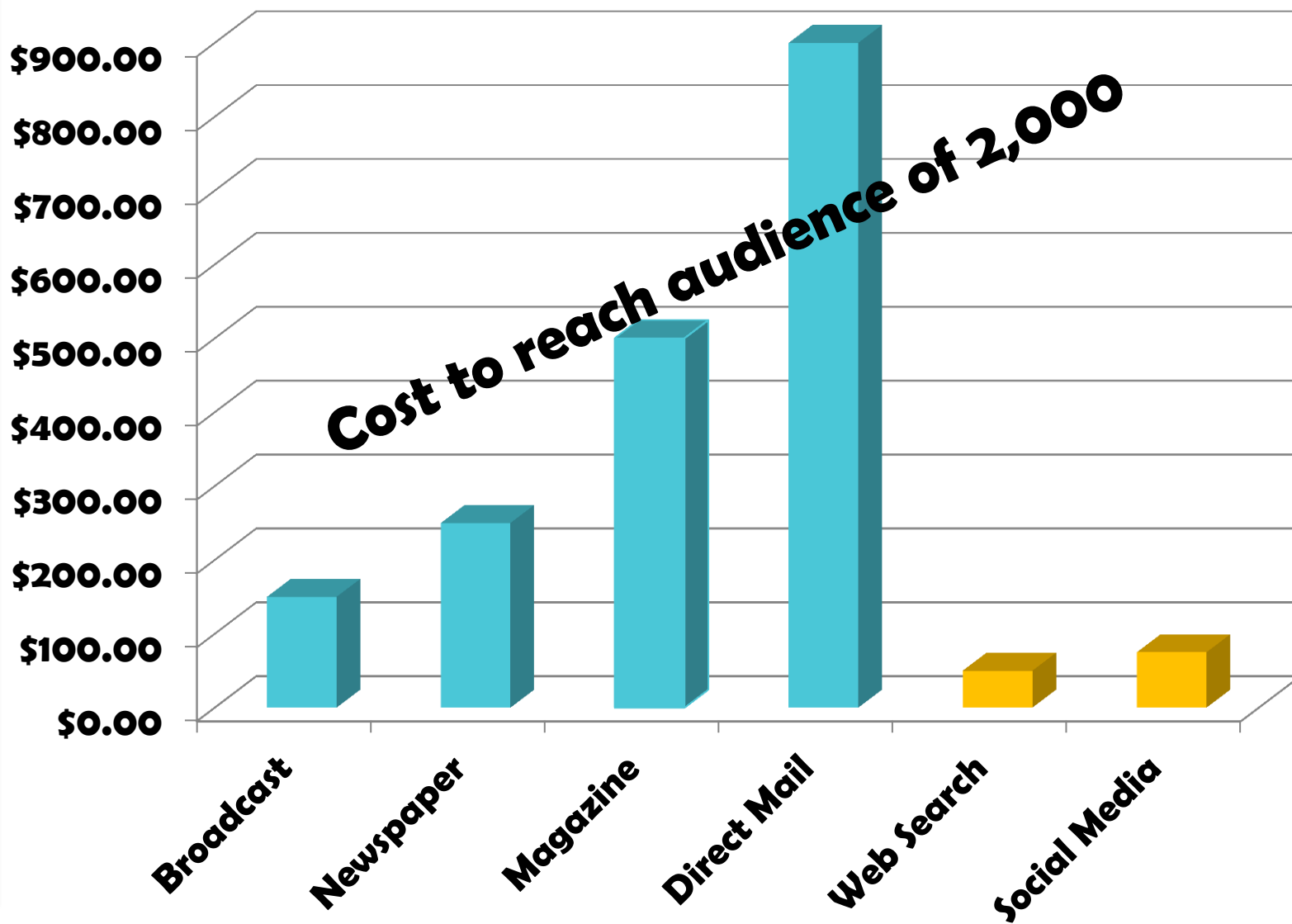


 64,161 people reached



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PAID ADVERTISING



Helping kids who have disabilities discover what they **CAN** do.

Analytics



- Measure your success & learn from it
- All platforms have analytics and most are accessible for free
- Look at reach, engagement, comments, likes, views, etc...
- Learn which posts resonate with your audience and duplicate
- Learn about the key demographics of your audience & target them

Questions

Contact:

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nickhanson@gillettechildrens.com