

FACEBOOK LIVE EVENTS



For Faith-Based Leaders

Overview

Facebook Live is a feature of the Facebook social network that uses the camera on a computer or mobile device to broadcast live or prerecorded video to Facebook. Live broadcasters can use this content to engage their audience during the moments and events that are important to them.

Facebook Live events will be archived for later sharing/uploading/embedding on faith-based organization websites.



Sample Events:

- **Live Q&A—Facebook (can be small group)**

This moderated Facebook forum lets people hear from a diverse panel of community and congregation members who've already received the vaccine. Panel members will share their experiences and take questions from viewers.
- **Live Faith Leader Q&A—Facebook (can be larger group)**

This moderated Facebook forum lets people hear from a diverse panel of faith-based leaders and members who've already received the vaccine. Panel members will share their experiences and take questions from viewers.
- **Live First Responder Q&A—Facebook**

In this forum, attendees will hear from and ask questions of either medical professionals, first responders, or both who are members of their communities and the congregation.
- **Live Fact Versus Fiction Q&A—Facebook**

In this forum, attendees will hear from and ask questions of medical professionals who can address common myths, misconceptions, and trust issues surrounding the vaccines with education on the FDA's use of institutional review boards to protect human participants during clinical trials.

Content last reviewed: June 14, 2021

For more information, visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)