



# FACEBOOK LIVE VS INSTAGRAM LIVE: YOUR QUICK START GUIDE

## FACEBOOK LIVE

## INSTAGRAM LIVE

### BROADCAST FROM

MOBILE, DESKTOP, BIZ PAGE, PERSONAL PROFILE &, GROUPS

MOBILE ONLY, PERSONAL & BIZ ACCTS- IG LIVE WILL APPEAR IN THE STORIES SECTION.

### SCHEDULING

YES, UP TO ONE WEEK IN ADVANCE - WILL CREATE A POST FOR FEED WITH DATE/TIME & OPTION FOR REMINDER

NONE

### ENGAGEMENT

LIKES, COMMENTS, EMOJI REACTIONS, SHARES

HEARTS AND COMMENTS

### NOTIFICATIONS

YES, VIEWERS CAN TURN ON NOTIFICATIONS/SUBSCRIBE. FB NOTIFIES FRIENDS/FANS BUT NOT ALL

LIVE BROADCASTS APPEAR IN FIRST POSITION OF STORIES FEED; NO SUBSCRIPTIONS BUT IF YOU FOLLOW SOMEONE, LIKELY TO GET A NOTIFICATION



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### REPLAYS

YES, IF POSTED TO FEED,  
THE LIVE VIDEO WILL  
REMAIN UNTIL DELETED

YES, IF SHARED TO STORIES,  
CAN BE REPLAYED FOR 24  
HRS, THEN DISAPPEARS (CAN  
BE SAVED TO CAMERA ROLL)

### MAX LENGTH

4 HOURS

1 HOUR

### DUAL BROADCAST

YES, DUAL BROADCASTS  
(BY USING BELIVE.TV, YOU  
COULD HOST EVEN MORE  
GUESTS SIMULTANEOUSLY)

YES - TWO MAX  
GUESTS CAN REQUEST TO  
GO LIVE OR YOU CAN  
INVITE (NO API FOR THIRD  
PARTY TOOLS YET)

### CAN I SHARE IT

YES: TO PAGES, GROUPS,  
FACEBOOK STORIES

YES: TO INSTAGRAM  
STORIES



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### LIVE VIEWER REPLIES

COMMENTS, GIFS, PHOTOS  
AND REACTIONS

YES, VIEWERS ABLE TO  
SEND VIDEO

### CAPTIONS

NONE, BUT AFTER THE LIVE  
BROADCAST, YOU CAN  
EDIT YOUR VIDEO WITH  
CAPTIONS WITHIN FB PAGE

NONE

### ANALYTICS

YES: VARIETY OF METRICS  
WATCH TIME, REACTIONS,  
VIEWERS

YES: NAMES, VIEWER  
COUNT

### CREATIVE

YES: FACE LENSES,  
DOODLES, TEXT

YES: FACE FILTERS



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### AUDIENCE SELECTION

YES: FRIENDS, SPECIFIC FRIENDS, PUBLIC

YES, MAY EXCLUDE SPECIFIC VIEWERS

### WHERE CAN I FIND

E

IN THE STORIES SECTION AT THE TOP OF THE INSTAGRAM APP

### PIN COMMENTS

YES AND CAN SWIPE AWAY COMMENTS TO VIDEO ONLY MODE

YES, AND CAN DISABLE COMMENTS, SWIPE AWAY OR BLOCK

### CAN I EXPORT IT

YES, YOU CAN DOWNLOAD FROM FACEBOOK OR SAVE DIRECT TO CAMERA ROLL POST LIVE

YES, MUST SAVE IT FIRST AND THEN CAN SAVE TO CAMERA ROLL