

# LIVE VIDEO

## A practical guide to live streaming for Charities

### 8 Tips for successful Live Streaming

1. Plan and rehearse ahead
2. Practise the technical stuff right so it is second nature
3. Have a contingency plan for the unexpected
4. Focus on the audience and what they want to see
5. Mix it up
6. Create a conversation
7. Think about mobile viewers
8. Edit the final version. Turn your stream into smaller videos



**Live video** also called Live Streaming adds a human touch that images and text can't compete with. Streaming to social media is easier than you think but also a little scary if you haven't done it before. Social Media platforms make it easy to go live - it is not technically challenging.

This publication is intended for Charities and non profit organisations who have decided to explore the possibility and benefits of going live. it will only cover mobile live streaming, if you have an interest in corporate live broadcasting of conferences and large events then please get in touch and we will advise you.



## What will people want to watch?

Live Streaming is a real-time event, this creates interest and an immediacy. It's not something that can be put off to watch another time it is a one time event and has an buzz about it. Good subjects to broadcast are:

- training sessions
- a panel discussions
- interviews
- a service launch
- service impact
- events

Pick a subject people are interested in. It's unlikely that people will be interested in your new Trustee for instance unless they are a celebrity but a behind the scenes tour of your operation would probably be of great interest.

## Don't reinvent the wheel

Live Video shouldn't be about making more work for yourself. With an event you would probably want to film parts of it anyway so why not go live and that way people that can't get to an event can still be part of it and you have plenty of footage to repurpose into short videos.

## Don't panic! Start small

You don't have to go out live to the world, create a closed group on YouTube or a test page on Facebook and practice there.

Get your lighting and sound right and test out the platform's features.

Practise your call to action and get feedback from your colleagues.

## Plan your live broadcast

If you are finding the prospect of going live scary then good planning will take away a lot of your fears, with good preparation there is less to go wrong.

Create a structure you can work around. Introduce your broadcast and be aware that people will be joining all the time so make sure that you mention what your broadcast is about from time to time and welcome new viewers. Of course you can do this with captions too as you become more competent. Be sure to let people know what's coming up in the broadcast to keep them with you and respond to comments and don't forget your call to action. Before going live you will be asked to give a description of the broadcast. Keep it short, clear and compelling. 15 to 20 minutes is ideal for Live Streaming and aim to 'mix it up' to include 3 topics if possible or 3 locations or 3 different views. The objective being that you will be able to repurpose the video later. See 'Repurposing your Live recording'.

## Make some noise

Tell people when you are going live and ask for questions that you could read out on the live broadcast. Facebook will tell your friends but post it on your page a week before anyway. Tweet it and add it to the foot of your emails.

## Cameras

iPhones (5 and later) and most Androids are perfect. Just make sure you have 4G for best results. GoPros are also excellent for action shots and can be connected to mobile phones for broadcasting. You can connect cameras and camcorders to a laptop and broadcast from there but that involves a little bit of tech knowhow. The simplest way to use your laptop is by using your webcam.

## Multi-Camera set up

There are many third party software solutions that enable you to set up with more than one camera. One that we have used successfully is Switcher. It's simple to use and enables you to switch between camera angles by using one phone or an iPad as the switching device. This can be used for free but there are paid options too. If you have iPhones and an iPad we recommend Switcher as a good place to start.



## Live Stream to where?



through 'Replay Highlights.'

## Twitter

Periscope is the Live video streaming service owned by Twitter which launched in March 2015. 110 years of live video watched each day on Periscope. You can Go Live from a smartphone, go pro or a professional camera. You can choose to save it and make available indefinitely. Users can then view as a periscope by clicking on the original broadcast link or catch up on key elements

Because Periscope is linked to Twitter just one tap will connect you to Twitter or one tap in Twitter connects you to Periscope. You will need both apps on your device and be logged in with your Twitter account.



## Facebook

Facebook launched live video in April 2016 (or August 2015, if you were a global celebrity).

The benefit of Facebook Live over Periscope is primarily scale, there are 1.6 billion users on Facebook that will be able to access your live stream feed. You can broadcast into a page, group or personal profile.

## YouTube

They have been doing live events since 2010. Now available to all as long as your account is in good standing. The advantage of YouTube is that as long as you tag it well it will show up in search and will always be discoverable unlike Facebook where it will disappear after a short while.



## Wifi & Bandwidth

Ideally you will want to go live over a good wifi connection. If this is not possible then you could use a mobile phone or tablet with a 4G signal but beware of data and battery usage. A mobile phone will use 1mb of data per minute and consume 1% of battery life per minute, and even more on an iPhone especially earlier ones. Check amongst your colleagues to see who has the best mobile reception if you are on different networks, you can use the best one as a hot spot enabling other devices to connect. Some great new kit for merging networks and also wifi hotspots.

Mobile Hot Spots known as MiFi are now commonly available on all UK networks. These are great for creating a wifi network where ever you are and start from £20.

## Repurposing your Live recording

An advantage of streaming live is that that you can make short videos from the footage. If you have included 3 views or subjects you can then edit the footage into 3 more videos. Perhaps a 30 second snippet for Twitter or Facebook linking to the content on your website or with a strong call to action.

## Copyright & best practice

Do not upload any content that you do not own, do not have the rights to, or are otherwise not authorised to use or this may make your account liable to DMCA takedown by a rights holder. You are bound by the Ts&Cs of each platform. It's worthwhile having someone at your organisation to read through them.



If you are filming in a workplace make sure that nobody in the background is breaking any H&S laws and beware of pictures on walls that may appear in the background as these can be copyright too.

When shooting in a public place you are usually OK. Obstruction can be an issue if there are more than two of you especially in a built up area. If you are live streaming an event, it is best to have a sign informing the public. Here's two examples that we have used.

Informal:

Formal:

### **FILMING IN PROGRESS**

**Please avoid the  
area if you do not  
wish to be on  
camera. Thank you**

### **FILMING IN PROGRESS FOR (event name)**

Your presence within the  
filming area constitutes  
consent to be recorded.  
Thank you.

## Equipment that's good to have

MiFi is the name for mobile hot spots you can get them for around £20 but expect to pay around £60 for one that will connect 4 devices without issues. They have sims just like phones and can be on contract or pay-as-you-go.

There are also multi sim Hot Spot devices coming out all the time. This area is changing so rapidly that any recommendations I give now are likely to be out of date within a week or two so if you need any help in choosing a MiFi or the solution please get in touch.



## Tripod Mount

Keeping your phone steady is important for the quality of your stream. You might also find your arms getting tired after holding the phone for a while. Here's an inexpensive mount holder.

## A steady cam or gimbal

Well worth the investment. We prefer the powered ones over the weighted balance versions.



## External Audio/Microphones

Depending on the event, you may like to connect your phone to either an external microphone.



When capturing audio for an interview Lavalier microphones are ideal. They clip onto the interview subject's clothes and offer clear vocal sound.

## LED Light Panels

We like to use LED light panels at our events. They're inexpensive, small, use very little power and they are bright! Depending on the event, we suggest you use one or more LED light panels.



## Power pack for mobile phones

You are going to run out of power – live streaming will kill your battery so you will need a portable power pack.



You can get them for under £20 on Amazon but I recommend you get one that is going to last like this.





***Our mission is to empower charities and not-for-profits to engage their communities and raise funds for their causes through video.***

If you would like any more information about Live Video or any aspect of video production we'd love to hear from you.



Producing your own videos has never been easier from a technical point of view but you still need to be able to tell your story in an engaging way. That's where we come in. Let us teach you to script, shoot and edit using the resources you already have.

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