

Livestreaming: Using OBS

Church of England Digital Team

MacBook

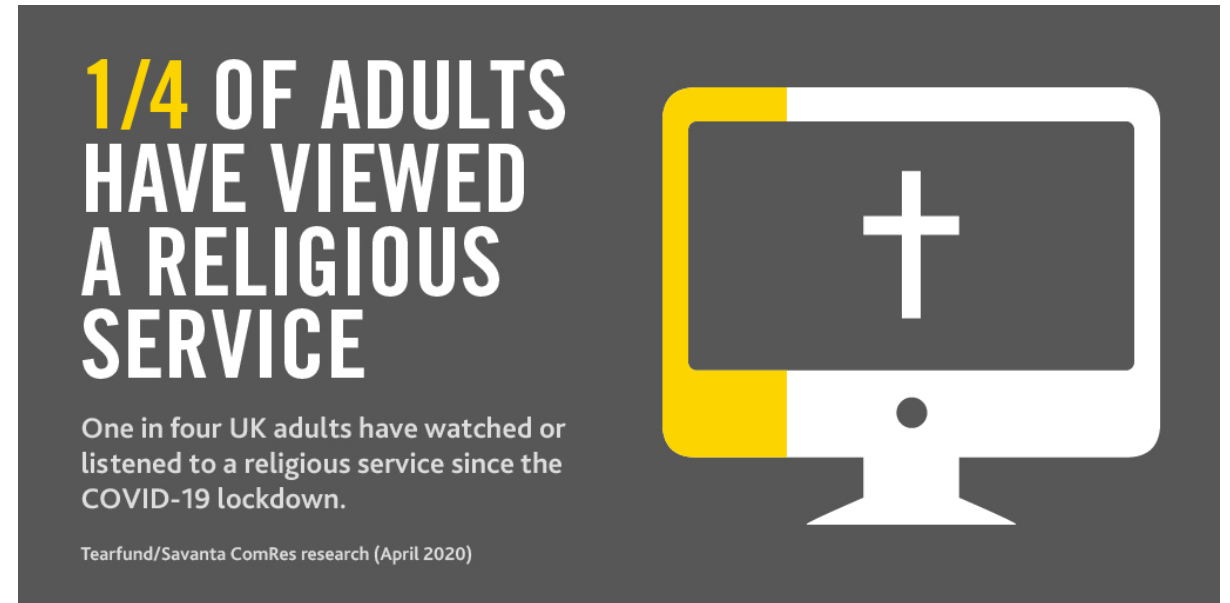
digital
LABS



THE CHURCH
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Why use live video?

- It is an opportunity to reach out into our community
- Reminds us our community are still together as one
- Maintains the habit of regularly meeting together
- Audiences typically prefer to watch a live video over pre-recorded video



Source: Tearfund

Where

- **YouTube** – on your laptop (Mobile requires more than 1000 subscribers!)
- **Facebook** – Laptop or mobile device
- **Instagram** – through Instagram stories on your mobile device
- **Twitter** – from your mobile
- **Zoom meeting or webinar** – remember to password protect your meetings

How to choose the right platform for you

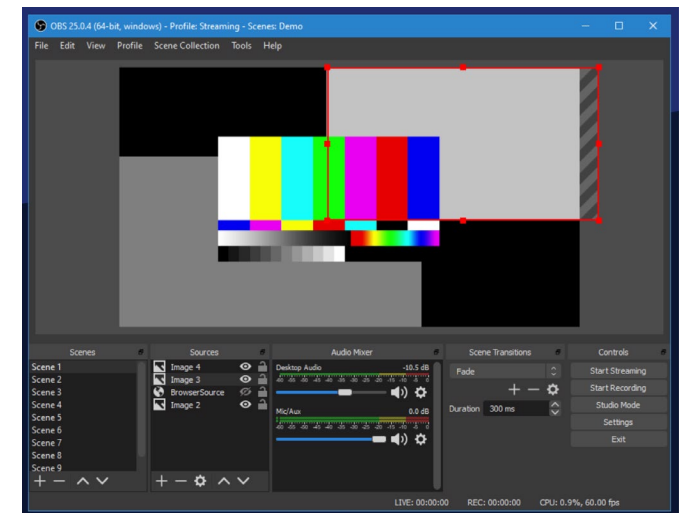
- Use a platform that your community use often, or are able to adapt to quickly.
- A small group may prefer a private call on Zoom or Skype
- Sermon or morning prayer could be public on social media

Using software

Free and open source software for broadcasting
<https://obsproject.com/>



Incorporate live elements and pre-recorded video into one live stream to YouTube or Facebook



Numbers to watch

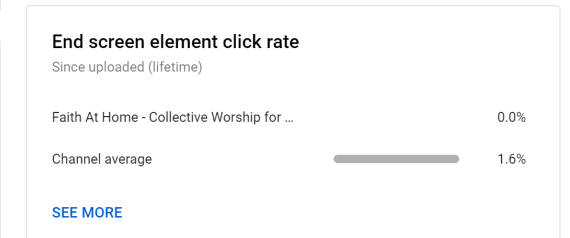
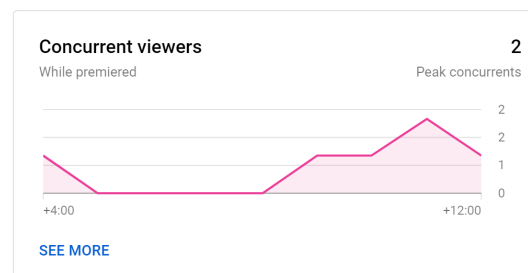
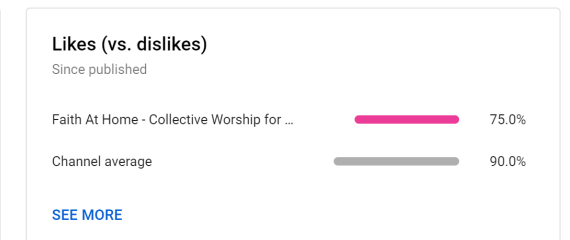
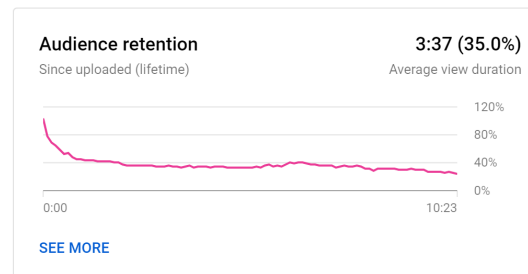
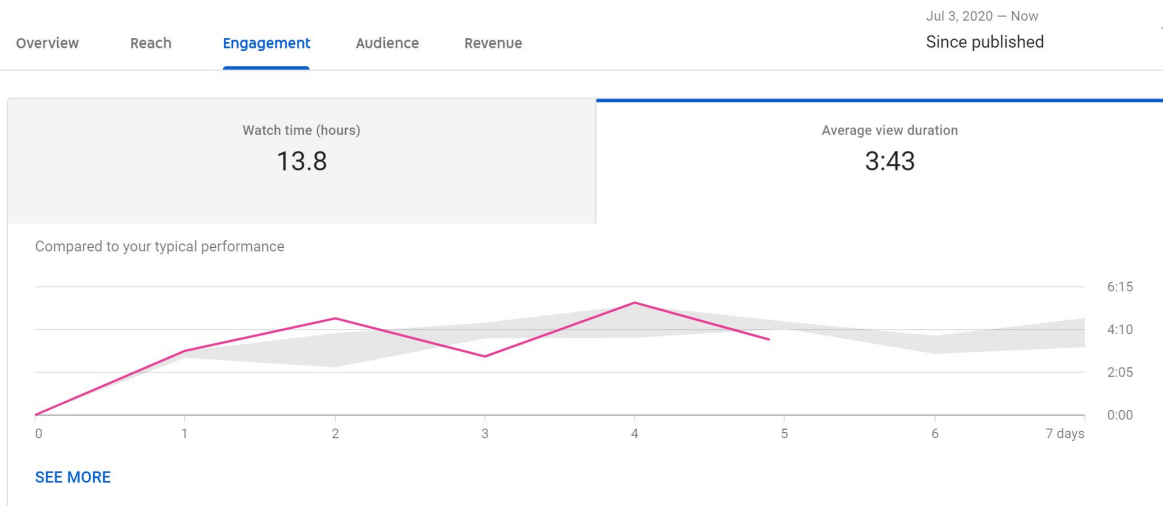
Not just total views! Look at:

- Average view duration
- Audience retention – when does it drop off?
- End screen click rate

Check your analytics:

Your YouTube channel > videos > click analytics icon beside each video

Video analytics



Other considerations

- Music and Licenses
- Wi-fi connection
- Safeguarding
- Involve other people as hosts
- Re-use the video during the week – don't let your hard work be used just once!
- Have fun!

Next steps



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