

# Livestream with YouTube and Facebook

**digital**  
LABS

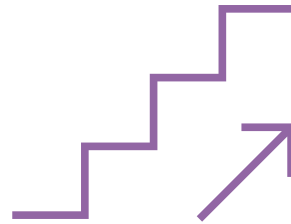


THE CHURCH  
OF ENGLAND

# What has the Church been up to?



More than 17'000 online services have been added to A Church Near You



There's been an increase in people accessing online services and faith based courses (Tearfund survey) (Alpha Course)



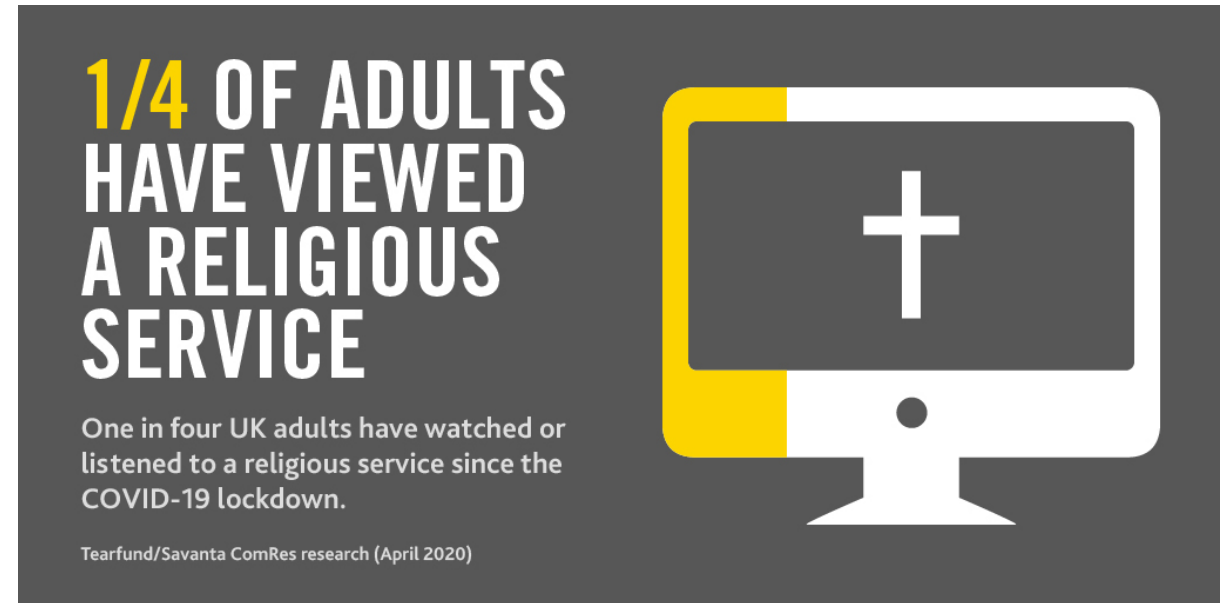
Churches have used this as an opportunity to reach out locally



Three million views of National online services with 1:5 being infrequent church goers or not at all

# Why use live video?

- It is an incredible evangelism opportunity
- Reminds us we 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

# Live video

HubSpot 2019

39%

Consumers are 39% more likely to share video content

70%

Of consumers would prefer to watch on YouTube

80%

Would rather watch a live video than read a blog

82%

By the end of 2020, live video is expected to account for 82% of internet traffic

87%

Would prefer to watch live video if it includes behind the scenes footage

# Where

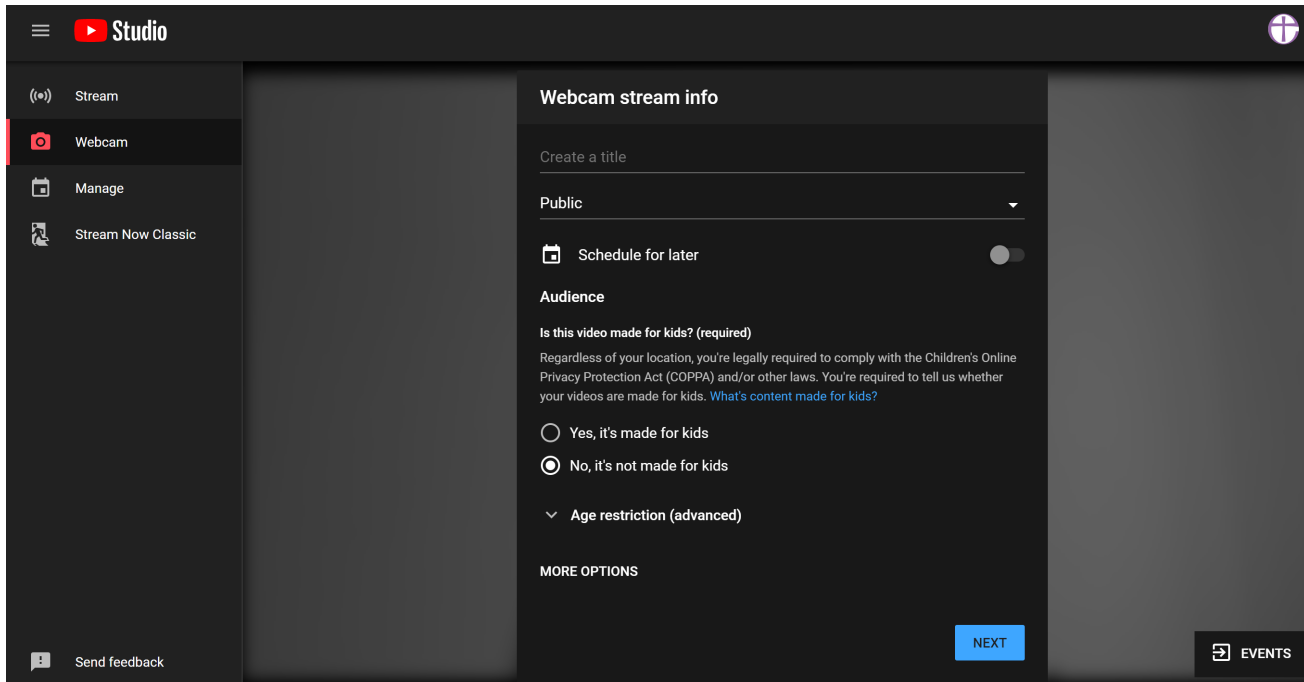
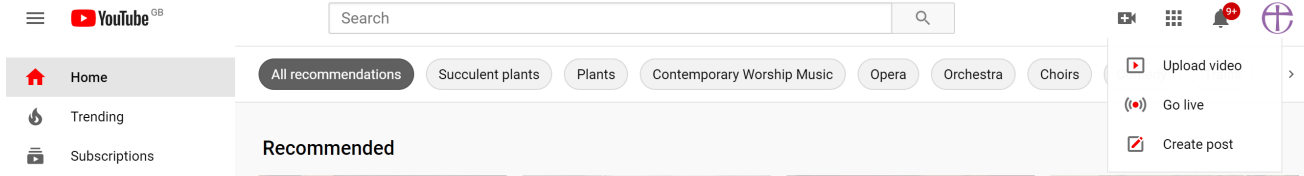
- **YouTube** – on your laptop (Mobile requires more than 1000 subscribers!)
- **Facebook** – Laptop or mobile device

## Which platform should you use?

- 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

# YouTube

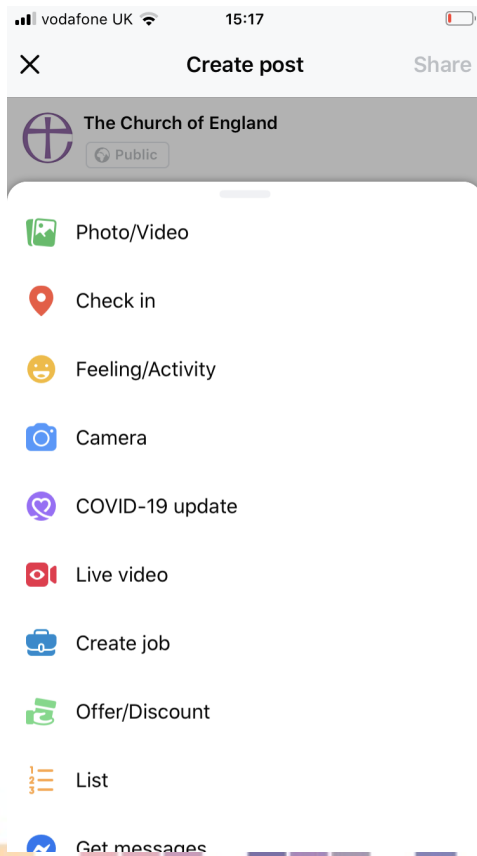
- YouTube – on your laptop (Mobile requires more than 1000 subscribers!)



Equipment  
Laptop  
Web cam – laptop or external  
Microphone - laptop or external mic

# Facebook mobile

- Facebook – Mobile device



## Equipment

Smart phone

4G or wifi

Tripod or stack of books

## Note

You can use streaming software to broadcast to Facebook or YouTube to enable live video and pre-recorded sections in the same stream.

- Streamyard
- OBS
- StageTen
- ECamm

# What

- It's not just about replicating your service online!
- Bible studies, sermons, children's activities, thoughts, reflections, prayers
- Quiz nights, Q & A's, worship night

# Consider

- Passive consumerism vs digital discipleship
- What is the next step for those watching?



# When

## Keep up the habit of regularly meeting together

- What time did you meet before through the week?

*and also consider*

- When is your community available now? It may have changed!

*But remember....* People can watch it anytime!

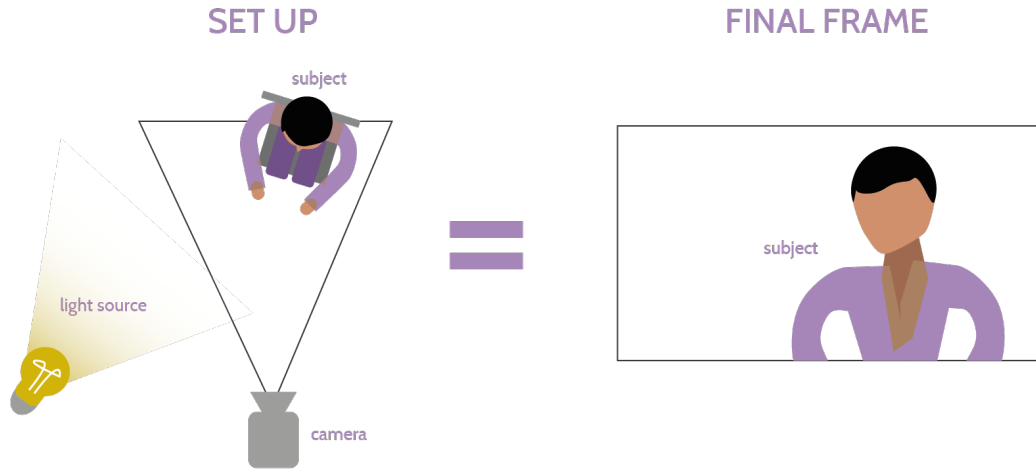
Re-use content from the live video through the week by finding quotes, clips or screen shots.

# Set the scene

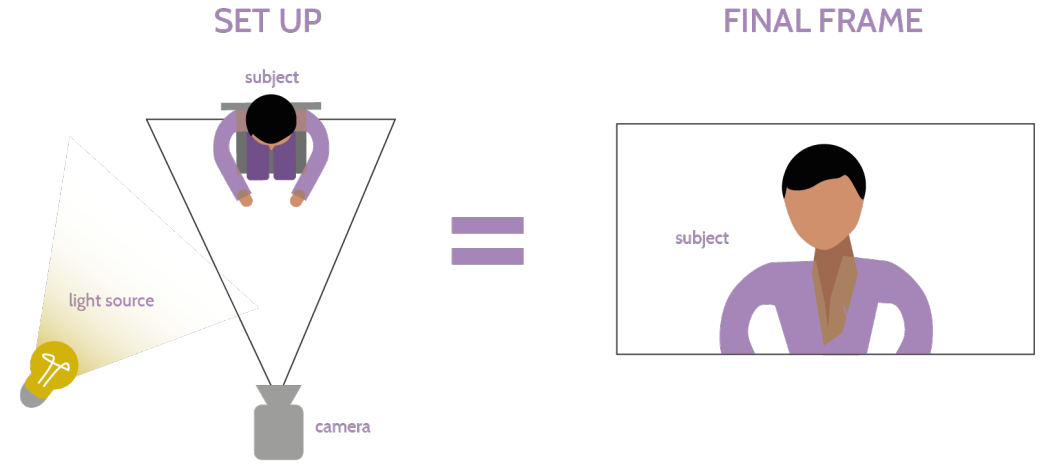


# Lighting and framing

Rule of thirds



Centre



**You do not need lots of equipment, or a perfect presentation!** Your community want to see and hear you in an authentic way.



A window can make a good light source  
Use a pile of books or boxes to make a tripod



# Promotion

Tell people the week before, a few days before and remind them on the day

- Social media posts – describe what to expect and how viewers can interact
- Email – Send the link
- A Church Near You – Embed on your page
- WhatsApp – Share the link
- Newsletters – Include a weekly schedule and instructions on how to join

Use all your channels as most people won't see everything

**digital**  
LABS



THE CHURCH  
OF ENGLAND

# Licences and copyrighted material

- CCLI streaming licence
- ONE licence
- PRS Limited online music licence

To avoid this, Facebook has outlined four [guidelines for permissible music use](#), covering both Facebook and Instagram.

- *There are no limits on things like music in Stories, or traditional musical performances (e.g. filming a live artist or band performing)*
- *The greater the number of full-length recorded tracks in a video, the more likely it may be limited (e.g. a stream may be interrupted, parts of your video could be muted, or it could be removed entirely)*
- *Shorter clips of music are recommended*
- *There should always be a visual component to your video; recorded audio should not be the primary purpose of the video*

**digital**  
LABS



THE CHURCH  
OF ENGLAND

Blogs

Webinars

Newsletter

Conference

---

Discover the free resources for churches

[Churchofengland.org/DigitalLabs](https://Churchofengland.org/DigitalLabs)

