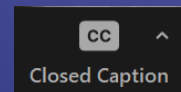




Going live!

A simple guide to live video



Turn on automatic subtitles by clicking on Closed Captions in your Zoom menu

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What will we cover today?



Going Live!

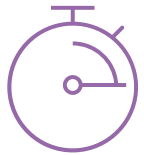
Prepare

Set the scene

Engaging
your
community

Think back to a live video that you have watched.

What made it interesting or engaging to watch?



Take 2 minutes and write your answer in the chat box

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Why is live video a great option for churches?



Social media platforms
are prioritising live
video in 2022



Your community will
get a notification
when you are live



No video editing
required!

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Why is live video a great option for churches?

39%

People are 39% more likely to share video content

80%

Would rather watch a live video than read a blog

82%

Live video is expected to account for 82% of internet traffic by 2022

87%

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

Hub spot, Cisco

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Inspiration



Mini service

Short for online communities

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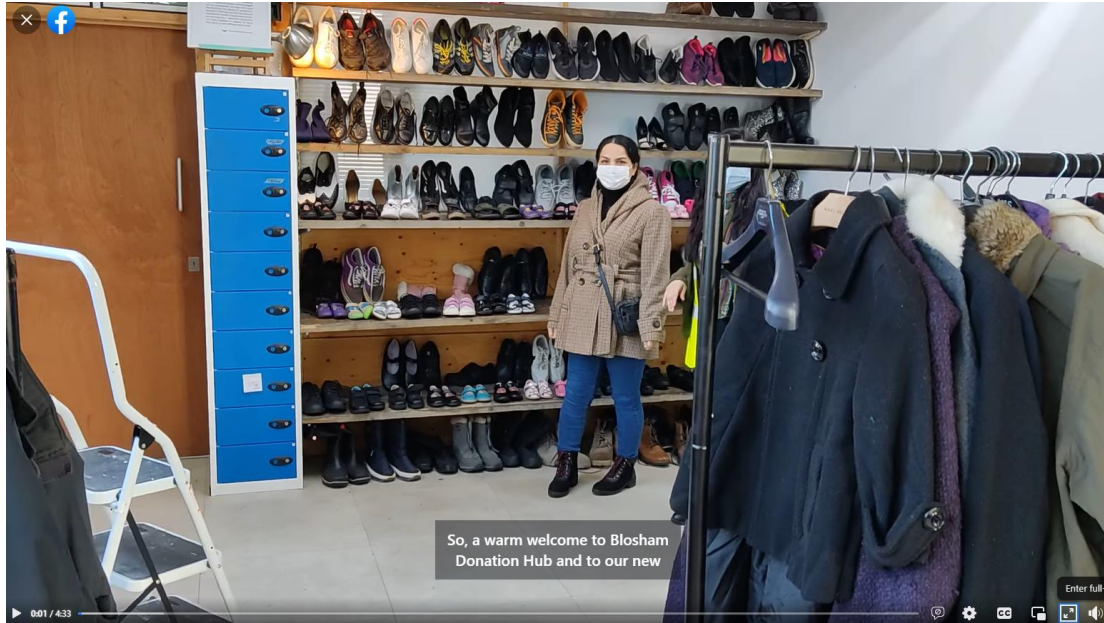
Inspiration



Behind the scenes or update
from a community project

(This is not a live video but could have been!)

Inspiration



Behind the scenes or update
from a community project
(This is not a live video but could have been!)

Inspiration



Facebook Live Bible study with Professor David Ford - we're looking at John 14:1-6. This famous passage contains Jesus' final words to his disciples on the eve of his death: "Do not let your hearts be troubled..." They are words of comfort. In thi...
Facebook Live Bible study with Professor David Ford - we're looking at John 14:1-6. This famous passage contains Jesus' final words to his disciples on the eve of his death: "Do not let your hearts be troubled..." They are words of comfort. In this troubled world, they are words we need to hear again.

👍❤️ 2.3K

650 comments 583 shares

Bible study with
a guest

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Inspiration



Host a Q&A

Answer questions submitted
by your community

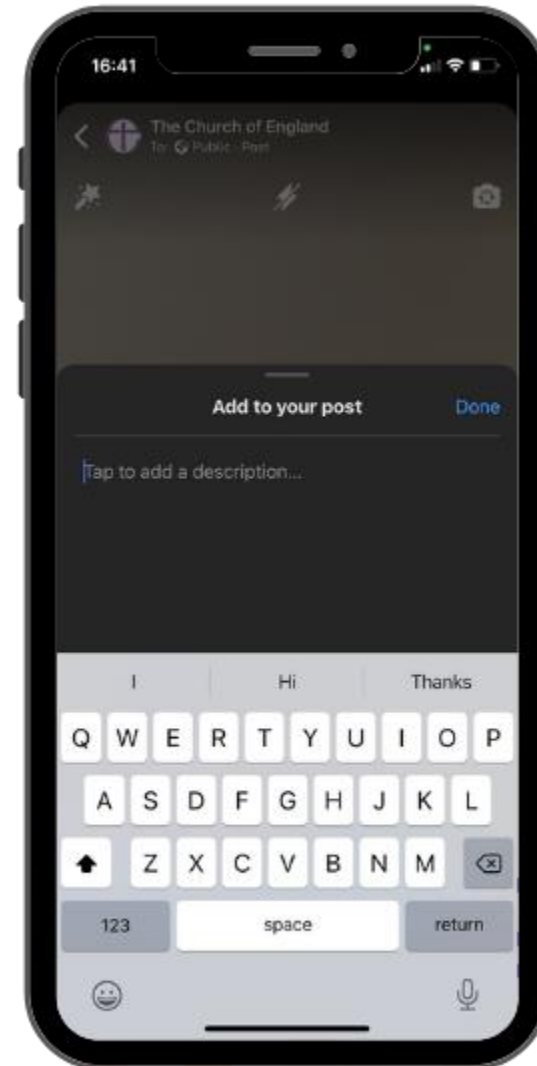
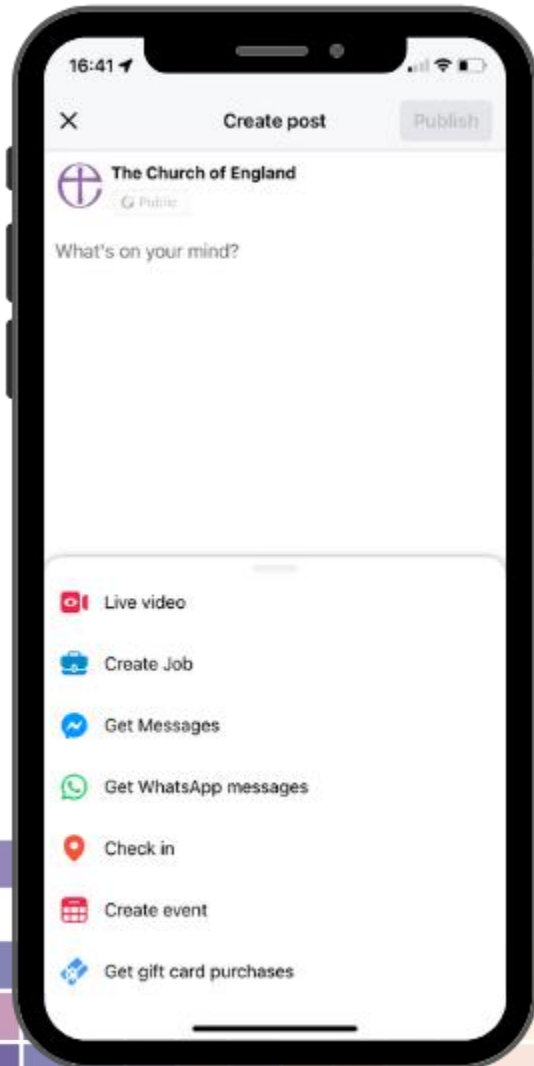
Inspiration



Prayer

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Going Live on Facebook



Going Live on Instagram



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Is there more to a live video
than tapping a button?

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Prepare to go

● LIVE

- **Plan** – Content, time, engagement
- **Prompts** – Auto cue or written notes
- **Practice** - Know your main points and practice out loud
- **Platform** – Go live on the platform your community use



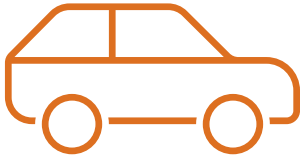
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Set the scene



Environment

Go to the location to look and listen for potential distractions.



Traffic noise



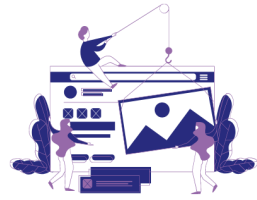
Buzzing fridge or
ticking clock



Flickering lights

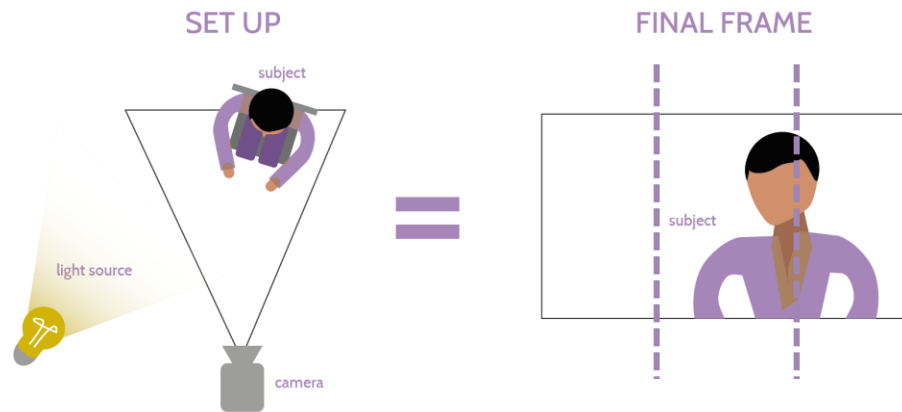
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Set the scene

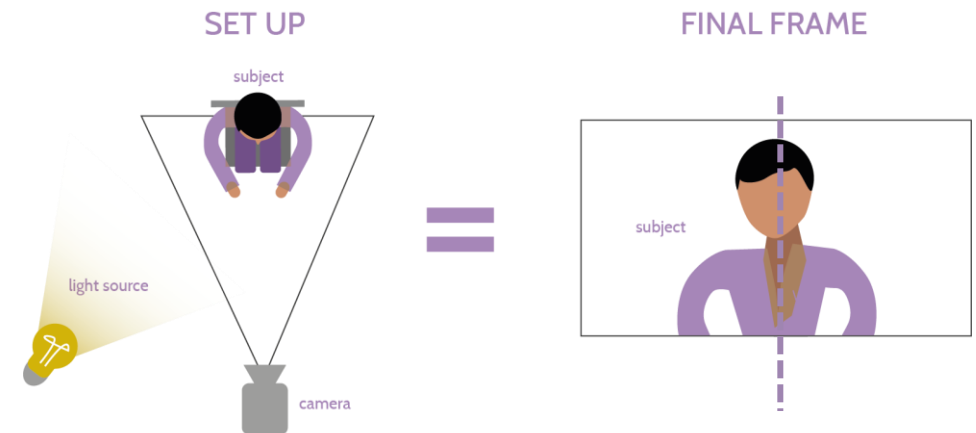


Framing + lighting

Rule of thirds



Centre



A window can make a good light source

Use a pile of books or boxes to make a tripod

Camera height at eye level – not looking up your nose!

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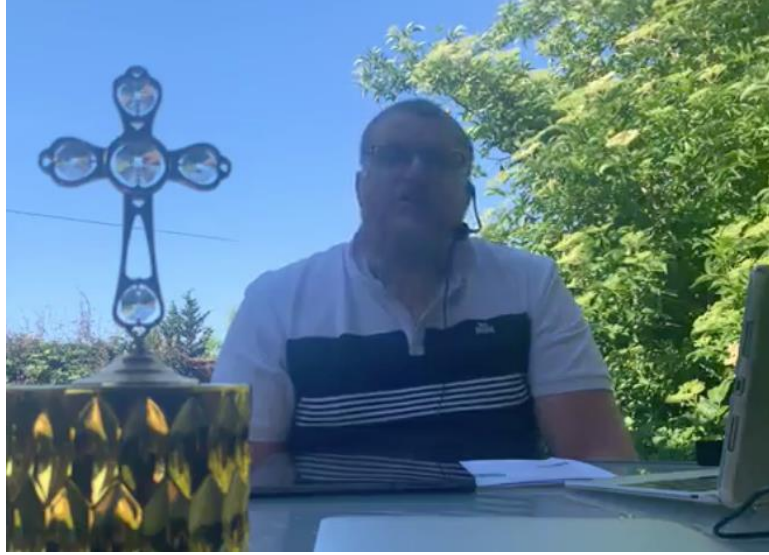
Set the scene



Accessibility



Good lighting, clear background
easy to see for lip readers



Underexposed, unclear for
lip readers



Busy background, harder to focus

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Set the scene



Portrait or landscape?

Portrait for sharing on
Facebook, Instagram
and Twitter



Landscape for YouTube,
websites or Zoom

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How to engage your community



- Tell your community ahead of the time – Give them a reason to watch
- Welcome people as they begin to watch – You can see the number watching and names pop up
- Allow 1 - 2 minutes introduction - Welcome people, tell them what's going to happen
- Invite conversation – Ask questions and read responses in the comments
- Expression and voice – How we look and sound can alter how people engage with our words



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