Going live!
A simple guide to live video

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

Hubspot, Cisco
Inspiration

Mini service
Short for online communities
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

Bible study with a guest
Inspiration

Host a Q&A
Answer questions submitted by your community
Inspiration

Prayer

I'm Robert Innes, and I'm the Bishop of the Diocese in Europe.
Going Live on Facebook
Going Live on Instagram
Is there more to a live video than tapping a button?
Prepare to go

- **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
Set the scene

Environment

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

Traffic noise

Buzzing fridge or ticking clock

Flickering lights
Set the scene  Framing + lighting

Rule of thirds

[Diagram showing the rule of thirds setup and final frame with a subject and light source]

Centre

[Diagram showing centre setup and final frame with a subject and light source]

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!
Set the scene: Good lighting, clear background, easy to see for lip readers.

Accessibility: Underexposed, unclear for lip readers.

Busy background, harder to focus.
Set the scene  Portrait or landscape?

Portrait for sharing on Facebook, Instagram and Twitter

Landscape for YouTube, websites or Zoom
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
Discover the free resources for churches

Churchofengland.org/DigitalLabs