

Let's Go Live!!

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Overview

Platforms

Equipment Review

Broadcasting techniques

Letting people know about your broadcast

Handling trolls

Archiving



Livestreaming is...

spontaneous

In the moment –on the scene

Public audience

Mobile

Able to be archived

Host can be on or off camera

Platforms

- **Periscope**
- **Facebook**
- Meerkat
- YouTube
- Instagram Stories
- SnapChat



Comparing the two

Facebook

Trolls less likely an issue
Square format no matter how you hold phone
Reduced quality for archive
Narrowed audience. Advanced promo recommended.

Periscope

- Trolls can be a problem
 - Can turn off comments
- You can record portrait or landscape
- Reduced quality for archive, but better than Facebook
- Wider, global audience



Equipment

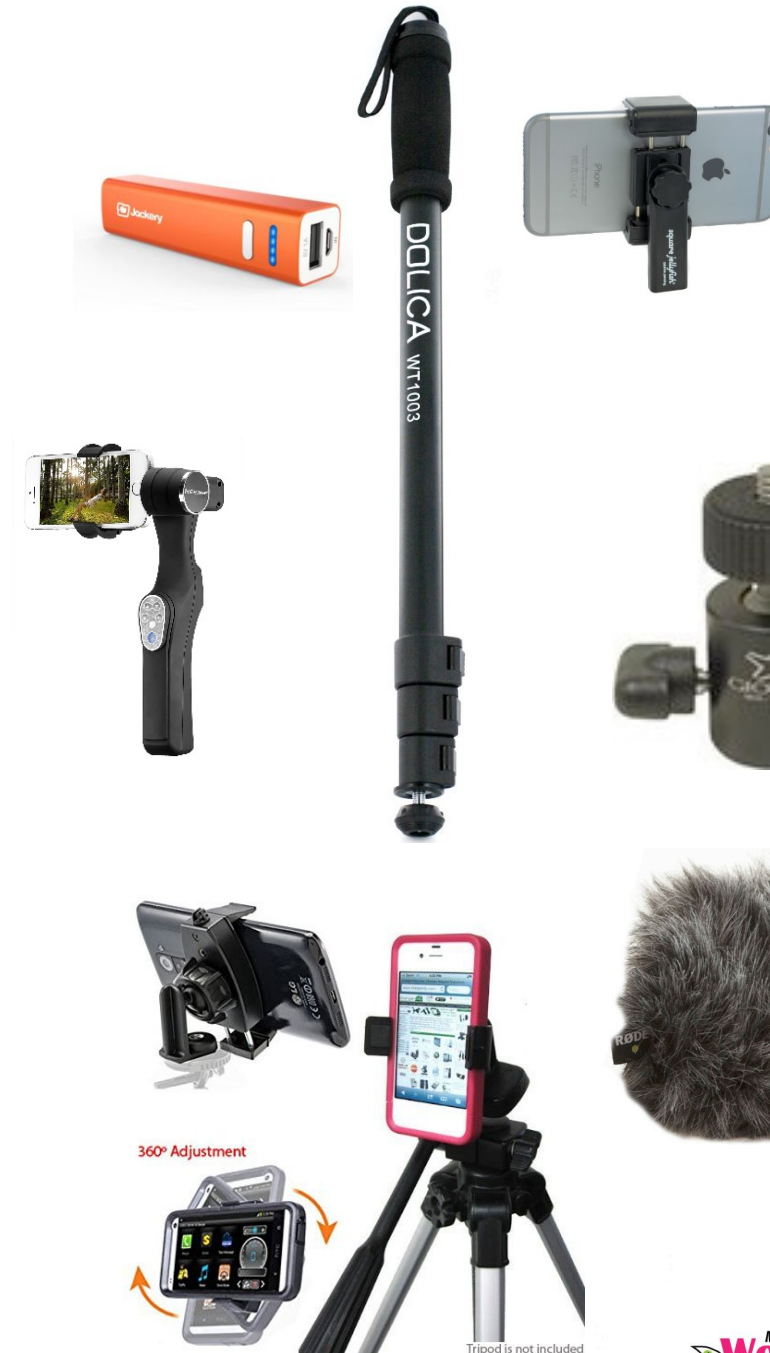
Mobile phone or tablet

Apps (Facebook, Twitter, Periscope)

Portable battery charger

A good grip!

- Monopod
- Selfie stick
- Tripod
- Adjustable tripod grip for smartphone/tablet



quipment

Camera & Photo Accessories > Professional Video Accessories > Microphones



Rode VideoMic Me Directional Microphone for Smart Phones

by Rode

★★★★☆ 699 customer reviews | 523 answered questions

Was: \$63.08

Price: **\$59.00 & FREE Shipping**. Details

You Save: \$4.08 (6%)

i Get \$40.00 off instantly: Your cost could be \$19.00 upon approval for the Amazon.com Store Card. [Learn more.](#)

In Stock.

Want it Thursday, Oct. 13? Order within **2 hrs 34 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

Ships from and sold by Amazon.com. Gift-wrap available.

Eligible for [amazon smile](#) donation.

style: **VideoMic Me**

VideoMic GO --	VideoMic Me \$59.00	VideoMic Pro Rycote Lyre \$229.00	VideoMic-Rycote Lyre \$149.00	VideoMic-Rycote Lyre Pack \$159.00	VideoMicro \$59.00
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- Compact TRRS cardioid microphone designed for iOS devices and smartphones
- High-quality directional microphone that connects directly to the iPhone TRRS microphone/headphone socket
- 3.5mm headphone output

New (6) from \$59.00 & FREE shipping. [Details](#)

Used (1) from \$50.15 & FREE shipping. [Details](#)

[Report incorrect product information.](#)



\$84

Walmart



Plan ahead

Live streaming is dependent on a good cell phone signal – WiFi or Cellular signal

Interruptions are typical!

- Copy your intro or description into a note app

Decide if you are going to be on camera or not

Work with a partner if you can!

Tell event hosts you are live streaming

- Line up a couple of interviews/testimonials

Ask online friends to share, promote!



Essentials

Promote your live stream in advance
(especially Facebook)

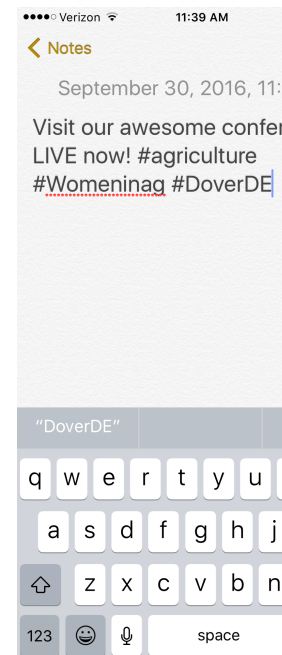
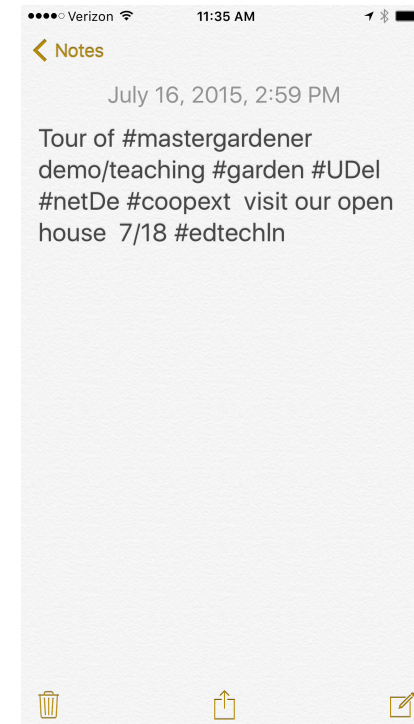
Write your promo or lede broadcast title on
a mobile notes app

- Copy and paste if interrupted

Use keywords & hashtags so new audiences can find you

Turn off notifications from your settings!

- Don't want personal texts, emails popping up



Periscope

Stand alone or with Twitter

Global Audience

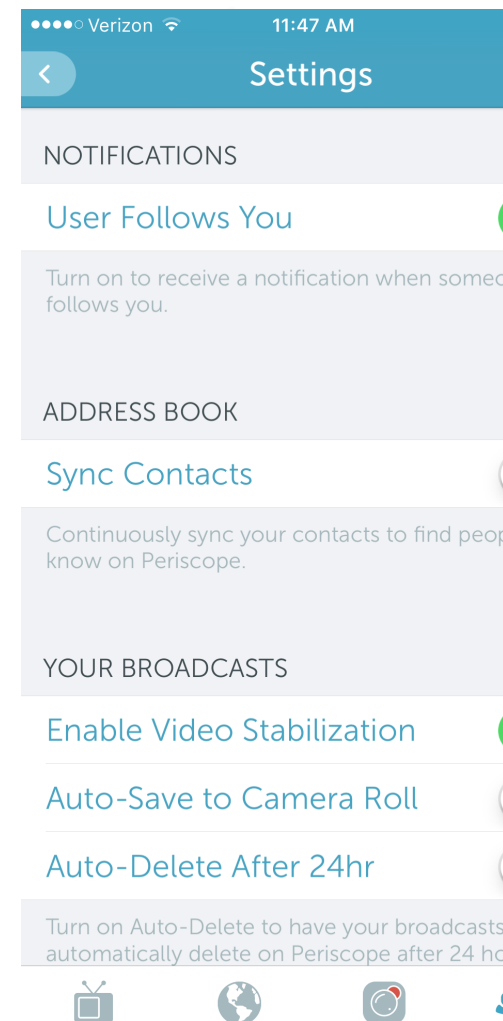
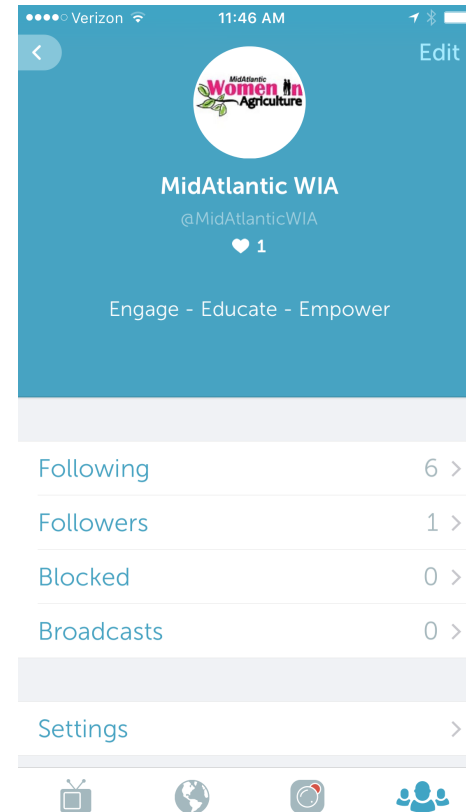
New Audience finds you by hashtags or map

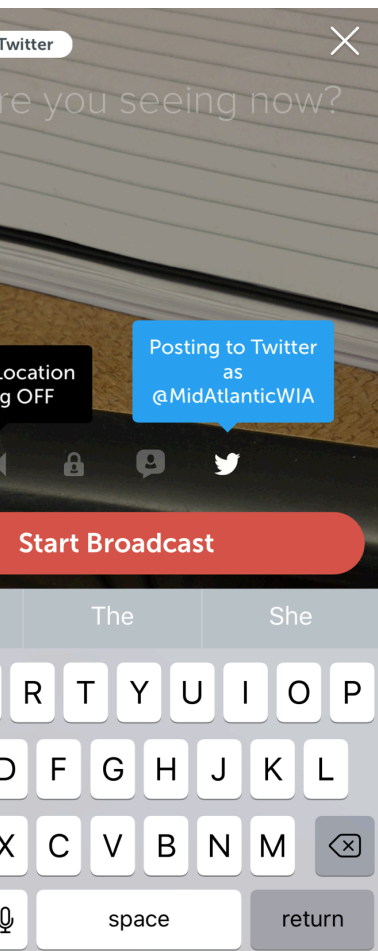
Followers

Can be shared on Twitter

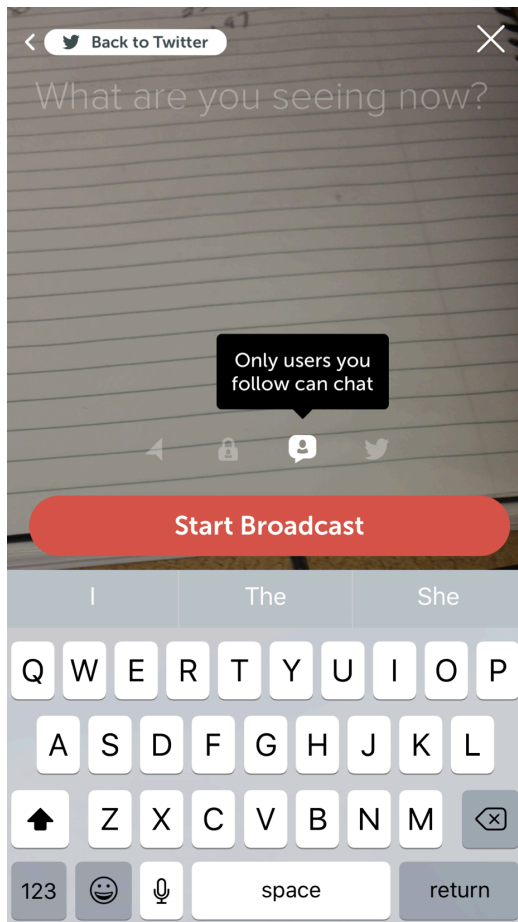
Options!

- 24 hrs & poof! It's gone
- Archive
- Save to your phone
 - Video will NOT be HD
 - Landscape or Portrait

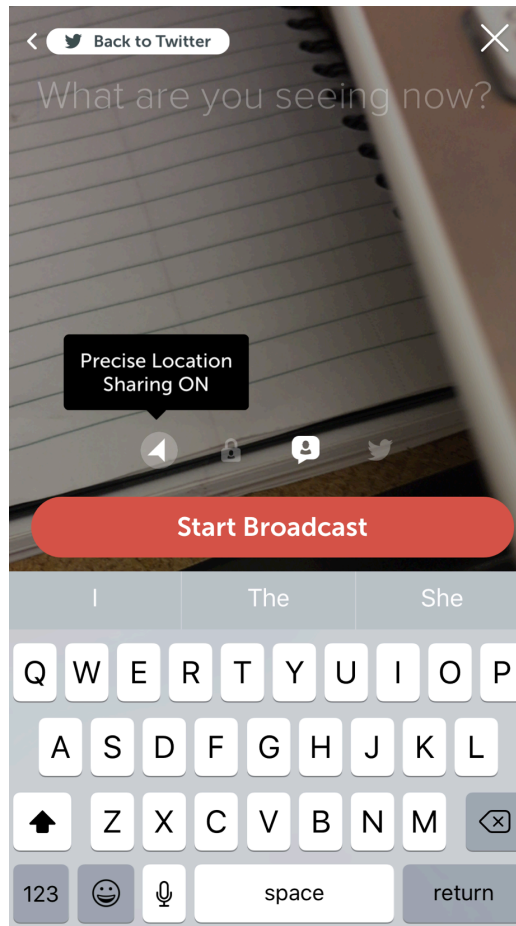




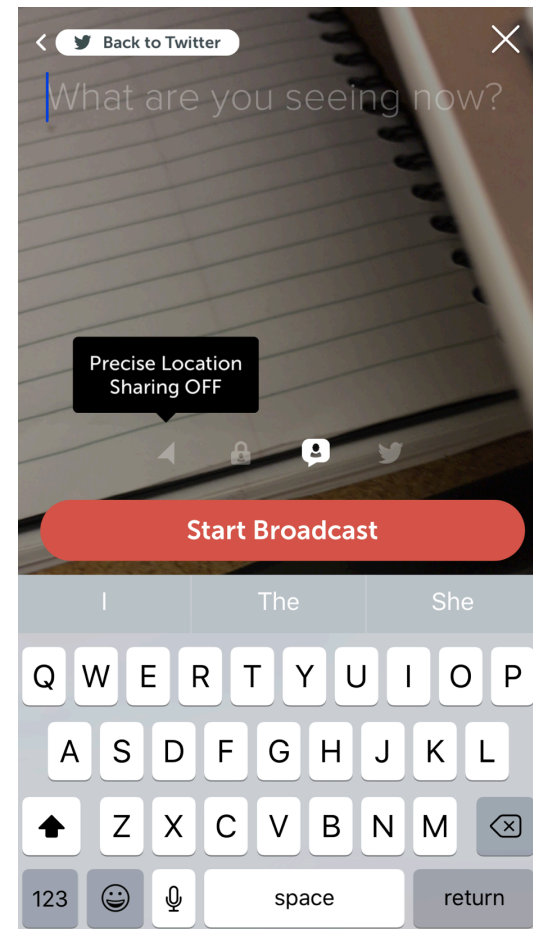
Person icon is white it is engaged. If it's grey, this tells me my "Scope" is limited on Twitter as well as my location. Shows me what account I'm posting as



The person icon controls who can comment. This prevents trolls from commenting, but choosing this option limits engagement.



This gives your GPS coordinates and lets you show up on the Map. Great to use if you want people to attend an event, or find you via a map.



Facebook Live



Personal or Business page

- Personal will default to your privacy settings. You can change.
- Facebook will notify your friends

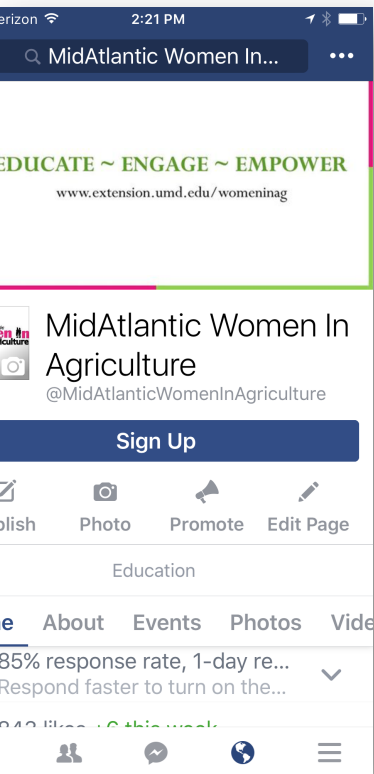
Business live is always public

- Facebook will notify friends, others.

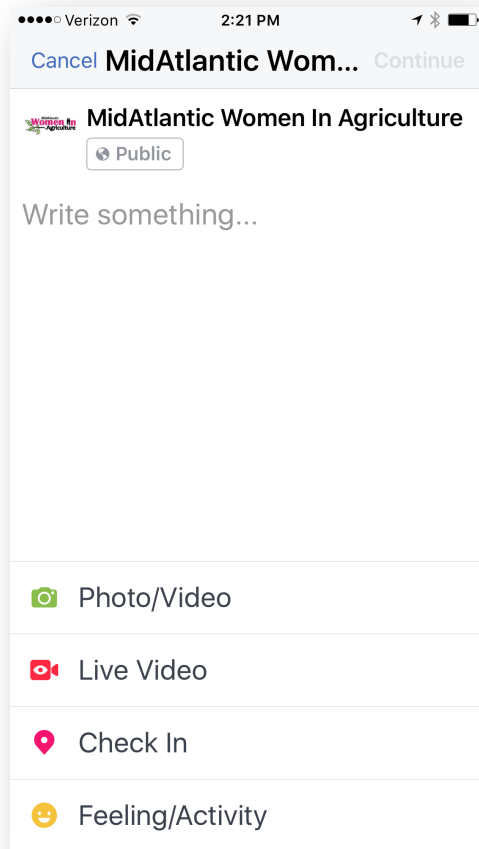
Your choice to archive. Can be saved to your video album. People can comment after the fact.



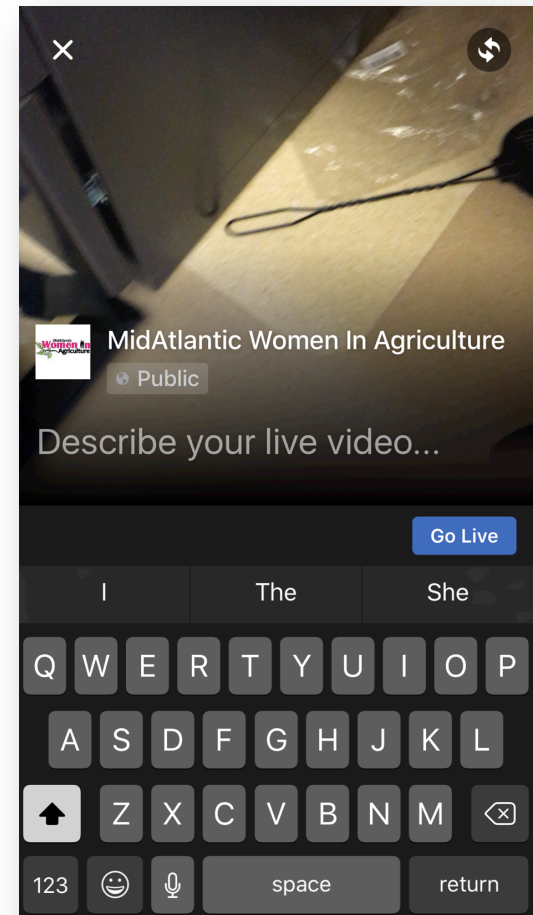
Facebook Live is Easy!



Go to your page.
Click "publish"



Click "Live Video"



Write a compelling description
Keywords help. Click "Go Live"
and wait for the 3-second
countdown



Tips

Attach a portable battery to your phone

Windy days! Use a “dead cat”

Pan content slowly. Video is slower than the human eye. Linger over products and points of interest.

Don't ambush people. Use voice instead of image as alternative.

Respect the public. Don't focus on people not central to your broadcast

Engage with the audience as much as you can.

Learn to say 'Hello' or 'Thank You' in other languages



Tips

If you are the host, consider having a partner

- They film you as you host
- They can respond to comments

Be mindful of your signal quality.

Decide if you want a regular schedule.

Broadcast with a good WIFI signal



Content ideas

- Guided tour
- Promo or event coverage
- Q & A interview
- Demonstrate a recipe
- Share a How To tip
- Education/teach/tutorial
- Current issues



Your Broadcast Vs. Video Production

Live Streaming

Casual, spur of the moment, spontaneous

Not scripted

Lower quality

Temporary, ephemeral. Can be permanent.

Authentic

Planned Video

- Higher stakes or marketing purpose
- Follows a script or cues
- Higher quality. 1080p
- Lasting impact. Investment in production value.
- Commercial



Trolls



Join the broadcast to ruin it, make a political statement or be outrageous

Can and should be reported immediately.

More of a problem on Periscope.

Don't be too thin skinned!

If footage is saved to your camera roll, comments can be edited out.

Block, ignore, don't engage with them!



If you are on camera

Brand your background

- Products
- Hashtags
- Wear your brand
- Have posters, hashtag, website easily visible

Consider an opening line!

Be consistent.



Summary

Experiment

High quality, go with a planned video

Appeal of live is authenticity, not quality

Examples

Let's look at a few!

Resources

[://smallbiztrends.com/2016/05/the-ultimate-guide-to-periscope.html](http://smallbiztrends.com/2016/05/the-ultimate-guide-to-periscope.html)

[://www.huffingtonpost.com/amy-zellmer/a-beginners-guide-to-facebook-7870304.html](http://www.huffingtonpost.com/amy-zellmer/a-beginners-guide-to-facebook-7870304.html)

[://blog.hubspot.com/marketing/facebook-live-guide#sm.06q1fkq1e9sf3iuccn77vk8fwp](http://blog.hubspot.com/marketing/facebook-live-guide#sm.06q1fkq1e9sf3iuccn77vk8fwp)



Questions/Contact

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