

Element 33

PLAN YOUR LIVE STREAM

Introduction to live steaming for
beginners



Planning your

LIVESTREAM

- **Planning - Developing a script**
- **Equipment - Audio, Video, & Lighting**
- **Platform - Where to go live**
- **Program - Use a Third Party program or not?**
- **Location - What to know before you go live**
- **Run Through - Do a practice**
- **Go Live - What to expect during & Back up plans**

I developed my love of live streams while I was at Plaid Enterprises. While there I was the director and producer of Livestreams on Facebook, Instagram, & Amazon Live. My live streams while there have garnered over 1 Million views across Facebook.

In the two years I produced and directed I had just about everything go wrong while live! Problems include bad WiFi, microphones cutting out, Power outages, and more. I will expand on my problems and how you can plan around issues and make your live stream the best it can be.

Livestreams can be done on a very small budget. You don't need special cameras, lights, or locations. It can easily be done with your phone and equipment you already own. If you want to take it to the next level, I will give you options you can grow in to as you invest more into live streaming.

In this white paper I will go through all aspects of planning, producing, and shooting a live stream. If you have any questions feel free to reach out to me!

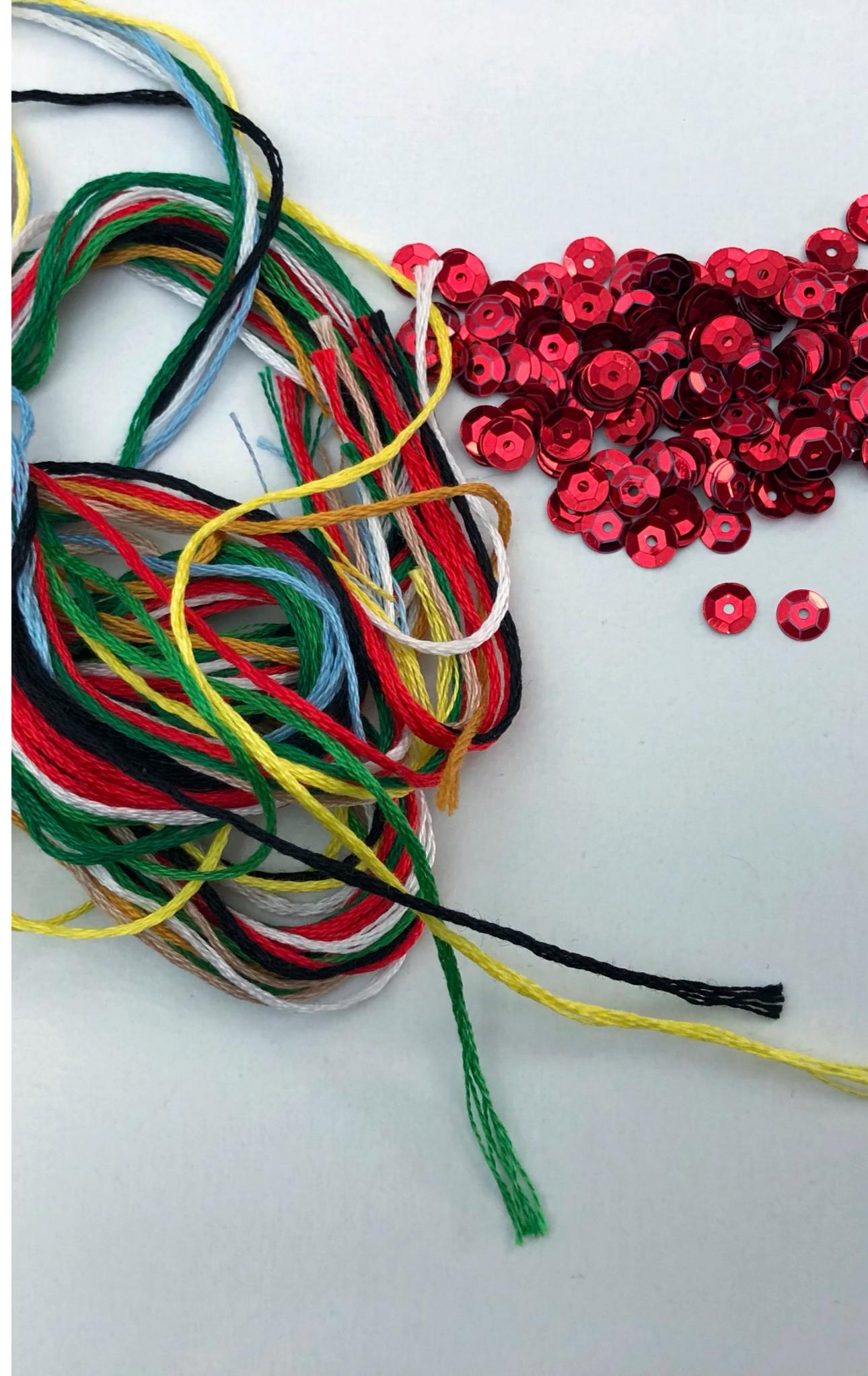
Thanks for downloading this white paper!

A handwritten signature in blue ink that reads "Tim". The signature is stylized with a long horizontal stroke above the letters.

PLANNING

Before you go live, you first need to plan your livestream. You need to answer the following questions:

- **What is the purpose of the live stream?** Is it to inform, sell, or entertain? What do you plan to say?
- **Where are you going to go live?** Are you going to go live on Facebook, YouTube, Instagram, Amazon, or Twitter?
- **What equipment is needed?** What do you need to go live and still look & sound professional?
- **Are you going to use a third party app?** Or use the native app?
- **Do you have a back up plan in place?** What happens when something goes wrong
- **Are you going to repurpose your livestream after broadcast?** Where can you share parts or all



PLANNING - SAMPLE SCRIPT

Planning is the key to success. This sounds so cliché, but it's true. You will need a script what you want to cover. It doesn't need to be word for word, but you will need to put the key points you want to cover and any information you want to convey (i.e. web addresses, hashtags, sales info, and etc). You will be surprised in the moment things you will forget. If you are doing a live stream to introduce a new project, below is a simple script

I. Intro

- A. Introduction of Super Widget
- B. Introduce the people on the live stream

II. Product Attribute - Eco Friendly

- A. Super widget is biodegradable
- B. Made out of sustainable materials

III. Product Attribute - Easy to install

- A. No Down time to install
- B. No special tools needed

IV. Product Attribute - Pricing

- A. Most affordable over Model B it replaces
- B. Price is \$14.99

V. Call to Action - Sale

- A. Buy at www.abccompany.com
- B. Use code Widget1
- C. #superwidget
- D. Expires March 24th

EQUIPMENT

The best thing about doing a live stream is you do not need any special equipment to get started. If you do need to buy equipment you can equip a full studio for under \$1,000.

Things to consider before starting your live stream is what equipment you will need:

- Camera/Phone
- Studio Lights
- Microphones
- Extra phone/camera
- Wifi Hotspot
- Overhead arm/camera mount





Camera:

If you are starting to live stream, you can use your smartphone (either iOS or Android) to be your camera. Most smartphones have a high-resolution camera all streaming services. The added benefit is you can stream over your data and not just over WiFi. Any of the last few flagship phones (iPhone, Galaxy, Pixel, and such) are great for live-streaming



Microphone:

The first question you should ask is, do you need a microphone? That depends on your setting. If you are in an office/room that you will be close to the camera, you can get away without a mic. However, if you are in a loud or outdoor location, you probably will need a mic. There are two types you can get. The first is a lavalier mic that attaches to your clothes. The second is a shotgun mic that connects to your phone and picks up sound in a general direction.



Lights:

Lights are another piece of equipment that you may not need. If you are in a well-lit room without many close-ups of products or projects, or if you are in an outdoor location, light may not be required. If you do need lights, you can find many that are reasonably priced that can fit your needs. A bonus to get would be a diffuser to put over the light to reduce shadows on people and projects.



Other Equipment:

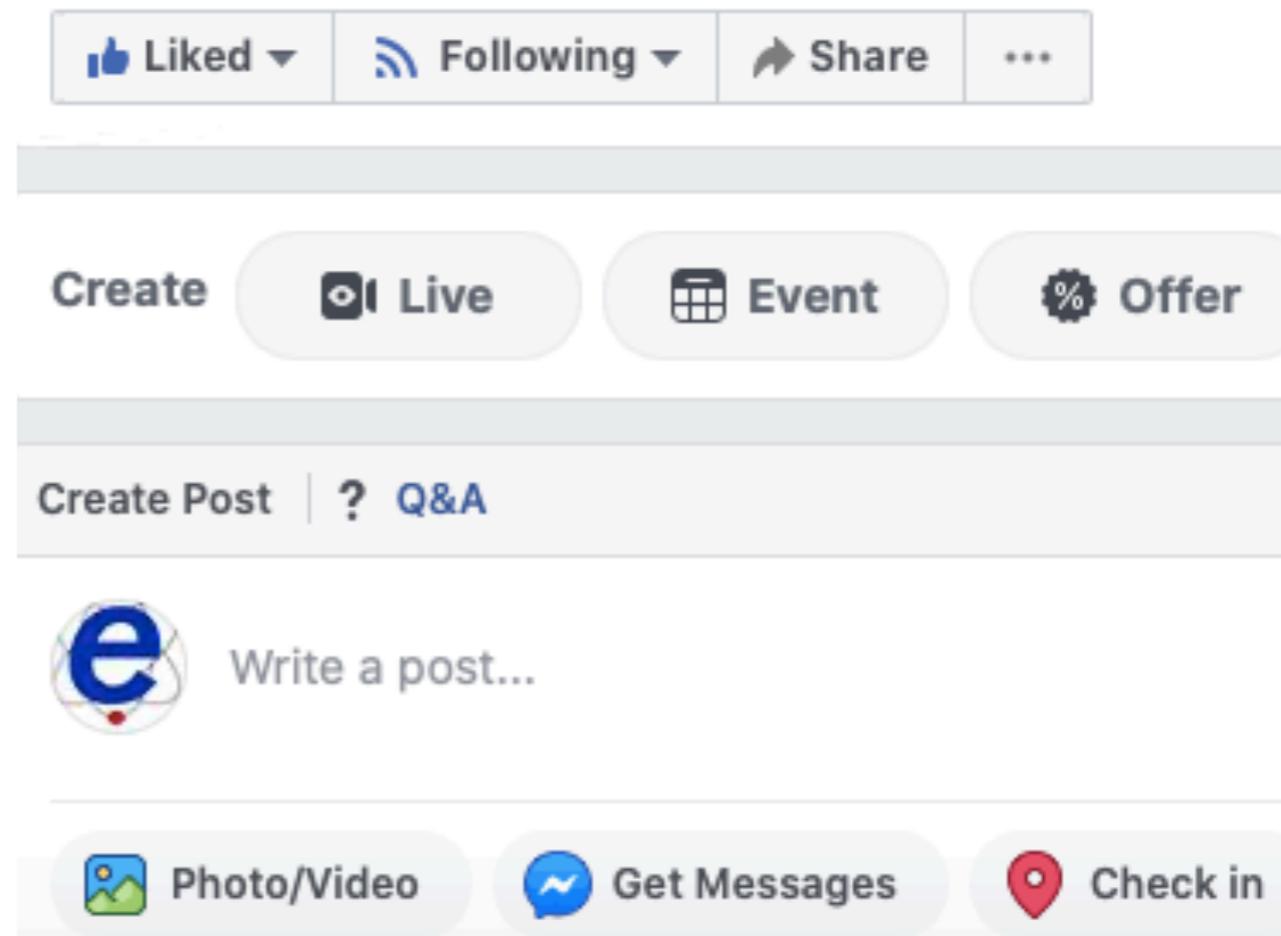
Other equipment you may need could be:

- Overhead arm and camera mount
- An extra phone/camera for a second angle
- Background drop
- Gimbal to keep the camera steady on the go
- WiFi Hotspot for consistent wireless connection

PLATFORM

There are several platforms to do a live stream. The important thing is to find the one where your followers/customers are located. Here are some of the more common Livestream platforms. Topics can include informational, how-to, product launches, sales, being the scenes, and more.

- **Facebook** - Best for B2C livestreams.
- **YouTube** - Can be used for B2B & B2C.
- **Instagram** - Best for B2C..
- **Twitter** - Can be used for B2B & B2C.
- **LinkedIn** -Best for B2B.
- **Amazon Live** - in 2019 Amazon live. It's only for authorized sellers and is a mini Home Shopping Network. The videos should be short and with a hard sell. Note this is different than the ones above.



THIRD PARTY APPS



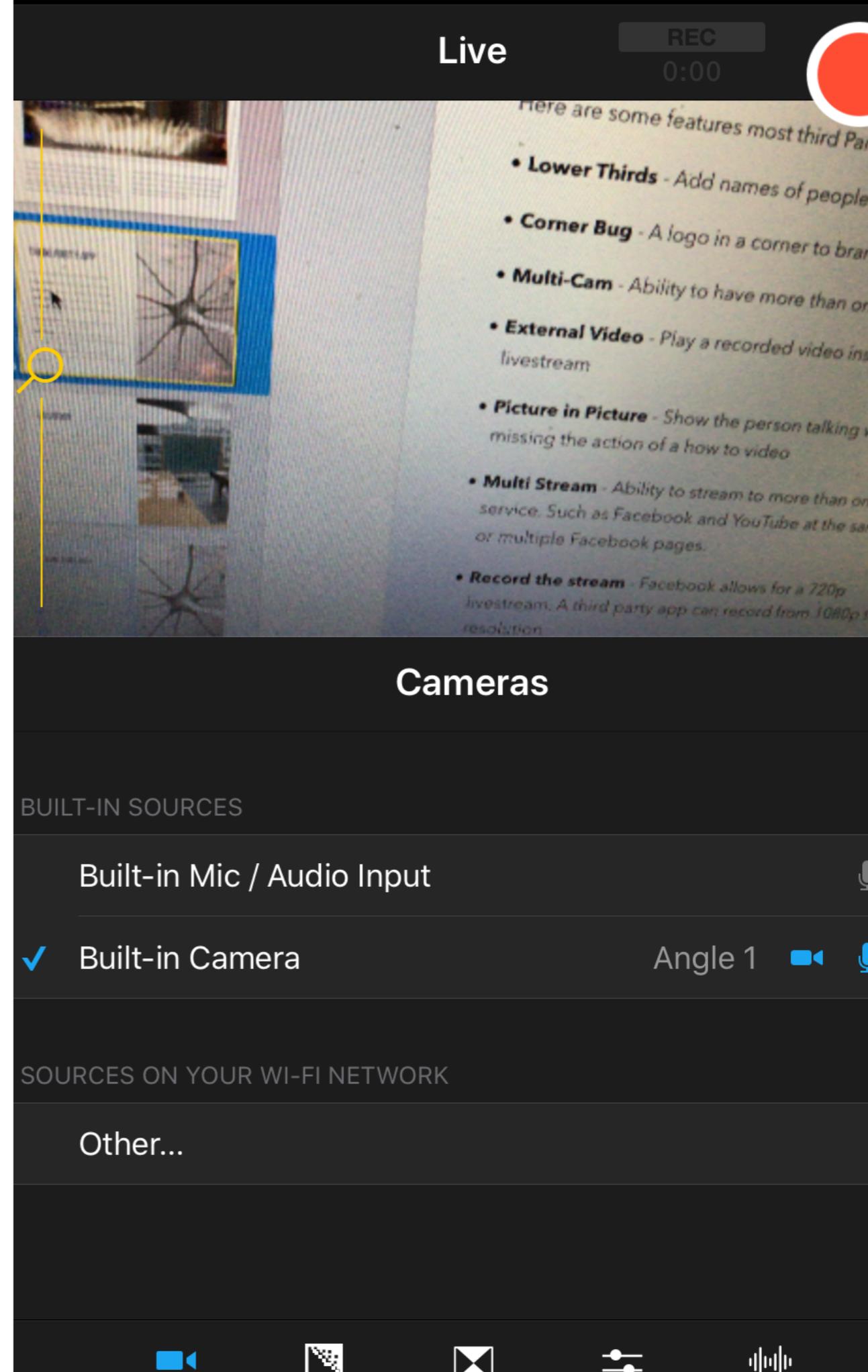
To live stream, you can go directly through the platform to broadcast and interact with your watchers. Many of these services have very basic controls. Whereas, a third-party app can give you more control over the broadcast and the ability to record at a higher resolution. This comes in handy when you want to repurpose and share it on other social

networks. My app of choice has been Switcher Studio. It is very intuitive to use and gives your live stream an increased production value. However, many other third-party apps have the same features as Switcher. It's essential to find the one that best meets your needs.

THIRD PARTY APP

Here are some features most third Party apps offer

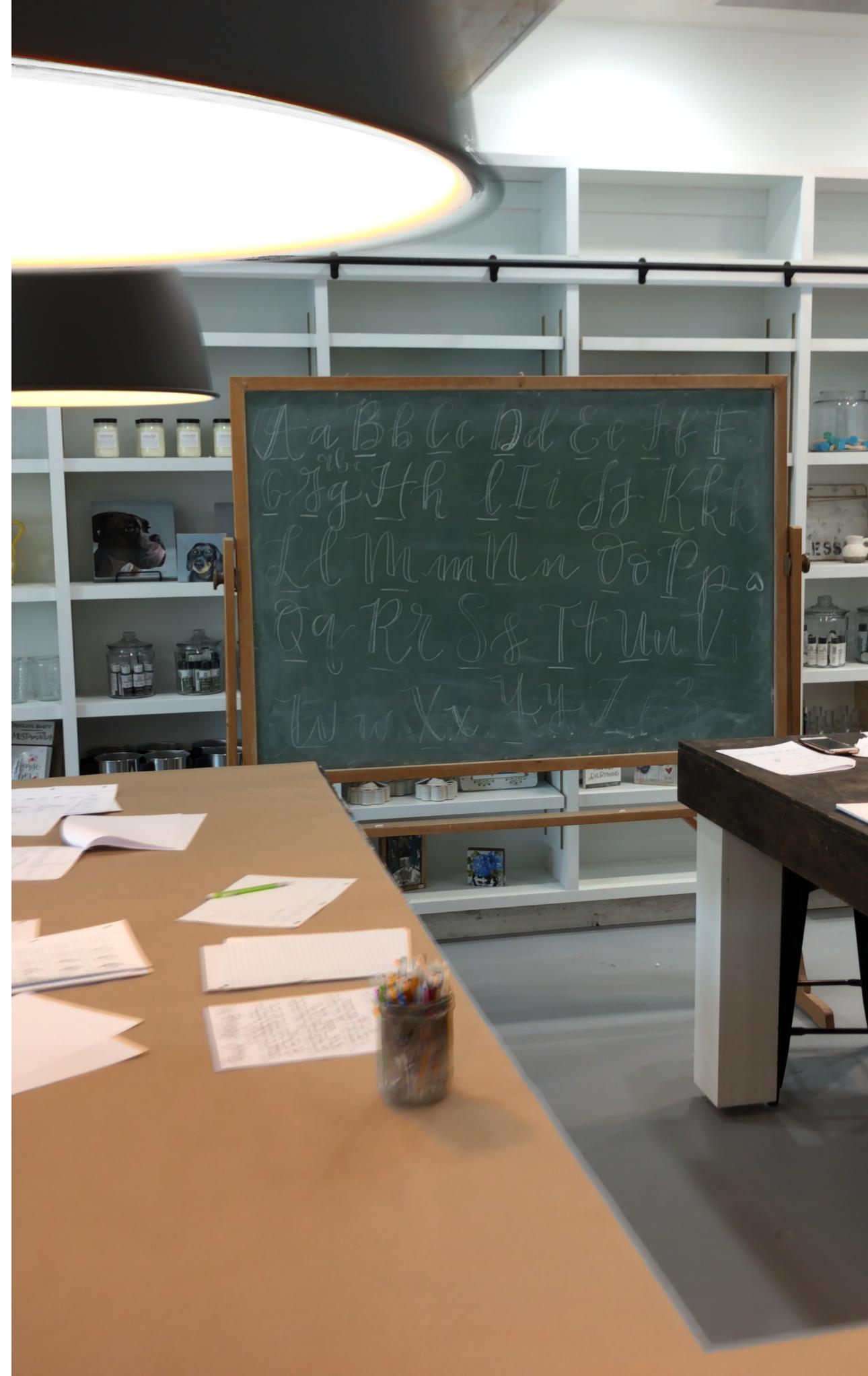
- **Lower Thirds** - Add names of people and products
- **Corner Bug** - A logo in a corner to brand the video
- **Multi-Cam** - Ability to have more than one camera
- **External Video** - Play a recorded video inside your livestream
- **Picture in Picture** - Show the person talking without missing the action of a how to video
- **Multi Stream** - Ability to stream to more than one service. Such as Facebook and YouTube at the same time or multiple Facebook pages.
- **Record the stream** - Facebook allows for a 720p livestream. A third party app can record from 1080p to 4K resolution



LOCATION

Picking a location may seem easy; however, there are several things you need in a location to be successful. It would be best if you had the following to make your live stream go smooth:

- **Needs to be well lit** - Bad lighting can ruin your live stream. Do a test to see how well the location will look. If needed bring in additional lighting
- **Place where you won't be interrupted** - Nothing will make you look unprofessional more than if you are interrupted during your live stream. This can be either people walking in or an intercom.
- **Has Excellent WiFi or cell service** - Bad WiFi is the worst thing for a live stream. Not only can it buffer and lag, but it could make it so you can't even go live.
- **Sound Issues** - If your space is small and you are using one camera, you can get away with no mic. But if your camera is farther away invest in a mic.



RUN THROUGH

You need to practice your live stream! Do a "dress rehearsal" that is actually broadcast. Most services and platforms will allow you to broadcast just to your personal account. This will help not only your presenter but also the production team. A walkthrough will help:

- **Script changes** - find out if something is hard to say or doesn't work
- **Camera Angles** - what camera angles are needed during the livestream. Do you need to add or subtract a camera.
- **Sound** - Is your sound ok? Is a mic needed to make the sound better?
- **WiFi** - Did the WiFi cut out or lag? Do you need to invest in a better router or WiFi speed?
- **Other** - Sometimes when doing a walk through you will notice other things that just don't work and you can change it before you go live



GO LIVE

Now it's time to go live! Hopefully your stream will go off without a hitch. Speaking from experience, that isn't always the case. It's essential to have back up plans. Just relax and have fun doing the stream. When you are new, mistakes will happen, but push through them, and as you keep doing them, you will get better and be able to adapt on the fly. Here are some things that have gone wrong while I was producing/directing a live stream and how you can fix them. What do you do when something goes wrong:

- Don't panic
- Be transparent and inform your viewers you know about the issue and are working on fixing it.
- If all else fails end the broadcast and start a new stream. I keep this as the last resort, but sometimes its the only solution.



Interrupted Video

It's not a question of if, but when your Livestream will have jumpy or lagging video. Usually this happens because of a congested network. If possible have a WiFi network that is just for live streaming. However, this will happen even if you have the fastest internet (1 GB up and down), it's caused by the hosting site's servers. There isn't a lot you can do about this.

Third Party Location

A lot of problems during a live stream happened when I was at third party locations. Locations where we didn't have control over the environment. If you plan on using a venue you don't have control over, get the entire production team involved in location scouting. Before you go, meet as a team and get a list of the things you must have to do a live stream.

No or Slow WiFi

It's important to have not one but two different backups when it comes to WiFi. If your WiFi/Internet goes. Down or is slow, have these two backups - cell data and a WiFi

Hotspot. Before connecting to these backups, turn the WiFi off on your device. Sometimes it will still try to use WiFi and ignore your cell or hotspot.

Sound issues

People may put up with some video issues, but lousy sound is something they will turn off immediately. It's important to try any new sound equipment during a dress rehearsal to see how they will perform in action. If you are using wired mics, make sure they are completely plugged in, and for wireless, make sure they are turned on. These usually are the majority of sound issues.

Interruptions

Interruptions will make your live stream look amateur and unprofessional. Ways to make sure this doesn't happen is to create a studio that is just used for live streams and lock the door during the stream. If you can't do this, make sure everyone knows you are live. If you have an intercom, let people know not to page during the broadcast or turn it off.



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