# World Vision®
## NO CHILD WITHOUT A FUTURE

# LIVE EVENTS FOR CHURCHES

**In these unusual times, we've heard from some Church Leaders that they would really value a few Top Tips on how to stream church services or events online.**

**So, our Digital Tech people have shared their expertise below and we hope this might bless you, your church and congregation.**

**World Vision Church Engagement Team.**

We're currently in the Golden Age of streaming so it's wonderfully easy to start a live stream online.

There are two main platforms for live streaming: Facebook or YouTube. The decision on which platform to use is a personal one and down to your church and congregation.
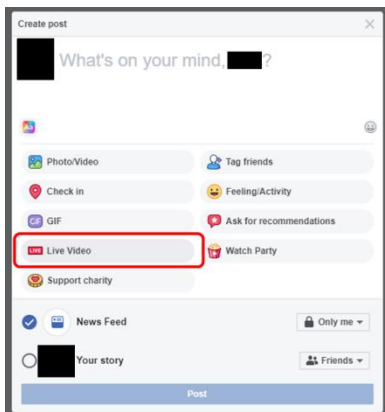
Key things to bear in mind:

- **Promote your stream ahead of time** – make sure people know it's happening and have time to get comfortable.
- **Get your lighting right** – don't have a window behind you. Try to ensure that you're well-lit with the light source positioned in front of you but off to the side so you're not squinting.
- **Position your webcam properly** – make sure you position your webcam and yourself so that your full face fills the screen and the webcam is looking directly at you, not pointing up at you or down at you.
- If you can **Use a proper webcam** do, don't rely on your integrated webcam but this will do if necessary.
- **Don't stress about the small mistakes** - things happen, and everyone will understand, and it actually helps to build a more human interaction with people.
- **Do a few practice runs** – you're likely to get it right the first time but if you don't, that's OK, it's why we practice and the learning will be invaluable.
- **Plan a way to engage your viewers**, – it can be very helpful to assign someone to moderate comments and be sure to call out individuals to form a relationship with your audience.
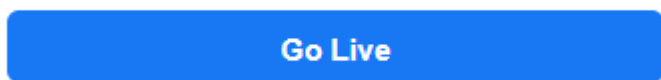
## HOW TO LIVE STREAM IN FACEBOOK

There are multiple ways to start a Live Stream in Facebook Live but this is our recommendation for getting started:

1. Open Facebook and on your Facebook Newsfeed click in the box as if you were writing a status, click on the three dots next to the "Check in" button and click "Live Video"



2. This will open up the new Facebook "Live Producer" studio.
3. Start choosing your Event Settings in the first pane on the left-hand side.
a. For now, we'll stick to "Go live now" but feel free to schedule your event if you'd like to.
b. Set where you'd like to Post your video. If you have a Facebook Group or Page for your church, click on the drop down where it says, "Share to your timeline" and choosing the appropriate option.
c. Leave the privacy as "Public" but you can change that if you wish.

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d. Next write an engaging description to let you congregation know what's happening, if you have planned a way for people to engage put the instructions in here too and if someone is going to be helping look after the comments for you add that in here too so everyone knows what's going on.

4. Next choose your video settings. Hopefully you'll be seeing a picture of your webcam feed on the right-hand side (It's probably your face) – but no fear if you don't. Scroll down on your face and you'll see a page for "Stream settings"

   a. In the "Get Started" box set this as "Camera", so it uses your PCs hardware.
      i. If you want to get fancy with Live Streaming with presentations etc you'd use the other options but this can get complicated and takes a while to learn. So perhaps keep things easy to start with.
   b. In the "Setup" box choose the webcam and microphone you'd like to use.
   c. In "Settings" the recommendation would be to leave everything as the default, but feel free to have a look at the options. If you have bad internet connection, untick the first box in the "Stream" section so the live video doesn't end if you lose connection for a second.
   d. Scroll back up to the top and check that you can see a good picture of yourself.

5. Hit "Go Live" in the bottom left of the window.



If you'd like to explore a bit more into Facebook Live videos Facebook provide a great, free training course on it:
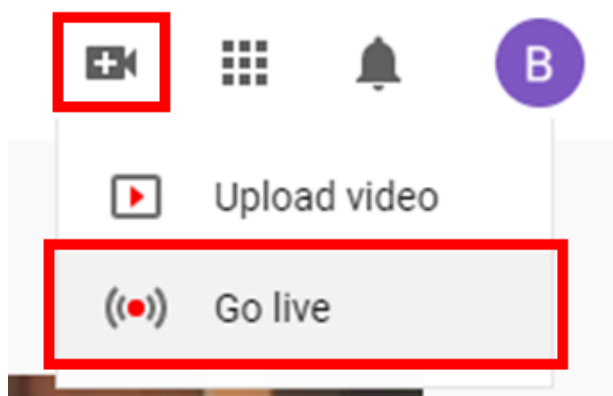
Facebook Live Training

# HOW TO LIVE STREAM ON YOUTUBE

Live streaming on YouTube is simple, however, you do need to enable your account for Live Streaming first.

## ENABLING YOUR ACCOUNT

1. Go to YouTube.com and make sure you're signed in.
   Check in the top right-hand corner and make sure there's not a red box for "Sign in", if there is click it and log in.
2. Then follow these few steps to get your account enabled:
   https://support.google.com/youtube/answer/9227509?hl=en-GB&ref_topic=9257984

## GOING LIVE

1. Go to YouTube.com and make sure you're signed in.
2. In the top right-hand corner click on the Camera icon with a + sign in it and choose "Go live"



3. Now fill in your stream's information
   a. Add a clear title.
   b. Set your privacy (recommended to be "Public")
   c. Ignore "Schedule for later"
   d. Specify "No, it's not Made for Kids" in the audience section.
   e. Click on the arrow next to "Age restriction (advanced)" and make sure it's set to "No, don't restrict my video to viewers over 18 only"
      i. This is the default but still good to check.
   f. Click on "MORE OPTIONS"

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g.  Next write an engaging description to let you congregation know what's happening, if you have planned a way for people to engage put the instructions in here too and if someone is going to be helping look after the comments for you add that in here too so everyone knows what's going on.

h.  Leave the category as "People and Blogs" – this seems to match best but feel to have a look to see if a more appropriate category has been added.

4.  Click "NEXT"

5.  Your webcam will now countdown and take a photo for the video thumbnail – don't panic if you don't like it you can retake the photo and or upload a custom image (maybe your church logo) by hovering your mouse over the picture and clicking "Retake thumbnail" or "Upload custom thumbnail".

6.  Click "Share" to get the link to your live stream, you can post this to Facebook, WhatsApp, email etc. Get set up and post it 10-20 minutes or so before streaming so people have time to get themselves sorted. If they click on the link before you've gone live they'll just see the picture you set as the thumbnail.

7.  Then to go live all you need to click is "GO LIVE"