

# The Live-Steaming Toolkit

## 1. Guidance for team members setting up live streaming technology and handling comments

### Setting up for the first time

#### Choose your online platform

For live-streaming, there are two main options that most people will be familiar with:

- YouTube Live
- Facebook Live

With experiments so far, YouTube seems to provide a better experience. We've started a [separate document to compare platforms](#) in more detail.

Anyone can live stream on YouTube for free. But note that if you have less than 1000 subscribers, you can't live stream from a mobile phone but **you can live stream** from a desktop computer with a webcam.

For smaller groups who know each other well, you could also do a group video call using Zoom, (or Skype, or Google Hangouts). But that won't work for public classes because:

- You could get disruptive strangers joining (trolls)
- Some people won't be comfortable joining a video call with strangers, so you'll limit your audience

#### Work out your equipment setup

For live-streaming, you need to use either:

- A smartphone with a decent camera, or
- A webcam connected to a desktop computer or decent laptop
  - Logitech make good HD webcams: The LBC uses the [Logitech Streamcam](#)

There's a separate document with information about [creating good video content](#). That document includes:

- [Getting your lighting and framing right](#)
- [Getting your audio quality right](#)

#### Live streaming a Zoom/video call

If the session is an interview, or you can't be in the same room as the person teaching, you could stream a Zoom/video call. You can:

- [Stream a Zoom call to YouTube Live](#) - Vajrashura has written [a document that goes through some options for how to do this](#).

- [Stream a Zoom call to Facebook Live](#)

You could instead interview or host the speaker on a Zoom call which you invite all attendees to, but then you have the risks highlighted above.

## Internet connection

- It's important to have a strong and stable internet connection when live-streaming. If possible, see if you can connect to Wi-Fi that nobody else will be connected to during that time. (The LBC has a Private network setup for this purpose.)

## Setting up each time

### Before the class

- Share what's going to be happening through your usual marketing channels.
- [Consider the title of the video](#). Include the subject of the class, make it engaging so people want to click on it but also descriptive.
- Prepare the text for the donation so you can post it in the comments later.

### Scheduling the livestream

- One advantage of using a desktop/webcam setup with YouTube Live is that you can schedule the stream, meaning you can send out the link days in advance.
- If you are using a mobile phone, you can't schedule it in advance more than (we think) about 20-30 minutes.

### Starting the livestream

- Start the livestream ~5 minutes before the class officially starts. That means you can start reading out comments to the class leader so they can say hello to people and they get a sense of people being there.

## What to do during the livestream

- Keep smiling at the leader! It really helps them to feel like they have some people listening
- Someone needs to watch the livestream on a laptop (as a 'viewer') to monitor the audio and video quality
- It's really good if the tec team relate to the leader and smile and respond, helps the teacher (otherwise easy for the tec team to be just checking the tech)

### Reading comments and questions

- If there are a few similar questions, the person reading them can group a few for you.
- If your stream is popular, you'll need to 'block' any Trolls (or rude, unhelpful comments)
- Only read out actual questions which could lead to substantial answers, not just statements
- If there's lots of questions, you can keep a tally on a board so the teacher can see and make their answers shorter to fit more in
- You don't need to read out the whole question, summarise as much as possible without changing the meaning

## Hosting breakout groups in Zoom

- The breakout groups feature in Zoom is very good for facilitating smaller discussion groups. [It's fairly simple to set-up.](#)
- It's best to have an experienced Dharma practitioner in each group if you can.
- Something that can help with longer study groups is to get participants to be more visually active when they are listening to each other – Nodding when they agree, shaking their heads when they disagree etc.

## Security in Zoom

- In Zoom, there is the additional risk that trolls join and do unhelpful things on camera or by sharing their screen. If you're publicising the Zoom link widely (which you should do to invite people in) then there is the chance that this might happen. The way to prevent this is by being really quick to block people if that happens.
- One note on this is that sometimes people might share their screen by accident (which will present to everyone). [You can prevent this by turning screen sharing off for everyone in the settings.](#)
- As of 27th April 2020, the 'waiting rooms' feature is enabled by default in Zoom, and can be turned off and on by the host via the security icon on the meeting toolbar.

## The “hybrid” format

- You could also do a “hybrid” format, where you have a session that is live-streamed on YouTube or Facebook, then have a second section of the class which is discussion groups on Zoom. If you do this, you should tell people the link in the comments at the end of the session; This way you can potentially pick up new people and invite them into the Sangha.

## At the end

- When the leader makes the dana announcement at the end move the link for giving into the comments box at the side - this really helps

## 2. Online platform comparison

	YouTube Live	Facebook Live	Zoom
<b>Reaching new people</b>	Very good. Suggests videos to people based on them looking at similar things.	Okay, but not great. Video is shown to people if it's getting lots of engagement, but won't get promoted much unless you pay FB to 'boost'.	Not good. Very intimidating for people who are new to join a session with their camera on.
<b>Reaching existing</b>	Very good if you have a following on YouTube, but also good if you don't as you can send them the link.	Good if you have a following on Facebook, but not great if you don't, as people will need Facebook accounts to watch.	Only as good as anything else, as you'll have to send people the link through your normal promo channels.
<b>Getting distracted by other content</b>	Bad for this, there's lots of other content on YouTube. But the YouTube Live window is quite engaging, with the comments section meaning the related videos are hidden.	Bad for this, as people can get messages and other Facebook notifications whilst they are trying to watch. The design of the player also feels clunky.	Good for this, as Zoom is only for video calls so people can close everything else.
<b>Deepening friendship</b>	Can be okay, if you really engage with the Live comments and remember people's names	Can be okay, if you really engage with the Live comments and remember people's names	Probably the best we can do online, especially when established groups meet such as study groups or GfR.
<b>Making new friends</b>	Not great as you can't see them other than in the comments and you can't message people directly	Not great as you can't see them other than in the comments - You could add people as a friend on Facebook though	Good, although difficult to turn around to someone and ask them to meet 1:1 as you might in a real group setting
<b>Streaming quality (visual &amp; audio)</b>	Very good. (Can go up to 4K / 60fps depending on camera and connection quality)	Okay, but not great. (Limited to 720p / 30 fps)	Okay, but not great. (Limited to 720p / 30 fps)