

# Livestream Help

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## Tips to Make Your Livestream Better and More Effective

**Stay Calm.** Don't fret. It shows. Be confident because you were called before you knew this day was coming by Someone who knew He was calling you for this day.

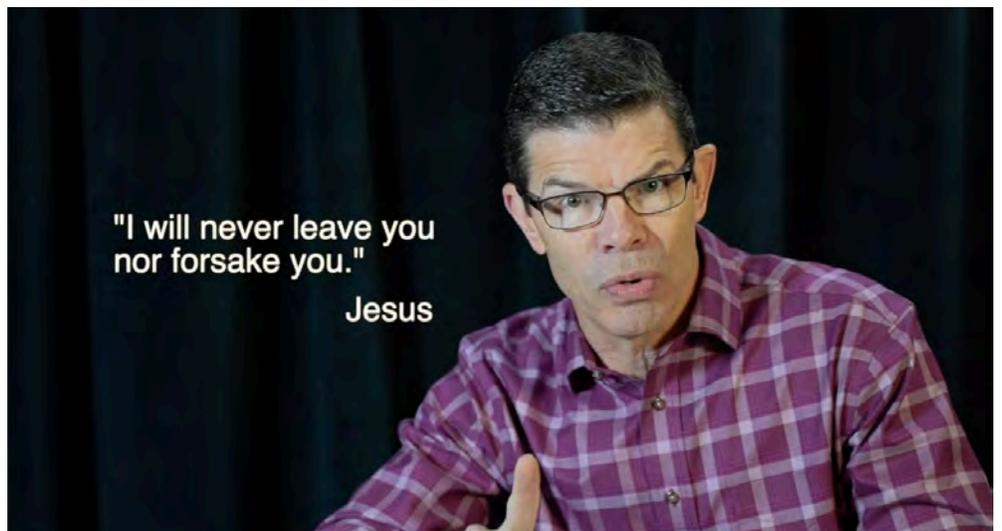
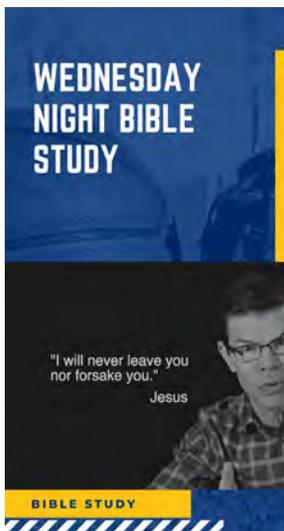
**Practice.** Get in front of a camera, give a two minute speech and watch yourself.

- How do I sound?
- How do I look?
- Am I talking too fast? Too slow? Clearly?
- Am I over doing it?
- How is the lighting?
- How is the background?
- Am I confident?
- Where is my Bible, my notes?
- Does my desk or area look professional and clean? (This is the World Wide Web.) Everyone is watching
- Record a video, play it back on a big TV or computer. Watch it. Be honest and correct what you see.

### Keys for Success

- Camera position – Don't look down at a camera or hold the camera below your face. For example, cellphones are incredible. If you hold the camera down while your talking or it's just laying on your desk, what do we see? #nosehairs.
- Watch other livestreams – Get on the Internet and watch different churches. Pro Tools with Brady Shearer is a great resource to get a lot of information

- Closer the better – It is more personal and connects to the people. Recording at the pulpit from far away is not good for television. Watch John MacArthur's live stream and he will have a shot straight on him and the pulpit. This takes practice.
- Keep it simple – Most videos on phones now are not 45 minutes. We're finding that connecting to our people has increased because we have shortened the message a little. Three 15 minutes videos are better than one 45 minute video. People are more likely to watch them and share with their friends. Our engagement and interaction with people outside the church has increased tremendously with this practice.
- Take a pre-picture – Have someone take a good shot of you looking at the camera. Sometimes programs will choose a low-resolution thumbnail picture that will not look good. Here is one example.



## Equipment

- Starting with an iPhone or computer is fine. Just review position above. Practice. Maybe your office doesn't have as good acoustics as another room in your church or house. Try different settings.
- Camera – Currently we use a Canon XA35 for service and a Sony A7iii for video. That didn't just happen. For the past five years, we have been watching sales and Black Friday deals and slowly purchasing and planning our budget each year to prepare. Go to your local camera shop, or check out <https://www.bhphotovideo.com/>. They have incredible

customer service and will walk you through everything. However, today's new cellphones have incredible video capabilities. (Note: Hold the camera sideways. It gives a better picture for watching on TV or Computer. Don't hit the live or record button until you have your position correct.)

- Mics – We use a shotgun mic for recording videos. Those are easily looked up but any mic will do. It is perfectly fine to have a cordless mic on your video. Again, try different things. Record and listen. Computer mics with USB adaptors are popular for podcasts. It is simple. Best Buy and other electronic stores sell these.
- Computer – Mac or PC. Doesn't matter, use whatever you have and are familiar with.

**Speak to *your* people.** This is a great opportunity for your community see a pastor in their community

- Tell *your* people you love them and "*when we meet together again...*" This gives hope.
- Share the Gospel – (This is the World Wide Web). You never know who will hear.

### **Music**

- Practice – Record a song and listen to it. How is the blend? What does it sound like?
- Permission – A CCLI license is needed to sing songs on video or livestream. The streaming companies can shut down your recording without permission.

### **Advice**

- Take it – Don't be afraid to ask for help. Call a larger church in your area and speak with the technicians. The FWB National Association has a media commission. Our local churches have been talking to each other, encouraging and asking for advice. We are ONE church. We're better together.
- Pre-record – Currently, the Internet and bandwidth are over saturated. There are more people online on Sunday morning than ever before. Now, almost every church is livestreaming their services roughly at the same time. While one group is ending the other group is starting. It is incredible. On top of that, the rest of the world is watching YouTube or Netflix. Pre-recording your service for upload and a scheduled launch is a better way of sending out a product with excellence. Facebook has an option of pre-recording and

setting it as a *premier*. This allows the viewers to still see it as a “live” service. It will launch at the set time, have interaction and reports as though it were live.

- Don't overdo it – Don't overdo it. This is not a Sunday morning in the worship center service. People are sitting in their living rooms and watching the services live. They are wanting to be encouraged and strengthened by hearing the Word. Keep it simple. The fewer moving parts the less risk for something to go wrong.

### **Popular Streaming Services**

- Facebook
- YouTube
- Instagram
- [churchstream.tv](http://churchstream.tv) (a fee service)

This is an incredible opportunity to show the world that the Church has survived major changes in history and will survive this. We don't have an “I hope so, or it may get better.” We have Truth. It will get better. We cannot look at this as a struggle. This is our mission. The book of Isaiah shows us God moving nations and doing what He is going to do. He is in control. Even if it seems like we are a remnant in a huge world, it is okay. God remembered all those who were faithful to Him. Continue to pray for all our churches. Continue to pray for the church and the world.