

How To Guide

What Do I Need?

1. You'll need a good internet connection that will last the full time of your stream. 4-6 megabits per second will be good enough- you can check with your service provider if you're not sure
2. You'll need a laptop or smartphone with in-built camera
3. If you are looking for a high quality event or there are multiple people in the live stream you may require a microphone

Which Platform Should I use?

This depends on the audience you are trying to reach

N.B You must adhere to the platform legal policies (see below re using music)

Option A;

If you want to live stream to *friends and family only* then **Facebook or Instagram** are your best options. Use the social media you have the most followers or friends on, or you can stream from both at the same time on two different devices to maximise your reach

Option B:

If you want to reach a *wider audience* beyond family and friends then **YouTube** is your best option. YouTube is owned by Google so your gig or event can be searched for on Google too

Facebook Live Streaming from your mobile.

1. Tap the Live video icon at the top of your News Feed.
2. You can select a broadcast type (example: Lip Sync Live) or tap the Magic Wand icon to add an effect. You can also add an effect after you've started your broadcast.
3. Remember to keep reminding watchers to visit your JustGiving page and Text Giving number (highly recommend setting this up when you set up your JustGiving page as allows instant donations)
4. Tap 'Finish' when you want to end your charity stream.

Facebook Live Streaming from your computer

1. Open Facebook in your internet browser and select the status post bar

2. Click on the 'Live Video' button from the drop down options
3. This will now take you to a Live Video Studio, where you can connect your camera and microphone, edit the video description and tag the game you are streaming
4. Once you are all connected, you will be given the option to 'Go Live'.
5. Remember to keep reminding watchers to visit your JustGiving page and Text Giving number (highly recommend setting this up when you set up your JustGiving page as allows instant donations)
6. After you have finished you can also save the Live Stream to your Facebook page and add your JustGiving link and Text Giving number to the comments section. You can share it to other people's pages too to increase the reach of your event and raise even more funds

Instagram Live Stream

- Tap the Camera icon in the top left of Feed or swipe right from anywhere in Feed.
- Scroll to Live at the bottom of the screen, then tap 'Live'
- To the left of the screen, you will see a 'Fundraiser' icon which is a love heart. Click this and search for Parkinson's UK
- When the broadcast begins, you'll be shown how many people are supporting the fundraiser and the amount of money raised, in real-time. You can also tap on "View" to see a further breakdown of the donors, including the individual contributions, in case you want to give them shout-outs in your video — something you can also do in real time by tapping 'Wave'.
- Tap a comment and tap 'Pin Comment' to pin it so that viewers can see it more easily.
- When you're done, tap 'End' in the top right then tap to confirm. From there, you can tap the Save icon in the top left to save it to your camera roll, or [share it to IGTV](#)

YouTube Live Stream from your computer

- Open YouTube in your internet browser
- From the top right, click the Video icon and then 'Go Live'
- If you haven't verified your channel yet, follow the prompts to do so
- Enabling your first live stream can take up to 24 hours. Once enabled, you can livestream straight away
- Make sure you have a webcam or inbuilt camera on your computer
- In the upper right-hand corner, click Create 
- Click Go Live.
- From the left-hand menu, select Webcam 
- Enter a title and description, and select a privacy setting. You can also schedule your live stream for a later date.
- Click More options > Advanced Settings for more settings.
- Click Next. Your camera will then take a thumbnail.
- Click Go Live.
- Remember to keep mentioning your Just Giving page to donate to and your Text Giving. You can also link these details underneath your video once it is completed

- When you've finished streaming, click End Stream at the bottom. All streams under 12 hours will be automatically archived. You can access previous, current, and upcoming streams in the [Live tab](#).

YouTube Live Stream from your mobile you need at least 1,000 subscribers

- On your phone or tablet, head to the YouTube app.
- From the top right, click the Upload Video icon and then 'Go Live'.
- Enabling your first livestream may take up to 24 hours. Once enabled, you can livestream straight away
- Again, remember to mention your Just Giving link and Text Giving number to encourage donations. This info can also be written in the comments underneath your video once live streaming has ended

How to Maximise Donations

Maximise donations by attracting people to your charity stream. Just follow these easy steps

- Promote your charity stream around a month in advance
- Tell your friends and family and share your fundraising page with them
- Post about your charity stream regularly on social media, but not every day
- Ask your friends and followers to share your charity stream social posts to maximise reach
- Share why you're raising money for Parkinson's UK with your followers
- Tag Parkinson's UK in your social media posts so your followers can find out about the work we do
- Set a donation target and share it with your followers

Important Legal Information

Each social media platform has its own rules to abide by and must be checked by the IS or GCA before the live streaming begins. Using someone else's music requires permission from the owner. Facebook and YouTube will shut down the live stream if the permission has not been granted as it breaches licensing laws.

Ways around this;

- Get the music you want to use by subscribing to Epidemic Sound. The original music is cleared for use on Facebook, YouTube and Instagram. They have a 30 day free trial on so if you cancel before then you won't be charged.
<https://www.epidemicsound.com/personal-subscription/>
- Use Facebook free music in the background- click here [free music](#).
- Get permission from the rights owner

- Set up a ticketed live event stream on Zoom. Once a ticket is bought you can email them a password to join. This means the event is closed so you should be able to use owned music. Free zoom allows only 40 minutes though for groups. You can upgrade and pay if you need more than that time