

## **LIVESTREAM GUIDE**

### **Purpose:**

- The goal is NOT to recreate your in-person experience. Instead, think about how you can meet people where they are...at home.
- It's not about a full production (people know you need to be social distancing too), it's about creating an environment where people can worship & grow closer to God.

### **Tips:**

- Start with what you have and make it as simple for you as possible.
- Film a closer camera angle (instead of the far away angle in your

sanctuary, or of an empty sanctuary).

- You can even film from your living room, kitchen, ect.
- Lighting is key! You want lights to be in front of you, not behind you.
- It's okay if things don't go as planned, go with it :)
  - ex) pet or child comes in during filming--acknowledge and bring them into what you are doing.

### **Worship Music:**

- **You NEED to have permission to use copyrighted material**
- If you don't have a license for music, you can:
  - Share a spotify playlist
  - Use original music
  - Link to YouTube videos for people to play before of after

- Use music that is not copyrighted
- Facebook may flag your video, EVEN IF you have a license to include that as part of your livestream
- If you have a CCLI license, here are some FAQ  
<https://us.ccli.com/ccli-news/five-questions/>

## **Methods:**

(For more details on the options below, visit:

<https://churchmarketinguniversity.com/the-ultimate-coronavirus-guide-for-churches/>)

- Facebook Live
  - Use this option if you have strong, reliable internet (test ahead of time)
  - Interact with people while you
- Facebook Premiere
  - This is where you pre-record footage, and schedule it to

stream live--this way you can watch together as a congregation.

- This is a great option if you don't have reliable internet, or if you want to incorporate people who are in different locations.
- Facebook Watch party
  - If you don't have the ability to record your own video, you can put together a playlist of videos that are already public and watch them together at a set time, then share the event link.
- YouTube Live
  - If you're not already using YouTube as part of your livestream, it may be a better use of YouTube to upload your video after you finish your

Facebook Live, or as a backup with pre-recorded video.

- Instagram Live
  - If you're already on instagram, experiment with going live
  - Use vertical video to go live
  - Check out [instachurch](#) for some ideas on how Christian Content creators are using insta to share the Gospel
  - Here's a how to guide for insta live: [https://youtu.be/Rt0sW\\_AKQOI](https://youtu.be/Rt0sW_AKQOI)

## **Outside Resources:**

These links will take you to resources outside SOMOAG.ORG

- Ultimate Easter Kit (FREE Easter resources--includes livestreaming course)
  - <https://churchmarketinguniversity.com/easter/>
- <https://covid19.ag.org/en/Resources/FR-Church-Leadership/Best-Practices-Video-and-Audio>
- <https://covid19.ag.org/en/Resources/FR-Church-Leadership/Preaching-to-an-Audience-of-None>

- <https://covid19.ag.org/en/Resources/FR-Church-Leadership/Take-Your-Church-Online-in-24-Hours>
- <https://www.facebook.com/LifeChurchOpen/videos/1317838871738346>
- <https://smallchurch.tech/how-to-go-virtual-in-a-hurry/>
- <https://www.thegospelcoalition.org/article/livestream-church-service-practical-guide/>

## Facebook Groups that publish regular, helpful content

- <https://www.facebook.com/groups/494290534809557/> (livestream specific)
- <https://www.facebook.com/churchmarketinguniversity/>
- <https://www.facebook.com/groups/ChurchMarketers/>
- <https://www.facebook.com/groups/churchcomm/>
- <https://www.facebook.com/groups/405311139621738/>