

American Library Association

Live Stream Tips and Execution Steps



Creating videos for use on social media is a great way for libraries to share their story. Two powerful ways you can use video are **1) recording testimonials** and **2) live-streaming events**. Use these tips to create high-quality videos as you share your work with the world!

Video Testimonials

Capture short, raw, and authentic testimonials for use on social media.

- Use a smartphone or digital camera to film the person speaking.

- Decide if you want the video to be filmed vertically or horizontally.
 - **Tip! Horizontal video can be used on more platforms.**

- Keep it short—aim for 15–30 seconds long.
 - **Do not exceed 90 seconds.**

- Place the person in front of an interesting (but not distracting!) background.

- Try capturing a quick sample video to test the audio and confirm you can hear the person. If it's hard to hear, pick a new location.
 - **Tip! A good way to judge distance is to make sure the camera frame captures the speaker from the waist up.**

- Have the subject speak slowly and enunciate clearly.

- It is okay to have multiple takes! While it is important to have an authentic feel to the video, prioritize sound and visual quality when possible.

- Allow the subject time to think over what they want to say—consider doing a few rehearsals!

- When you post, remember to tag the American Library Association so we can help to amplify your voice.

Inspiration

Below are some ideas for your video:

Respond to the prompt **“Why do you advocate for libraries?”**


Video of advocate saying:


- My name is _____ and I am an advocate for the American Library Association. I am a patron/work at _____ library in my hometown.
- [Insert Your Elected Official's Name], I am calling on you to support the nation's libraries.”


Respond to one of the following questions:


- What impact has your library had on your life or your community?
- What do you want people to know about your library?
- Why do you love the library?
- What would you tell people who want to become advocates for ALA?


Recommended Tools


-  Device with a high-quality camera
(Ex: phone, tablet, MeVo, GoPro)

-  Portable tripod or selfie stick

-  Lavalier/lapel mic for your sound

-  Small external light source

-  External battery pack and charging cords

-  **Advanced:** Add-on lenses can be helpful if you are using a phone or tablet

Live-Streaming Events & Activities

Give relevant events taking place in your community a larger audience by streaming them online.

- Select a device with a high quality camera. This can be a camera on a phone or tablet, or can be a camera with internet connectivity like a GoPro or MeVo. **Tip! Make sure you have cleared enough space on the device to capture the file, we recommend having at least 1 GB of space available just in case.**
- Bring extra charging cords and an external battery pack for your device.
- Use a tripod that fits the device you're using to film, this will help make sure the shot is not shaky. If you are using a MeVo or GoPro, you can also secure these on a table or podium. **Tip! You can use a Selfie Stick to help stabilize your video, too.**
- Ensure ahead of time that you have a strong connection for the broadcast. **Tip! If you cannot access a reliable Wi-Fi network, ensure that you have a 4G or higher connection.**
- Pick a background that lends well to lighting and sound.
- If possible, use an external mic to ensure the highest sound quality.
- If possible, use external light sources to brighten the scene.
- Set up the camera shot and know where each speaker or subject will be during the stream before going live.
- Practice the streaming process before going live for the real event.
- Have a backup plan in case something unexpected happens during your live stream. **Tip! Have another device prepared to go live using their cellular data in case you encounter WiFi issues or bring a MiFi device with you!**
- Assign someone on your team to engage with commenters online and respond to their comments while the stream is taking place.
- Create an event invite that outlines where people can watch online, what time the event is happening, and who will be participating. Include a compelling description to let people know what the broadcast is about.

How to Shoot Facebook Live

- Login to the Facebook page from which you will share the live streamed event and click the status bar as if you were writing a new post.
- Select the "Live Video" option from the list beneath the status box.
- Give Facebook access to your camera and microphone.
- Select the appropriate privacy settings—public, friends, friends except for acquaintances, etc.
- Write a description.
- Tag people and organizations and choose your location.
- Set up camera view.
 - **Tip! The video will be a square, so it doesn't matter whether you hold your mobile device vertically or horizontally.**
- Click the blue "Start Live Video" button to start broadcasting.
- To end the broadcast, click finish.
- Click "Post" to share the replay of the broadcast.

How to Shoot Instagram Live

1. Login to the Instagram account from which you will share the live streamed event.
2. Tap the company icon "Your Story" logo with the blue + mark at the top left corner of the home screen.
3. In the camera option menu at the bottom of the camera, select "Live."
4. Tap "Go Live" to begin streaming. Your followers will be notified.

Instagram Live vs. Facebook Live Which Should I Choose?

Give preference to the platform where you have the greatest and most engaged following.

Although both platforms can make it feel like an intimate experience for the viewer, Facebook Live can look more formal than Instagram.

Instagram Live streams are also very visible on followers' accounts—and are more likely to show up in a user's feed.