

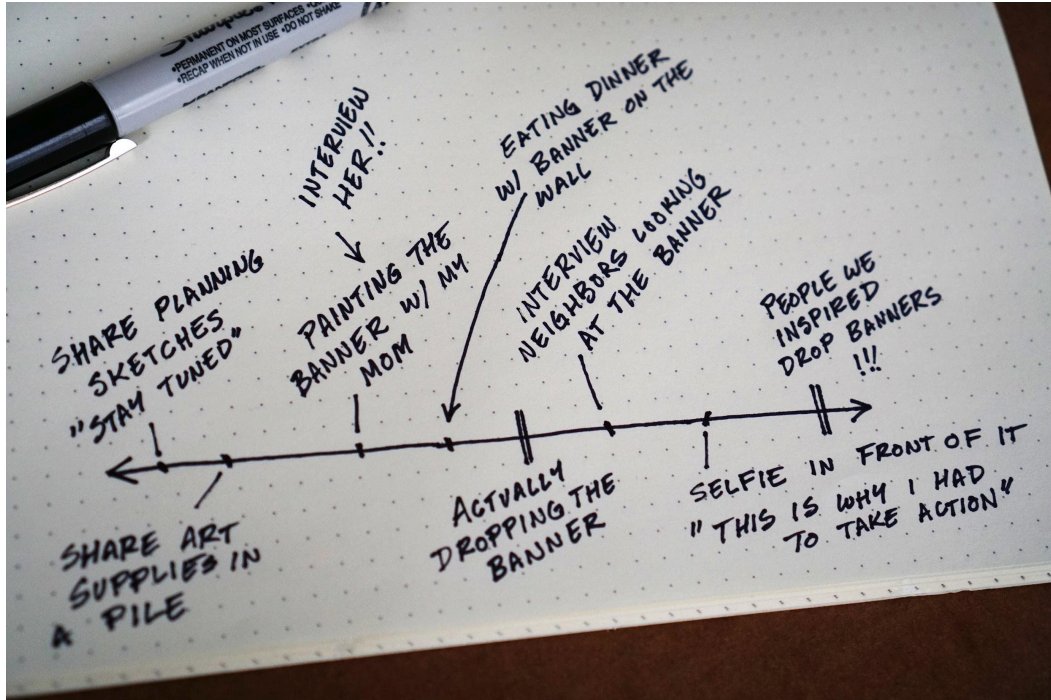


SCOTUS:

PHOTOGRAPHY & LIVESTREAM TOOLKIT

How do we capture powerful content that communicates the message of our actions?

- [Photography Shot List](#)
- [Livestreaming Your Action](#)



Photography Shot List

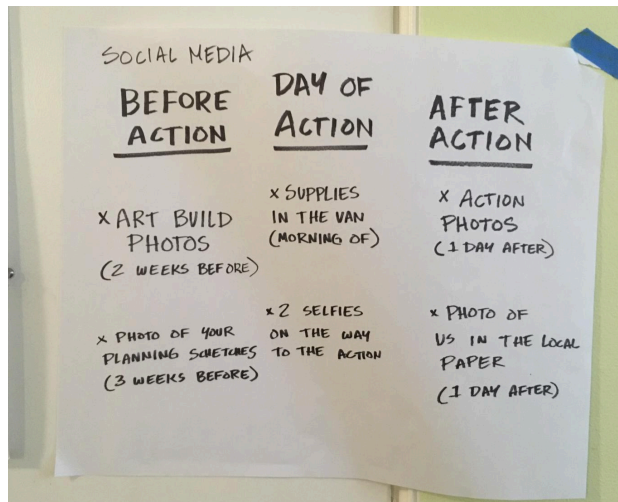
A shot list is a list of the visual moments you want to create during your action. It lets your photographer know what shots they need to take, your art lead know what art to make, and your social media lead know what content to expect. Most importantly it lets your action team know what moments are critical to telling the story of the action. You can write one for a day of action, or for the entire timeline of before, during and after your action.

What story do we want to tell with the SCOTUS actions?

Our photos should communicate the power of large, diverse groups of people coming together to stand up to the politicians trying to push through a Supreme Court nominee while communities are suffering from COVID, the effects of racism, and the economic crisis.

How do we account for COVID in our photography?

People will need to be more spaced out and wearing masks to make it clear that we're following social distancing protocol; think about how to capture the full group with people more spaced out than usual.



An example of a shot list for your action could be:

- Before the action:
 - A photo of you prepping supplies
 - A photo of your art build
- Day of the Action
 - A photo of the speaker in front of the crowd
 - Photos of some of the key organizers
- After the action
 - A great photo from the day of the action with a caption recapping what happened
 - A short video of an action participant talking about their experience

Livestreaming Your Action

Livestreaming is one of the most direct ways to get our message across at actions.

When we livestream an action we have total control over the story and messaging—it's coming straight from the source without being interpreted by a news outlet or other media. As we livestream it's important to keep in mind that while it's nice to go viral and get hundreds of thousands of views, our main goal is to absorb people into our work. When passive supporters of our movement view a livestream and are compelled by our messaging and tactics, we can ask them to take action and absorb them into our work to advocate for justice.

How to Livestream on Facebook

(Note that you can livestream on Instagram as well!)

Step 1: Download the App

To Livestream, you must download the Facebook Pages Manager app. This app is available for both iPhone and Android. You must also have administrator access to your group's Facebook page.

Step 2: Craft your Caption & Absorption Link

Have the caption you want for the video copied in a note on your phone or easily accessible (since you can't edit it once you set it) and go live. It should clearly contain the main absorption link (a call to action for viewers/what you're asking people to do to support you).

Look at the messaging section of the [SCOTUS Action Guide](#) for social media language.

Step 3: Before You Start Streaming:

Hold the camera horizontal (landscape, TV-shaped). **IMPORTANT:** take your phone OFF portrait orientation lock before you start streaming, and keep your phone landscape the entire time. (It can't hurt to test out Facebook Live on your personal account earlier in the day to make sure you know how it'll look!)

Don't get discouraged if there are not a ton of people watching -- live streams often get 50x the views after it ends.

REMOTE ROLES TO FILL (if you have enough people):

Back up livestreamers: Phones can overheat easily while livestreaming to Facebook so it's always good to have 1-2 people logged in to your page as back ups.

Facebook livestream moderator: answers questions in the comments of the livestream, hides the trolls/haters, answers legit questions and, most importantly, is able to give you direct feedback on how your live stream is looking on the other end (is the video shaky, is there a weird background noise, is it hard to hear what's going on? etc.).

Step 4: Emcee the Livestream:

With all the tech and support in place, it's time to think about how you're going to emcee the livestream; in general, you should be acting as if you're a journalist, live reporting and narrating the action for the audience.

Average watch time for Facebook Live is only 10 seconds -- so you need to be working to keep people engaged and consistently update new viewers about what the action/event is, why it is happening, and what they can do to get involved.

Right before the action starts, right after it ends, and whenever there is a dull moment feel free to do an interview with attendees* asking them who they are and why they are at the action. **NOTE: these attendees are spokespeople who have been trained on the key talking points of the movement/action/event.*

Pro-tip: it's helpful to write out key talking points the night before and memorize them. It might feel silly but you should repeat your strongest 3 or 4 talking points throughout the livestream -- if it feels boring and repetitive, just keep your energy up and speak with passion: you're doing it right!

Step 4: Make Your Asks (and make them frequently!)

You should constantly be asking viewers to do these two things:

Share the video (The more people we reach, the more people we can pull into online, and eventually, offline action) and **click the digital absorption link** in the description.

Step 5: Save & Share Your Video

You just livestreamed for the SCOTUS rapid response action using Facebook live! Congratulations, you did great!