

LIVE STREAMING GUIDE



<< COVID-19 lockdown related livestream advice coming soon >>

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USEFUL DOCS (to read before live-streaming)

[XR Values and Principles](#)
[Movement of movements](#)

link to them on rebellion.earth
Info on this being a broad, all-inclusive movement

EQUIPMENT:

A smart phone with a decent camera! Download the apps - Facebook, Instagram and Twitter

Optional:

A portable battery charger and cable - in case you're low on juice

Use earphones/ mic if you'd like, to capture your voice - hold the mic towards any speakers.

You can get snazzy hand holders for phone if you like - or even a Gimbal for super smooth motion! We recommend the DJI Osmo Mobile

BLURB:

Prepare a Description for your Video.

- This is becoming more important as with the frequency of live-streams are increasing, we don't always have capacity to edit the posts.
- The full blurb is only needed for Facebook Live. Instagram Live doesn't require description, and Twitter is limited to 280 characters, so just use the Headline.
- You can write a description in your notes app on the way to an action/event, and then copy and paste it into the relevant app when you're ready to go live.
- If you have to go live immediately and there is no time to write blurb, please let us know so we can edit.
- Keep it short, concise, informative, but when possible funny, irreverent, satirical, silly, light-hearted. One way of drawing people into the seriousness of the situation is through comedy and fun. Also it's very important the posts are descriptive so people know what's going on....not many people will watch the entire live stream for an explanation!

Here's the simple format for blubs:

- **Headline:** Must begin with "LIVE:" and then an attention grabbing headline that summarises what is happening in one sentence
- **WHAT AND WHERE:** A short paragraph on WHAT is going on and WHERE it's happening
- **WHY:** A short paragraph on WHY this action is taking place
- **DO SOMETHING!:** A line with a CALL TO ACTION (or what we want to achieve and how the viewers can help)
- **HASHTAGS:** A few relevant hashtags

EXAMPLE BLURB:

LIVE: Protestors in Milton Keynes douse Boris Johnson in Oil!

Whilst visiting the site of a proposed new oil shaft in Milton Keynes, extinction rebellion rebels surprise Boris Johnson and cover him in "oil". Don't worry though, it's vegan and eco-friendly! We are even offering to pay his dry cleaning bills. (He didn't accept).

We're doing this because despite committing to net zero carbon emissions by 2050 (which in itself is too late) the Prime Minister Mr. Johnson just gave the greenlight to four new oil drilling operations on UK soil, with plans to pour it over indigenous communities. Extracting and burning fossil fuels increases greenhouse gases in the atmosphere, which directly leads to global overheating and catastrophic climate change.

We're asking Boris Johnson to cancel all fossil fuel extraction operations now. Please sign our petition [HERE](#).

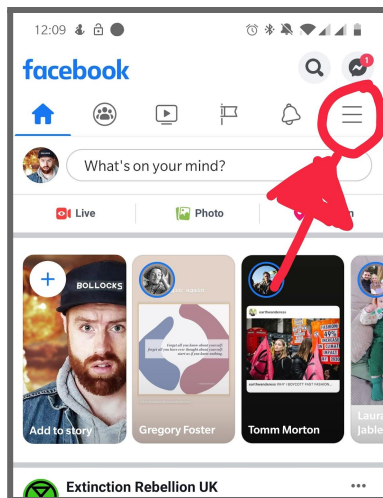
*#SoilNotOil #ActNow**

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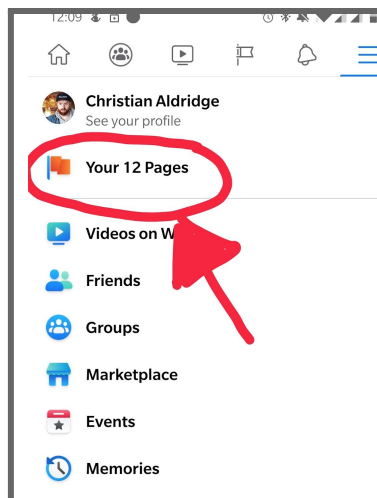


GOING LIVE ON FACEBOOK : LANDSCAPE ORIENTATION

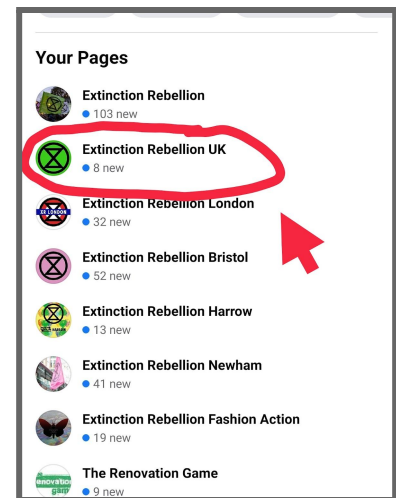
- Before posting to Facebook Live, you will need to be added as an “Editor” for the relevant page. Please get a co-ordinator to add you
- Look out for a notification - you will need to accept this request to become an Editor
- Open your app



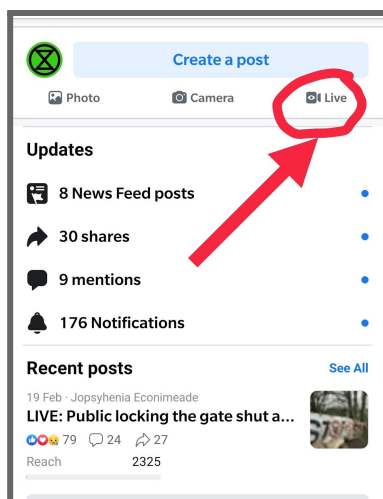
1. TAP THE MENU BUTTON



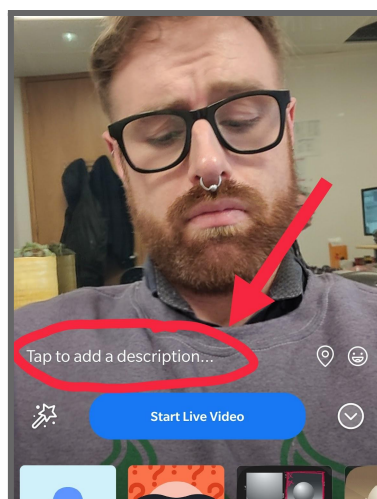
2. TAP ON PAGES



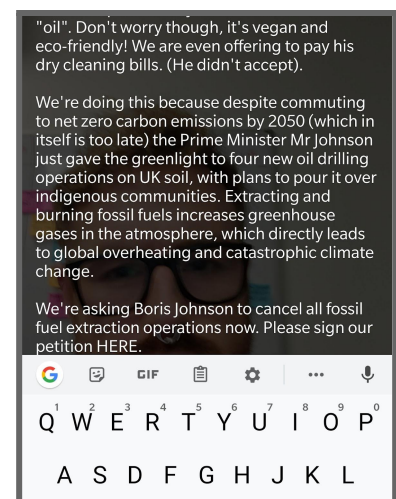
3. TAP RELEVANT PAGE



4. TAP LIVE
(if this doesn't show, click
'Create a post' and then 'Go Live')

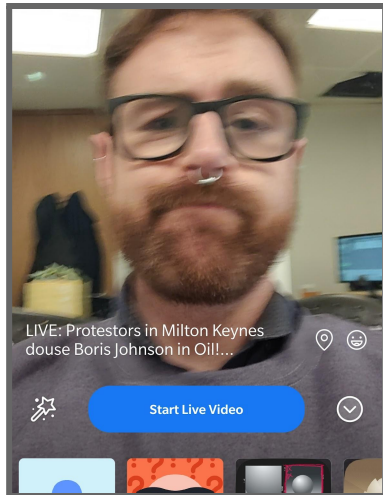


5. TAP TO ADD DESCRIPTION



6. PASTE BLURB, PRESS DONE

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**7. WRONG ORIENTATION!
TURN PHONE TO LANDSCAPE**



**8. THE TEXT SHOULD ROTATE, YOU'RE READY TO GO!
TAP BLUE BUTTON TO GO LIVE!**

If text doesn't rotate you need to make sure that the phone is set to AUTO ROTATE (on Android) or ORIENTATION LOCK is set to OFF (on iPhone). The can be found in the top pull down menu on Android, or the bottom pull up menu on iPhone!

You can also add your location by clicking on the PIN icon

- Facebook will notify you: 'You're now live' when you're live! Start immediately on selfie mode by saying hi, what's going on and where you are. Then double tap screen to go to action
- Stream for a minimum of 30 minutes.
- When you have finished, Click End.
- **IMPORTANT - ONCE STREAM HAS FINISHED MAKE SURE YOU HAVE TICKED 'POST TO TIMELINE' AND 'UPLOAD IN HD' (if available) and then Press Share**
- **PLEASE DO NOT POST MULTIPLE SHORT STREAMS, UNLESS YOU GET CUT OFF. AIM FOR ONE LONG STREAM.**

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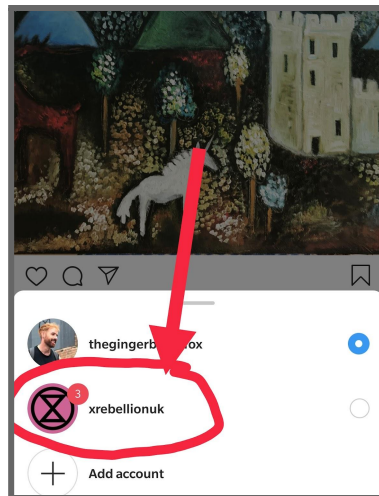


GOING LIVE ON INSTAGRAM: PORTRAIT ORIENTATION

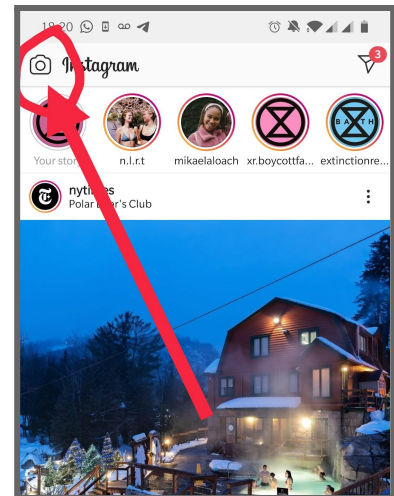
- To post on Instagram for the first time, you will need to add the relevant account.
- The coordinator will provide you with username and password
- Open Instagram app, press the home icon (bottom left), then long press on the icon in the bottom right
- Then select 'Add account'
- Type in username and password. You may need to be authenticated by the platform coordinator, so make sure you do this in advance.



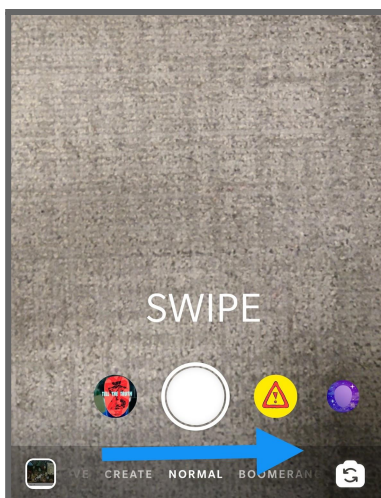
1. LONG PRESS ICON



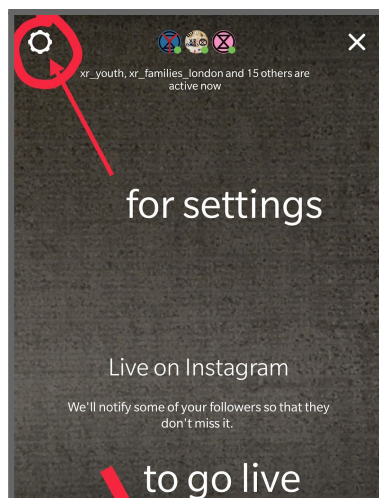
2. TAP ON RELEVANT ACCOUNT



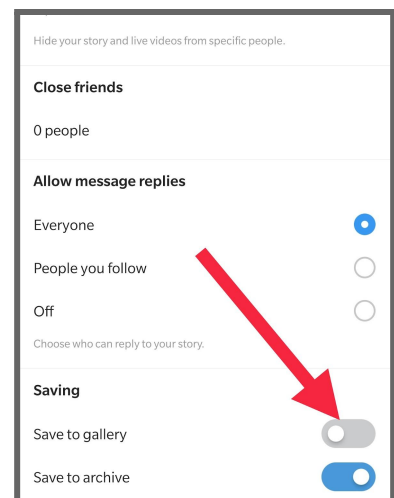
3. PRESS CAMERA ICON



4. SWIPE ACROSS TO 'LIVE'



5. TAP COG FOR SETTINGS



6. Turn this on if you want to save the video to your phone

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PRESS THIS BUTTON TO GO LIVE!

**Instagram only supports Portrait mode - please don't stream in landscape!
No description is required. Yay!**

IMPORTANT! If you want to save your live video, you need to select this option BEFORE you start. From the pre-live screen, click the settings cog in the top left of the screen, and enable the option 'Save to Gallery'

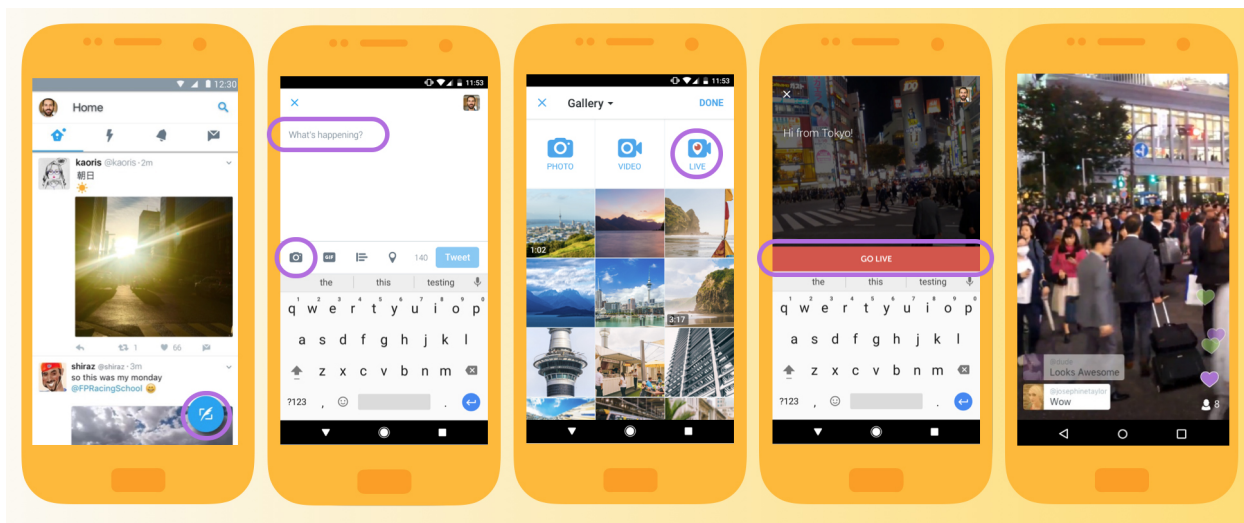
- The number of viewers appears at the top of the screen and comments appear at the bottom. Tap Comment to add a comment, and tap and hold a comment to pin it to the top so that viewers can see it more easily. Say hi to viewers, thank them for joining, and answer questions
- To turn comments off, tap then select Turn Off Commenting.
- Stream for as long as sustains action. You can always sign off and then come back Live later
- When finished - Sign off and remind people to come back later for more updates
- When you're done with a sign off, tap End in the top right then tap to confirm.
- **Make sure you click 'SHARE TO STORY'**
- You can also tap Save in the top right to save it to your camera roll

GOING LIVE ON TWITTER

LANDSCAPE ORIENTATION

How to start a live video:

1. Open app
2. Click 'Composer' button (bottom right blue circle)
3. Tap the Camera Icon
4. Tap the live mode
5. Copy and paste blurb into 'What's happening' and Add Location. You can only use 280 characters for description - just a headline and some hashtags. For example "LIVE: Rebels are covering Boris Johnson in oil! #Payback #BorisJohnson"
6. Rotate phone 90 degrees into landscape orientation: Two icons will rotate at the top of the screen (Flash icon and Switch camera icon) - the text does not rotate, don't worry.
7. Then press Go live.



NB. these images are out of date - will update soon.

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SUGGESTED FORMAT OF LIVESTREAMS :



It's key to smash the first two minutes to bring in/ keep viewers. Making it exciting, covering action information, and a call to action.

INTRO

- Hello! We're live from [Location]
- Action happening [e.g. Hunger Strike, March, Lock-ons]
- Please : Like! Comment! Share!
- Call to Action : Come to the street to support/ share/ visit website

INFORMATION

- Detailed description of the Action
- Tell your audience more of the Messaging / Facts



INTERVIEWS

- Interviews - speak with the participants/ witnesses - aim the camera at their faces.
 - Check people are comfortable on Livestream before if possible
 - Ask them why they are there/ how they are feeling
 - Why they are taking action
 - What does XR mean for you

PERSONAL INSIGHT

- Tell viewers why *you* are there. What motivated you. How do you feel? Are you inspired?

ENGAGE VIEWERS



- Ask your viewers questions (there are lots of Top Fans who will engage)
 - where are they watching from, when they answer - respond to them by name!
 - ask them to **share the livestream** with their friends!
 - ask them to comment any websites you mention for others to access
- Read and respond to any who comment in, thank them for their support
- When there is a lull in conversation, you have a great opportunity to tell viewers how they can get more involved.

REGULAR CHECK-INS

After every 10 mins - repeat Intro

SIGN OFF

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- Don't just end! Conclude the action. Signpost people to the next action, if you know it.
- Make a Call To Action - to join/ support/ local groups

TIPS FOR A GREAT POST :

- Try to wait until something interesting is kicking off - to start with a bang!
- Start in Selfie mode so viewers can see your face and engage with you: Say a quick welcome, what's going on, where and why.
- Be yourself - you don't have to pretend to be a formal news anchor (unless that's your personality - then go for it!) Viewers respond to your authentic character better, try to relax and talk to the camera like you were talking to a friend.
- Embrace mistakes! It's live, they sometimes happen. Laugh at it.
- Say hello to other rebels on the street - don't think that just because you're live doesn't mean you can't interact. You can!
- Be an epic live reporter on the ground, getting the inside story and feeling of the action.
- Stream for at least 30 minutes + (algorithms grow so your stream is shown to more people).
- Do some shoutouts and responses to the public messages coming in and engage.
- Remind the audience who is speaking halfway - as we don't have a subtitle functionality.
- If there's a lull give some info, or repeat what's going on and why. Or take time to read comments and respond
- Smash first two minutes of the livestream are exciting and bring in a lot of viewers.
- Repeat yourself. People will join at different times.
- Read and respond to any who comment in, thank them for their support.
- Aim the camera on faces - easy to forget. Eye contact is gripping.
- Try to line up interviews with spokespeople before hand
- Reverse the camera and be in a long-arm shot from time to time.
- Ask viewers to come and join
- Get people to SHARE the video. DON'T write this in the Description - Facebook doesn't allow it.
- When interviewing people and not using an external mic, use selfie mode as the sound picks up WAY BETTER (the microphone on the phone favours the front of the phone).
- If using headphones with a mic, hold the mic out to people if you interview them
- We are the streamers of LOVE! Always remember we treat everyone with respect and love (even if we think we hate them!) Don't engage with trolls on comments, there's no point. Just send love!
- Our mandate is to tell the truth and encourage people to act now, by giving them real facts told with emotion and respect, and being loving and respectful at all times. TO EVERYONE!