



Live Streaming: Some Best Practices

Testing

- Whatever equipment you use (phone, laptop, camera and microphone) always run a test before going live! We all know technology doesn't always cooperate. Best to work out the kinks before going "on air."
- Check that your audio levels are good, your image is clear, and WIFI connection is strong.



Lighting

- *The more lighting the better!* Your image will become sharper the more ambient light there is. A lot of natural light can make for the clearest image, but isn't always readily available in our churches or chapels. If you don't have a lot of natural light, turn on as many lights as possible – you can even try bouncing light off of a white poster board or white sheet in the direction of the altar and ambo.
- Try not to have any light sources (windows, lights, lamps) directly behind your subject, as this will make them a silhouette and harder to see.

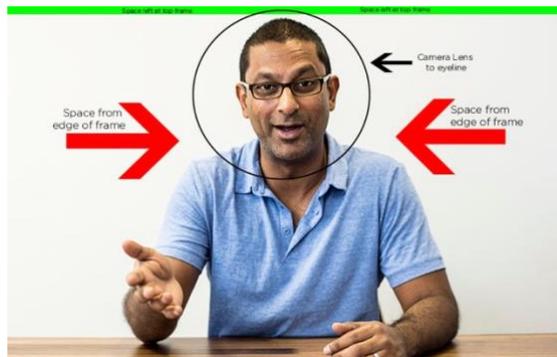
Framing

- Get up close and personal! When someone is watching a live streamed event from home, they want to be able to see what's happening! If the camera is too far away, the viewers feel less engaged, less like they are present.
- Try to frame people from waist up, so viewers can see hand gestures and facial expressions. This may mean you need to move the camera at times, especially during Mass, but it is better to have to shift the camera at times than to keep a consistent wide shot.
- When panning or moving the camera, try to keep steady smooth movements and follow your subject. For example, if Father is getting up to read the Gospel follow him from the chair to the ambo.
- Head room: give your subject a little head room (but not too much – reference interviews online for examples of appropriate head room). What's head room? The space between your subject's head and the frame of the video.



Eye Line

- Try to look toward the camera *lens* when you are the speaker. Our tendency is to look at the screen, but our viewers are more engaged when it looks like we are looking them in the eye.
- If possible, try to have the camera lens at the same height as eye level. The best way to make this possible is using a tripod whose height you can adjust.



Audio

- Audio is half the battle! If possible, use an external microphone rather than the internal microphone in your phone, laptop, or camera. Place the microphone as close to the subject as possible. The farther the microphone is the more ambient/room noise you will pick up. (You can purchase a number of external microphones that can work with your phone, laptop, or camera from Amazon).
- It is also important for the subject to speak clearly, especially if the only microphone you have is the internal mic on your device.

Music Licensing

- If you will have music during your Mass, service, or event, you will need to check copyright. If you live stream music that is copyrighted, most platforms will remove your video.
- [One License](#) can help with you obtaining rights to worship music.

There is plenty to learn about live streaming, and we know a lot of people are just diving in head first without much preparation or training. Know that you can always make tweaks along the way! After each live stream, take a few minutes to review your video, and note something you want to improve for the next time. Gradually you'll see your live streamed videos improve. You can find some additional resources below.

[Taking Your Church Online During the Coronavirus Pandemic](#)

[Live Streaming During COVID-19](#)

[How To Live Stream Your Church Service: A Practical Guide](#)



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