

# Live Streaming Guide

*In these uncertain and unusual times, Vine Connections is dedicated to helping our partners navigate our current environment and lean in to digital.*

## WHAT ARE MY OPTIONS?

- Live Happy Hour, Events, and Education events are a great option for accounts and partners looking to have real time interaction with their audiences.
- Viewers can comment in real time so that the host can respond verbally or through a comment.

## MOST COMMON LIVE STREAMING PLATFORMS:

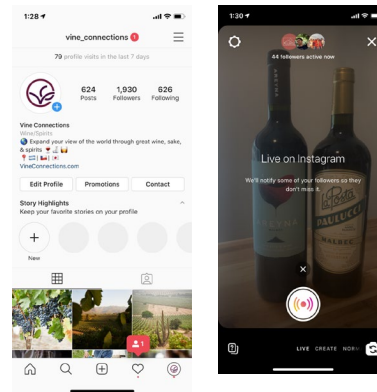
	Instagram Live	Facebook Live	YouTube
Pro's	<ul style="list-style-type: none"> <li>• Easy to Use</li> <li>• Easy to implement if you already have an Instagram Account</li> <li>• Easy for viewers to interact Live video</li> <li>• Can easily add a co-host by inviting someone to "go live" with you</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to use if there is only 1 host</li> <li>• Easy to implement if there is only 1 host</li> <li>• Easily save and share video</li> <li>• Viewers can interact in real time easily</li> <li>• Can use webcam and desktop or mobile</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to save &amp; can schedule for later</li> <li>• Live Chat functionality</li> <li>• Can create a private stream if you want to only offer the video to select audiences</li> <li>• Desktop or mobile friendly</li> </ul>
Con's	<ul style="list-style-type: none"> <li>• Can be unreliable when saving longer videos after going live</li> <li>• Limited ability to change view of host/co-host and unable to customize with graphics</li> <li>• Mobile only, so you need to shoot from your phone</li> </ul>	<ul style="list-style-type: none"> <li>• Not able to add a co-host streaming in from somewhere else</li> <li>• If you want to add graphics and change views, you will need to use a third-party software (see below)</li> <li>• Third party software is also needed to add in a co-host (Ex. Winemaker, educator, etc. that is not in the same place with you)</li> </ul>	<ul style="list-style-type: none"> <li>• Unless you have an established YouTube presence is less likely that people will stumble upon your video &amp; join</li> <li>• Third party software required for a co-host</li> </ul>
Verdict	<p><i>Best for partners looking to do a simple co-hosted live stream, and not worry about adding fancy graphics.</i></p>	<p><i>Best for one host Live videos OR if you are wanted to use a third party to up the production value, while still using a platform your customers are most likely familiar with.</i></p>	<p><i>Best if you are looking to do scheduled Live streams and/or looking for a spot to house all your already made videos.</i></p>



## INSTAGRAM LIVE

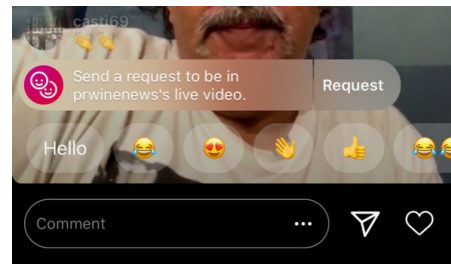
### ONE HOST

1. Open the Instagram App, and be sure you are on the profile that you want to “go live” on.
2. Go to profile page and click on profile icon to add a story.
3. On the bottom, scroll to “Live” on the far left.
4. Click the orange button to start the live stream. Your followers will instantly be able to start watching your stream, so don’t “go live” until you are ready.



### TWO HOSTS

1. Follow steps above.
2. Have your co-host join the Live stream by navigating to your account and clicking on the profile icon (accounts that are currently live will have a ring around the profile picture with a small play button that says “Live”).
3. When the co-host joins, they will see the option for “Ask to go live” with your account.
4. The host will need to accept the request. The co-host will then be added in a split screen.



### SAVE INSTAGRAM LIVE VIDEO

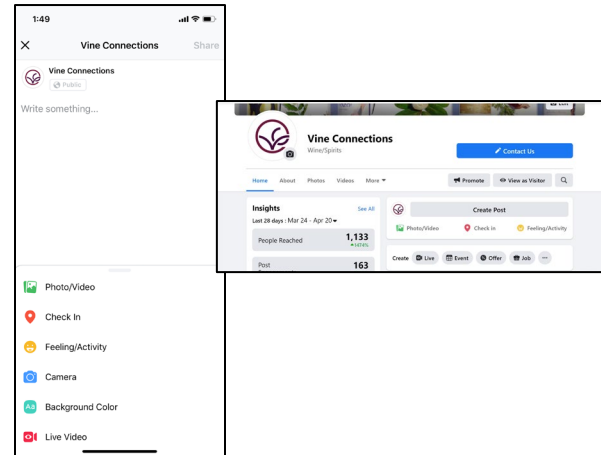
1. After you've ended a live video on Instagram, you can tap the down arrow icon in the top left (⏏) to save the video to your phone's camera roll. Keep in mind that only the video is saved, and not things like comments, likes and viewers.
2. You're only able to save a live video right after you've ended it. Only you will see the option to save your live video.
3. Note: It may take a minute for a live video to save to your phone, especially for longer videos.
  - *Full disclosure: Our 30min long videos have failed to save multiple times, so if you are relying on having the video saved you may want to explore other options.*

## FACEBOOK LIVE

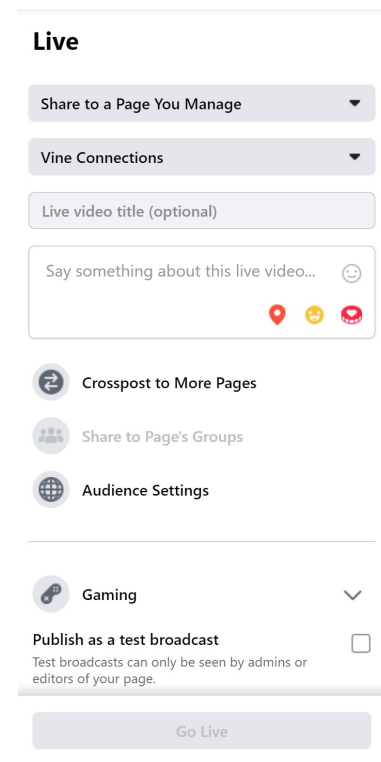
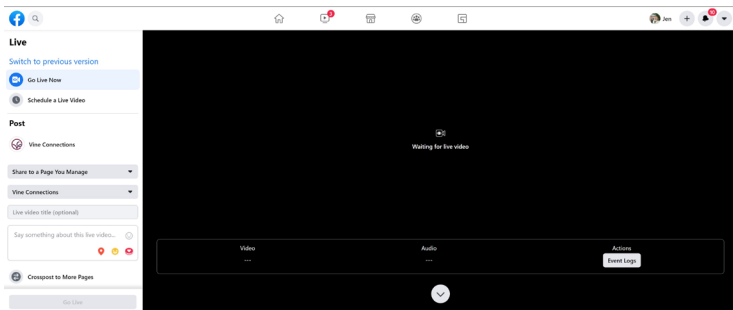
### ONE HOST

1. On mobile or desktop, go to Facebook and then the page that you want to start the live video from.
2. Go to create post, and select “Live Video”

3. On Mobile: You will be given the option to add a description and then when you are ready to be live press “Start Live Video”.
4. On Desktop there are quite a few additional options:
5. Select “Use Camera” if you plan to use your webcam to record.
  - You can enter a description on the side, and choose to cross promote between pages that you manage, restrict the audience, change commenting settings, etc.
  - Facebook also allows you to do a “Test Broadcast” if you want to get some practice in before you go live.
6. Press “Start Live Video” on desktop once you are ready to go live.
  - *Full Disclosure: All Live Streams will most likely be a bit delayed, but we’ve found that Facebook can be quite delayed (up to 20sec) so be patient and be prepared for a delay.*



### Facebook Desktop Dashboards:



### SAVE FACEBOOK LIVE VIDEO

1. Once you are finished, press “End Live Video”
2. Navigate to the page that you went live from, and you should see a preview of the live video in your stream (if its not there, give it a minute especially for long Live Streams).

3. Click into video/post and select “Save Video” in the upper right-hand corner.
4. Your video will be saved to the “Videos” section of the page. You can access at any time and it will give you the option to download.
  - a. *Note: If you don’t save, you may lose access to the video over time.*

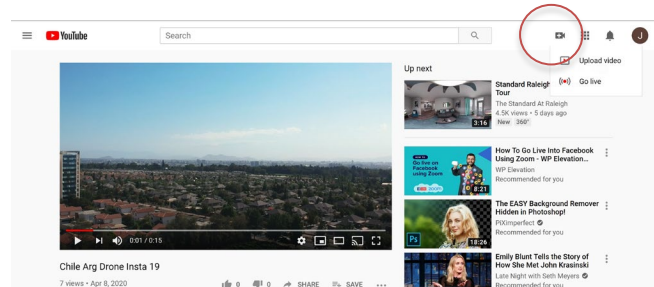
## TWO HOSTS

- See below for third party software options.

## YOUTUBE LIVE

### ONE HOST & SAVING

1. Go to YouTube on desktop or mobile.
2. Select the camera icon in the top right corner and select “Go Live” from the Dropdown.
3. Mobile: Press Record and you are live
4. Note: You need 1,000 followers to go live on mobile
5. Desktop: Make sure you select the camera icon on the left panel to use your webcam to record.
  - **Make sure you are using Chrome or Firefox, other browsers are not supported.**
6. Set title, description, upload a custom thumbnail (like your logo) and age settings. Then press go live.
7. Click Save. Your camera will then take a thumbnail.
8. Click Go Live.
9. When you’re done streaming, click End Stream at the bottom. All streams under 12 hours will be automatically archived. You can access previous, current, and upcoming streams in the [Live Tab](#).
  - *Full Disclosure: We haven’t tested the waters too much with YouTube, we had trouble with the camera settings, but it is a great place to keep recorded videos or past Live Streams that you have saved.*



## TWO HOSTS

- See below for third party software options

## THIRD PARTY STREAMING PROGRAMS

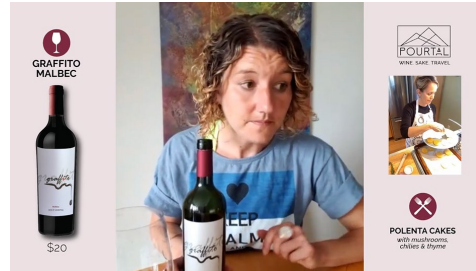
*If you are looking to use Facebook or YouTube but would like to have a co-host join in from another account, you will need to use a third-party software that will allow you to do so. Below are some of the options we have explored.*

**NOTE:** This is slightly more advanced, so we always recommend doing additional research for yourself and testing before any live streams.

Email [jennifer@vineconnections.com](mailto:jennifer@vineconnections.com) if you are interested in learning more about any of these options.

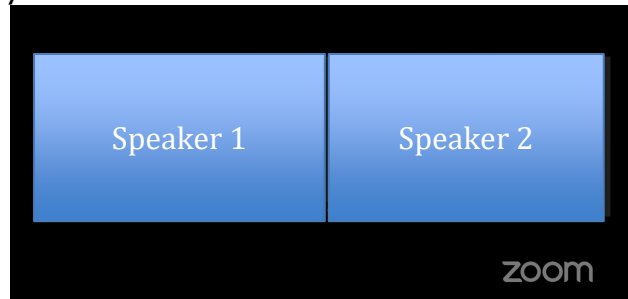
- **OBS:** Free software that you can download and push to Facebook, YouTube, or other using a streaming key. You can add graphics, screen capture from a Zoom call to give the look of a co-host and much more. You can create scenes ahead of time, so once you go live, you can easily accomplish professional looking transitions.
  - OBS is how we've been doing our [Community Cheers initiative](#).
  - **Verdict:** *The software takes some getting used to and requires good Internet to handle everything, but the result is the most professional looking and the most flexibility with layout.*

Ex of OBS Layout:



- **Zoom:** Zoom paid accounts (starting at \$15/month per user) allow you to push a Zoom conference calls to Facebook or YouTube.
  - **Verdict:** *It is simple to use, however it looks just like a Zoom call and has the Zoom logo so not customized.*

Ex of Zoom to Live Layout:



- **Be.Live:** A browser based program that offers a free or paid plan for live broadcasts. Paid plans give you more customization and people you can include on screen. You can add guests via a link, which they would accept by using their Facebook or YouTube account. You can change screen layouts with presets, which makes it more user friendly than OBS, but less flexible.
  - **Verdict:** *Easier to use than OBS, but that comes with less customization.*

Ex of Be Live Layout

