

# Best Practices for Live-streaming Video (Tips, Tricks, and Advice)

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## Tips and Tricks:

- Make sure you start with a high battery level, 100% preferred.
- If you have a portable phone charger or wall charger, use it during live-streaming to ensure you don't run out of power.
- Mind the ambient noise in the background. Silence barking dogs, doorbells, and office phones if possible.
- Let others in your office know you are live-streaming and you are not to be disturbed.
- Close your door and include a sign on the door that lets others know you are recording a broadcast.
- Remove overly distracting visual elements in the background that can compete for your audience's attention.
- Mind your cell signal before your broadcast or live-stream. Public Wi-Fi may experience slow-downs with heavy use. Your mobile data may be faster if it's available.
- Choose open areas that have the best steady mobile connectivity.
- Before a broadcast, restart your device and close down unnecessary apps that may cause performance issues.
- Make sure you have enough space on your device to live-stream. Video content uses up space on your device very quickly.
- Broadcasts can vary in length. Some may be between 3-5 minutes, while other course-related, teachable topics can be up 30 or 45 minutes. Use analytics to determine the right lengths for your videos.
- After live-streaming or broadcasting, remove stored videos off your device to ensure there's enough space for future streams.
- Mind overly shaky camera angles and movements. A smartphone tripod can help.
- If your video requires audio feedback with your audience, use headphones with a microphone so your audience can hear you and you can hear them.

- Plan ahead whether you'll be shooting your video in horizontal or in a vertical orientation.
- With lighting, choose a broad light source. Natural lighting works best. Shoot your content quickly, though because daylight intensity changes throughout the day. Direct lighting can often be too harsh and can emphasize blemishes and wrinkles.
- If possible, avoid shooting under extreme sunny conditions. Cloudy days work best for lighting.
- Feel free to utilize social media to announce your live-stream ahead of time. Your audience may need occasional reminders in advance.

### **Keeping the Audience Engaged:**

- Word delivery should be authentic. Don't be afraid to experiment with using lyricism in your voice.
- Have prepared questions for the audience. Small-talk (weather, location, etc.) is OK, but don't over-do it.
- Acknowledge these audience user answers and comments while live. Some ideas:  
 "Thanks for joining us, user409!"  
 "I see you... user409, great suggestion about..."  
 "User409, I appreciate you and your thoughts."  
 "Hey everyone! Thank you for showing some love right here while we're live."
- For users that join, stop and welcome them. If there is time, ask them where they are from. If the platform tells you where they are from, let your audience know who is joining the conversation and announce their location.
- Avoid nervous movements like stroking hair. It comes across on-camera as fear, discomfort, nervousness, and unreliability.
- Never antagonize audience members.

### **Live-stream Video Broadcast Formats:**

#### **General Broadcast:**

Have an outline of ideas or topics you'll want to cover. If sitting, utilize an index card.

#### **Ask Me Anything Format:**

Can typically be used when there are smaller audiences. There is risk in a user asking you something you don't have the answer to. Be prepared to not have answers to everything, but make a notation and follow up with them for a later live-stream.

**Taking You on a Tour:**

Perfect for live events. Show audience members an exciting moment where there is activity and buzz. Take special care not to include individuals in your stream that may not want to be broadcast. Using headphones with a mic will allow your audience to hear you better, but will let them hear less of the ambient spatial sound. Sometimes no mic will be better.

**Book/Article Review:**

Discuss an article that has important points that would be relevant to your audience. Make sure to have the exact name and source of this content. Let users know where they can find this content for more detail. Invite users to share other sources.

**Storytelling:**

Utilize passion when telling your audience about a specific story. Use words that express emotion. The story should, at the very least, use a typical story arc (has a beginning, middle, and end). The beginning sets the stage and demonstrates the ordinary. The middle is where a transition, challenge, and tension occurs. Express some transformation during the middle that leads to the end. The end explains that the problem is solved, or the tension as being relieved. Keep the story moving and have a pre-formatted outline handy to touch on important parts of the story.

>> **Thank you for reading. Click the big blue button below to get started!** <<



**For more tips and ideas, get in touch with us.**



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