

STREAMING TOOLKIT FOR ARTISTS



ESSENTIALS

1. CHOOSE A VENUE TO SUPPORT WITH YOUR EVENT

Select a venue to support from our map, and make sure to grab their crowdfunding link and Facebook page.

2. CHOOSE A LOCATION WHERE YOU CAN STREAM FROM AND THE DATE OF YOUR EVENT

The location needs to be one you can access safely, and have everything you need for your specific event:

→ You definitely need a good quality internet connection with reliable access – this should be at least 5Mbps upload (check your connection at www.speedtest.net if you are not sure).

→ You might need power and, depending on your planned production, you might want lights / backdrops.

PRO-TIP: If you are making a backdrop for your event please use **#saveourvenues** (images are available in the Download Social Templates tab at the bottom of the website).

3. CHOOSE YOUR PREFERRED ONLINE SOCIAL STREAMING PLATFORM

Many of the social streaming platforms make it easy to “go live”. This can be as simple as using a single smartphone to stream an acoustic set. You can set up some easy-to-use broadcasting software to send the stream online if you want a more professional streaming event (not available for Instagram):

→ Facebook Live is available inside the app, or you can set it up online inside your Facebook page if you have one as an artist / for your band

→ YouTube Live requires some set-up and you need to verify your account using a mobile phone.

→ Instagram broadcasting is from your app only.

PRO-TIP: If you want to broadcast to multiple locations then you will need to use broadcasting software (more on this later) and a restreaming service that lets you send to multiple locations.

4. DECIDE ON YOUR STUDIO SET UP

To stream online you will need a way of filming / recording your performance. This means using a camera, and microphone and/or audio capture for your computer or phone. Simple broadcasting can be done using the app on your phone for Facebook, YouTube, and Instagram – this will capture the audio using the phone microphone, and the phone camera.

PRO-TIP: While this is easy and quick to do, we **highly** recommend using the easy to use, free-to-download open-source broadcasting software OBS on a computer – you can download it from www.obsproject.com.

5. DECIDE ON YOUR STREAM PRODUCTION / ENCODING

To play your event online, the video and audio needs to be encoded and sent to your preferred streaming platform(s). If you are making a simple event using an app from one platform then this can be done from your phone and all of the encoding is handled by the app.

PRO-TIP: If you are using OBS to encode your stream you have more options to improve your stream quality – both the audio and video quality, and how you present your event online.

6. SET UP A TEST STREAM

It is really important to test out your set up before your event. You should make sure that you are happy with how your event looks online, and make sure that the audio quality is good. It is also a great idea to run a test event so you can try out performing online – it is different to performing live as the audience will be online only.

PRO-TIP: Most streaming platforms include chat / feedback so you can interact with your viewers and fans online before, during, or after the event. This can be a great way to encourage your fans to donate to your chosen venue.

7. SUBMIT YOUR EVENT TO #SAVEOURVENUES

When you are ready to schedule an event to support #saveourvenues you can quickly and easily submit your event online at <https://saveourvenues.co.uk/submit/#/>

8. TELL YOUR CHOSEN VENUE THAT YOU ARE RAISING MONEY FOR THEM

#saveourvenues venues will be keen to know about any forthcoming events on their behalf. Please contact your chosen venue and tell them about your event, they will want to promote the event with you.