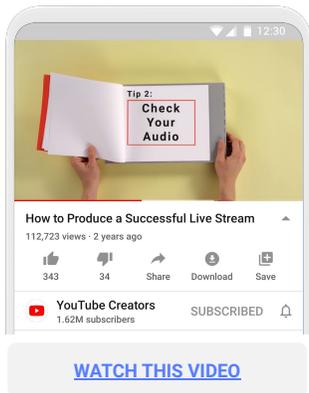


Live Streaming Guide

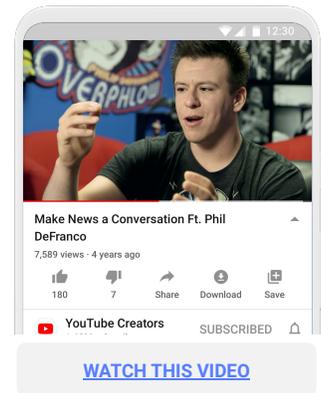
This guide will help you communicate with your community live on YouTube. Consider going live for events, press conferences about breaking news/information, and to provide real-time interaction with your community.



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Be Prepared

Enable Live on your channel, be sure that your account is [verified](#) and that Live is enabled on your channel at least 24 hours in advance.

Know how: Plan out what equipment you will use to capture video (webcamera, mobile device, or video camera), capture audio (external microphones are recommended), and provide lighting. Also, have a plan for Live chat - use the [YouTube Live chat tools](#) and have moderators available or turn Live chat off as best fits your resources. Finally, have a plan to secure the rights to third-party content if your stream will include any (e.g. music, images).

And where: Pick a setting that fits the tone of your video, but also isn't overly distracting from the message you hope to convey. A simple white background with a few natural props or an office setting is often very effective.

Test your capabilities and equipment: Perform a full live setup test using a private or unlisted stream and focus on: Internet connection (compare your home/work connection with your mobile connection for the best results), camera framing, audio capture quality, and lighting.

Be Discovered

Pre-setup as much as you can: Create your upcoming events as far in advance as you can and have them featured on your channel homepage. This gives your community the opportunity to hit the "set reminder" bell on each live stream they're interested in.

Package effectively: Use bright, high-contrast images for your live stream thumbnail and provide accurate titles that reflect what the message will focus on. Additionally, provide dates so that your community will know the context of your message as it relates to the changing news landscape.

Get your message out: Go into your live stream with a plan of how best to communicate when you are going live and how your community can find you. Leverage your existing social media, email outreach, and other communication tools outside of YouTube to ensure the broadest reach to your community.

Be Conversational

Keep an accessible, friendly tone: As you talk to your community, try to make viewers feel as if they're having an in-person conversation with the person on-camera.

But still have a structure: We recommend that you clearly state upfront what the video will cover so that viewers know what to expect and will keep watching. This will not only allow viewers to know exactly what they're getting from each video, but also help them jump to the section of the video relevant to their interests.

Control your narrative: Consider turning off Live chat and comments (for post-live state) when speaking about sensitive topics in order to keep the focus on the information in the video.

Lean Into Existing Formats

Consider using a [format](#) online audiences already know. Some of the most popular formats for informative live videos include:

Press Conferences provide your community with an immediate, real-time stream of important news and information that your community needs to know.

Expert Interviews are centered around a 1:1 experience wherein a Subject Matter Expert uses their skillset to respond to FAQs or review existing media / topics.

Town Halls provide an opportunity for your community to engage in a live question and answer session for all to attend.

Live Streaming Checklist

See below for step-by-step guidance on the entire process of a YouTube Live stream.



Pre-Live

- Enable Live** on your channel at least 24 hours in advance and make sure your account is [verified](#) before you do so
- Test** your full live stream setup - internet connection (compare your home/work connection with your mobile connection for the best results), camera framing, audio capture quality, and lighting - as a private stream in [YouTube Studio](#)
- Schedule** the live stream as a public or unlisted stream
- Create a live channel page shelf** to display upcoming and live events on your channel
- Announce the stream, its URL**, and gather questions beforehand from social media, [YouTube Community Posts](#), and/or [YouTube Stories](#)
- Embed the URL on your website** and send the links to press that may want to display your content
- Be proactive about Live Chat and Comments (post-live)**, consider turning both off or if resources are available have a chat moderator(s) and use the YouTube tools available
- Create accessible titles** that can be easily understood by multilingual audiences and lead with the key topics and context. Put the most important information in the first 60 characters, as some YouTube surfaces will truncate the title at that point
- Provide robust descriptions**, remember that often only the first two lines show up above the fold, so place key information in that space. Also, remember to provide links to important information you want to share with your community
- Use a clear, high-contrast image** as your thumbnail that accurately portrays your content and won't get lost among your upload shuffle

During Live

- Feature the event** for new visitors to your channel
- Deliver opening remarks** that sets up the live stream's purpose and structure
- Stick to your structure** that keeps you on track and makes it easier for your community to follow along
- Answer pre-sourced questions** (as applicable) from announcement posts
- Take vetted live chat questions** (as applicable)
- Deliver closing remarks** and thank everyone for tuning in
- Create highlight clips** of the event while it's still live

Post-Live

- Publish the live stream archive** to your channel for on-demand viewing
- Create a live archive playlist** to use as a [section](#) on your channel homepage
- Direct audiences to the archived live stream** via [end screens](#) on related highlight clips