



# How to live-stream your performance



## Welcome to Make Music Day UK!

**Make Music Day** is an annual set of free music events taking place in venues and public spaces around the UK - from town squares to libraries, bandstands to school halls and arts centres – on the longest day of the year, **Thursday 21 June**.

**Make Music Day UK** is also attempting to connect each performance through a unified piece, the song chosen is the Morecambe and Wise classic **Bring Me Sunshine**. Last year the Make Music Day song was performed by vocal and instrumental groups in town squares, shopping centres, parks, pubs and buses. This year, we want your weird and wonderful versions of the summer classic in all sorts of surprising places - as remote as you can get! You can download free resources at the [Make Music Day website](#).

Make Music Day UK is all about celebrating and making music locally and sharing it globally. Through the rural theme NYMAZ want to demonstrate that everyone should have access to music, no matter how rural their location.

This pack contains:

- Step-by-step instructions to live – stream your performance
- Information on how to promote your event and encourage others to take part in Make Music Day UK!

# **Livestreaming Your Make Music Day Performance**

Live streaming a musical performance is a brilliant way of sharing the benefits of live music with an extended audience that can't be with you at the event itself.

This guide provides a summary of how to use some of the most popular social media platforms to share a live video with your friends and followers.

## **1 Which platform should I use to livestream our Make Music Day performance?**

It's very easy to broadcast a live video on Twitter, Instagram and Facebook. Think about where most of your friends and followers are and expect to find you. Where do you usually get the most comments and likes on your posts? Facebook might be the best option if you think a proportion of your viewers will be watching later on in the day, after the live broadcast.

## **2 What equipment do I need?**

All you need is a smartphone with a video camera. A good wifi signal is ideal for live broadcasting, or you may be able to use a 4G phone signal if available,

## **3 What if there is no wifi or mobile phone signal where I am?**

You can still share your video later on! For information on how to share a video, visit:

Twitter: <https://help.twitter.com/en/using-twitter/twitter-videos>

Facebook: <https://www.facebook.com/help/569371393126980?helpref=search&sr=9&query=upload%20video>

Instagram: [https://help.instagram.com/488619974671134/?helpref=hc\\_fnav&bc\[0\]=368390626577968&bc\[1\]=898918476885209&bc\[2\]=1771676186445020](https://help.instagram.com/488619974671134/?helpref=hc_fnav&bc[0]=368390626577968&bc[1]=898918476885209&bc[2]=1771676186445020)

Youtube <https://support.google.com/youtube/answer/171780?hl=en-GB>

## **5 How do I let people know about my Make Music Day performance?**

Tell your friends and followers in advance that you will be going live with your performance. Let them know **the time and date** of the performance. On some platforms, like Facebook, you can ask your viewers to follow you and receive notifications when you go live!

**Please use the hashtags #MakeMusicDayUK and #MakeMusicEverywhere and we can help promote your performance!**

## **6 Permission to broadcast**

Clearly, you should always get permission from all those who appear in your live streamed video prior to broadcast. If children are involved as performers or audience members, parental permission should be sought in advance.

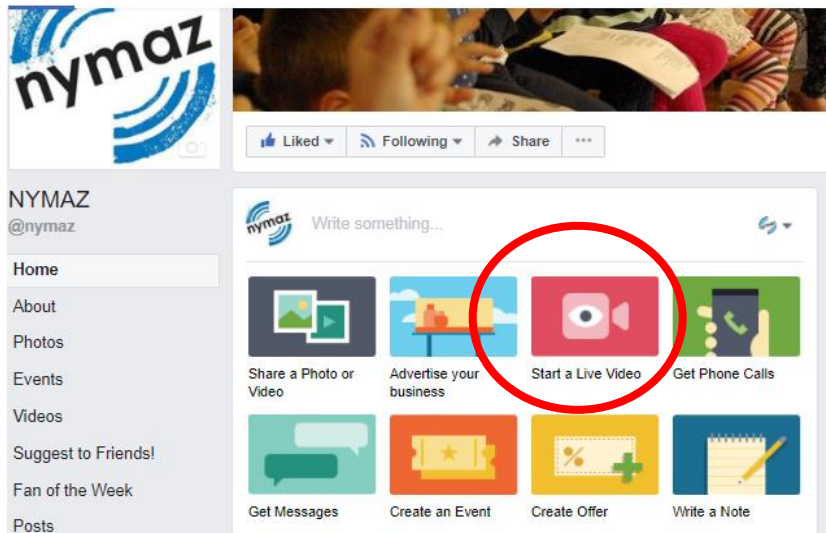
## **7 Who can see my video?**

Anyone who has access to your social media account as a viewer. If you publish a Live video on a Facebook page, then this can be viewed by anyone. If you want to create a private Facebook Live video, you would have to first create a private group, and invite members to join.

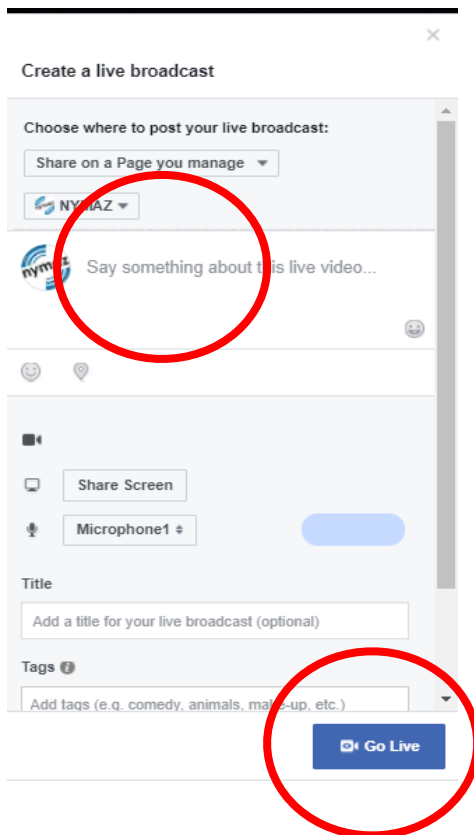
If your Twitter or Instagram feed is public, then anyone can view the live video. If you restrict your followers, only those you have approved will see the video. Please see the twitter guidance below for further details of how to post a live video if your tweets are restricted to a specific audience.

You can set privacy settings for Youtube videos to Public, Private or Unlisted. Make sure you share the website address (url) for your broadcast in advance so that your audience can find you!

## Live Streaming – Facebook



To livestream from Facebook, click on the Live Video button.




You can then write a description of your video including #MakeMusicDayUK and #MakeMusicEverywhere so we know you're going live!

Once you've added a title and the hashtags just press 'Go Live' and away you go!

## How to create live videos on Twitter

### How to start a live video:

- 1 Tap the compose  icon
- 2 Tap the live video  icon

### How to end a live video:

You can end a live video at any time by swiping down and tapping End video.

### When I go live on Twitter, where does it go?

Your live video can go anywhere that a Tweet can go. This means that it'll be searchable in the Twitter app, on the Twitter website, and it can be embedded on other websites just like any other Tweet. It will also exist and be searchable on Periscope, which powers live videos on Twitter. If you add a location to your live video Tweet, your video will be discoverable on the [Global Map on Periscope](#).

### Can I go live if my Tweets are protected?

You cannot go live from Twitter if you have protected Tweets. However, you can [download Periscope](#) and host a [private live video through Periscope](#).

When you make your Tweets protected, after being public, your live videos will only be discoverable to your followers on Twitter, but will remain available on Periscope. You can delete previous live videos from Twitter and Periscope by deleting a Tweet with your live video.

Don't forget to use the hashtags #MakeMusicDayUK and #MakeMusicEverywhere on your Twitter livestream.



For more information about creating live videos on twitter, visit:

**Twitter livestream** <https://help.twitter.com/en/using-twitter/twitter-live>

## How to create live videos on Instagram

You can share a live video to connect with your followers in real time. Once a live video has ended, it's no longer visible in the app, unless you [share a replay of it](#) to your story.

To start a live video:

- 1 Tap  in the top left of the screen or swipe right from anywhere in Feed.
- 2 Tap Live at the bottom of the screen, then tap Start Live Video.
- 3 The number of viewers appears at the top of the screen and comments appear at the bottom. Tap Comment to add a comment, and tap and hold a comment to pin it to the top so that viewers can see it more easily.
- 4 To turn comments off, tap  then select Turn Off Commenting. Keep in mind that any [keyword filters](#) you've turned on will also apply to comments on your live video.
- 5 When you're done, tap End in the top right then tap to confirm. From there, you can tap Save in the top right to save it to your camera roll, or [share it to your story](#).

Don't forget to use the hashtags #MakeMusicDayUK and #MakeMusicEverywhere on your Instagram livestream.

## How to create live videos on Youtube

There are a number of options for live streaming using Youtube, the simplest of which is **Stream now**. To create a live streaming event using Youtube, you will need additional **encoding** software. Full details of how to stream your event on Youtube can be found here: [https://support.google.com/youtube/answer/2853700?hl=en&ref\\_topic=6136989](https://support.google.com/youtube/answer/2853700?hl=en&ref_topic=6136989)

Youtube offers the option to livestream using more than one camera - NYMAZ have a detailed guide of how to set up a live broadcast using multiple cameras and Youtube here: [https://274483.temp-dns.com/uploads/Live\\_Streaming\\_Guide\\_A4\\_03.pdf](https://274483.temp-dns.com/uploads/Live_Streaming_Guide_A4_03.pdf)

If you choose not to livestream, you can still upload and share your video using platforms like Youtube and Vimeo, and they can be a great tool in helping to present and share your performances and recordings! You can share the videos in your Facebook and twitter feeds, and embed them in your own website.

## Promoting your event

- If you have an email list, let your contacts know in advance that you will be live streaming your performance, and ask them to help promote it.
- If you're using Facebook, you can ask your followers to sign up for notifications of your Facebook Live event.
- Use the event hashtags **#MakeMusicDayUK** and **#MakeMusicEverywhere** to help people find and promote your event
- Use all the social media platforms you use to promote your livestream
- Comment and interact with your followers to create a buzz about your event
- Use the Make Music Day Website!
- List your event on the website! Once you've decided what your event is going to be and considered the practical elements above, it's time to list your event on the Make Music Day website. It's very straight-forward. You just need to register on the website as an event organiser and fill in a short form with details about your event.
- Your event will then be listed on the Make Music Day map and you can share the link around your network.
- Try and provide as much information as possible, including an image and website/social media links to help promote your event to potential audiences.
- If you are organising a participatory event, be clear of what you're offering in your description and who it is aimed at (e.g. adults or children, newcomers or people with some experience).
- Let NYMAZ know about your rural theme event by emailing [grace@nymaz.org.uk](mailto:grace@nymaz.org.uk) for our help to promote your event!

Most importantly have fun and enjoy #MakingMusicEverywhere!

### Useful Links:

<https://makemusicday.co.uk/resources/>

<https://www.nymaz.org.uk/makemusicday>

[https://makemusicday.co.uk/wp-content/uploads/2018/03/Make\\_Music\\_Day\\_UK-event\\_planning\\_toolkit\\_2018.pdf](https://makemusicday.co.uk/wp-content/uploads/2018/03/Make_Music_Day_UK-event_planning_toolkit_2018.pdf)