



Rural & Live Streaming Toolkit



Welcome to Make Music Day UK – Rural!

Wanting to **#MakeMusicEverywhere!** for **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**. We want you to get out into the countryside and make music with your group, big or small!

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.

#MakeMusicEverywhere.

This pack contains:

- Where it all began and some event inspiration!
- A checklist for organising your group's involvement safely on the day
- 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!

You will receive information on using social media to publicise your group's involvement in Make Music Day, and NYMAZ will help promote your event through their own social media channels – just let us know when and where it is by adding your event to the [Make Music Day website](#)! Make Music Day marketing materials will be supplied by NYMAZ in a separate document to help you do this, but can also be found on the Make Music Day website; <https://makemusicday.co.uk/resources/>

Should you have any further questions about Make Music Day that aren't covered in this pack, please get in touch with Grace McNeill at NYMAZ either by calling 01904 543382 or by emailing grace@nymaz.org.uk.

Information about the event will be updated at www.nymaz.org.uk/makemusicday

Where it all began...

In 1982, Jack Lang and his staff at the Ministry of Culture in France dreamed up an idea for a new kind of musical holiday. They imagined a day where free, live music would be everywhere: street corners and parks, rooftops and gardens, shop fronts and mountaintops. And, unlike a typical music festival, anyone and everyone would be invited to join and play music, or host performances.

The event would take place on the summer solstice, 21 June, and would be called Fête de la Musique (in French, the name means both 'festival of music' and 'make music'!).

Amazingly enough, this dream has come true. The Fête has turned into a true national holiday: France shuts down on the summer solstice and musicians take over. Last year, two thirds of the population of France took part in Fête de la Musique! Three decades after it began, the holiday has spread throughout the world and is now celebrated in more than 120 countries.

Why take part in Make Music Day?

To raise your profile - The extra exposure brought about by Make Music Day and the support of our partners can help raise you/your group, venue or business' profile in the local and national media and flag up your activities and talents to potential new promoters, partners, participants, volunteers and audiences.

To grow your group - Keen to attract new members? Make Music Day is the perfect opportunity to introduce your group or organisation to a new audience and get more people involved in your regular activities or programme.

To celebrate your achievements - We know you work hard all year round, both behind the scenes and in front, taking part in Make Music Day is a chance to come together and celebrate all that you've achieved.

To feel part of something huge - Knowing that you are part of a global music event reminds us all that we're part of something big and incredibly important. The more people that take part in Make Music Day, the stronger the message we can send about the importance of everyday music-making, celebration and community spirit.

What Kind of Event Could You Do?

There are so many ways to get involved in Make Music Day. As long as it's live music – and it's free and accessible to an audience – it can be anything. Previous types of events have included:

- A performance or gig in any kind of venue, indoors or outdoors
- An open mic night
- A music festival in a local park
- An open rehearsal
- A come and sing event
- A taster music lesson
- A drumming workshop
- A battle of the bands
- A DJ night at a local venue
- A flashmob

Have a look on the Make Music Day UK website to see more inspiration and case studies from previous events www.makemusicday.co.uk.

Performances should be free at the point of access i.e. no ticket or entrance fee for the general public. However, although there won't be any ticket revenue, there will still be costs involved in staging events, including fees for professional artists.

- If you are a professional musician and want to put on an event, then you decide whether and how you will make any money out of it e.g. can potential bar and merchandise sales cover the cost of organising and hosting the event? Even if you are willing to give your time and performance for free, make sure you are familiar with all other costs associated with the event.
- If you are an event organiser looking to host a professional musician or group of professional musicians, then it is up to you two parties to negotiate fees.
- If you are an event organiser looking to use one or several professional musicians to help deliver an event (e.g. workshop leader), then it is up to you two parties to negotiate fees.

The [Musicians Union](#) can offer further advice about appropriate levels of fees for performers.

For more advice on planning your event, download the [Make Music Day Event Planning Toolkit](#).



How to live-stream your performance



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. Youtube and other video sharing platforms also have 'livestreaming functions'. 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.

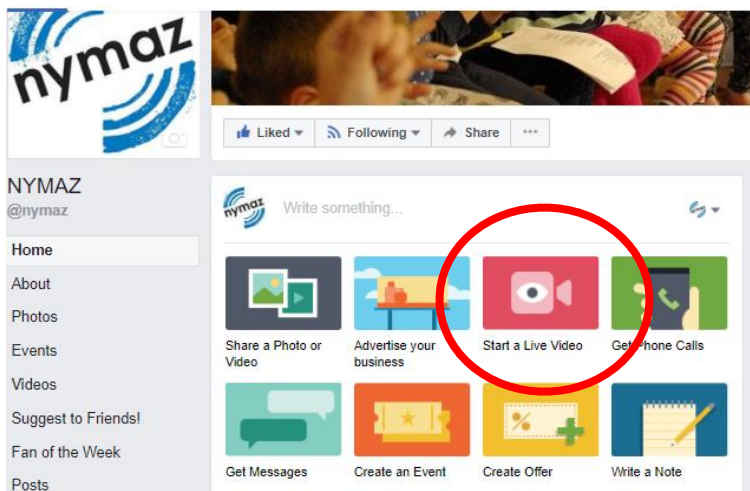
7 Who can see my video?

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.

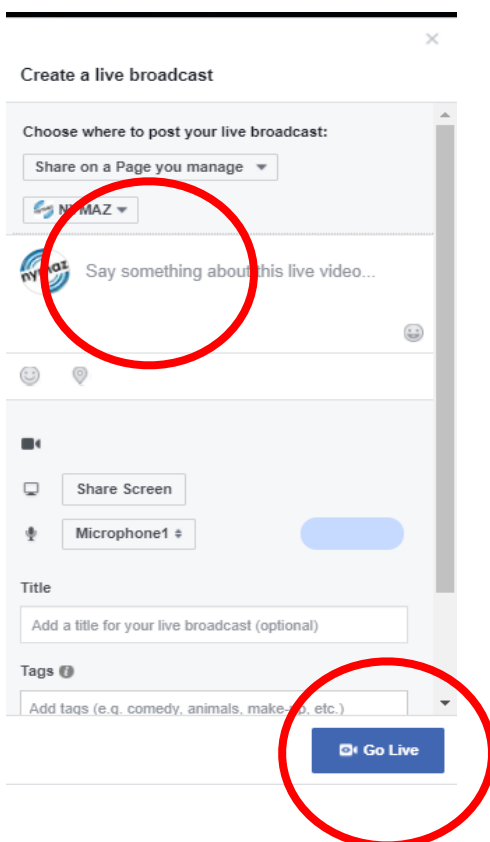
If your Twitter or Instagram feed is public, then anyone can view the live video. If you restrict your followers, only those you have approved will see the video. Please see the twitter guidance below for further details of how to post a live video if your tweets are restricted to a specific audience.

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

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

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.

Checklist for Participating Music Groups and Individual Musicians

We are thrilled that you want to be involved in NYMAZ's rural theme for **Make Music Day!** We are really looking forward to seeing all the images of the UK's beautiful landscape coming alive with live music.

To make the day run smoothly and safely for everyone, **please go through this checklist carefully, tick each point** once you have addressed it, and return it to NYMAZ. If you have any questions or concerns about the following, feel free to contact Grace on 01904 543382 or grace@nymaz.org.uk.

Name of group/musician: _____

Performance time and location: _____

Risk Assessment: Please consider carefully the risks involved in playing at your selected location. Do you need to write a specific risk assessment for your performance? Have you considered all the additional risks that might not be covered by your standard risk assessment? If you are a more informal group and do not have a risk assessment, have you considered the risks that you might encounter and what actions you will take to mitigate those risks?

Safeguarding procedures: Does your group have a written safeguarding policy and procedures? If not, and you have young people/vulnerable adults involved in your performance, have you considered what safeguarding procedures might be necessary for your performance in a remote location?

Under 18s: If your group has any members under the age of 18, please nominate a responsible adult (aged 18 or over) who will be accompanying them on the day:

Landowner's permission: some locations will have a landowner who you will need to obtain permission from to make music and take photos. This owner could be a private individual, an organisation such as The Woodland Trust or English Heritage, or a district council. Please tick this box to say that you have sought landowner's permission, if applicable to your selected performance location.

Insurance: Please tick to indicate that your group has relevant insurances in place.

Sharing content: NYMAZ is keen to maximise the social media interest for this event on Thursday 21 June 2018. Please commit to sharing image/video content documenting your performance on Thursday 21 June, and use the hashtag #MakeMusicDayUK and specifically for the 'rural theme': #MakeMusicEverywhere

Once you have set up your event online at <https://makemusicday.co.uk> let us know by emailing us on: grace@nymaz.org.uk

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 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