

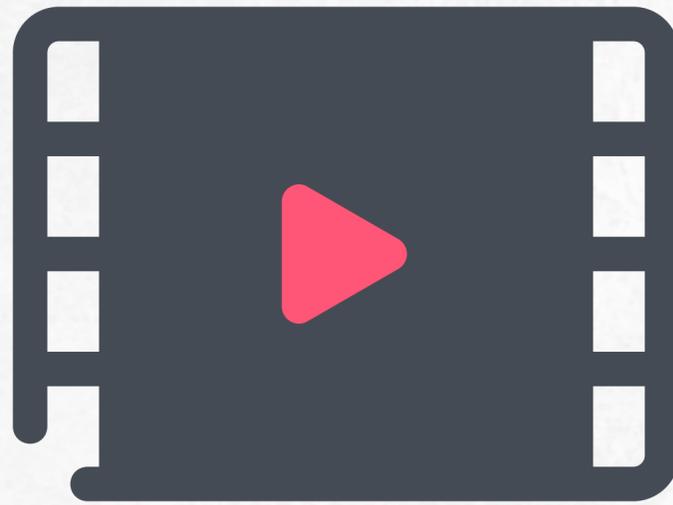
# How To Present on Video & Live Streams



**LIVE**  
THURS, 23-APR  
12:00 PM EDT

**Should I live stream?**

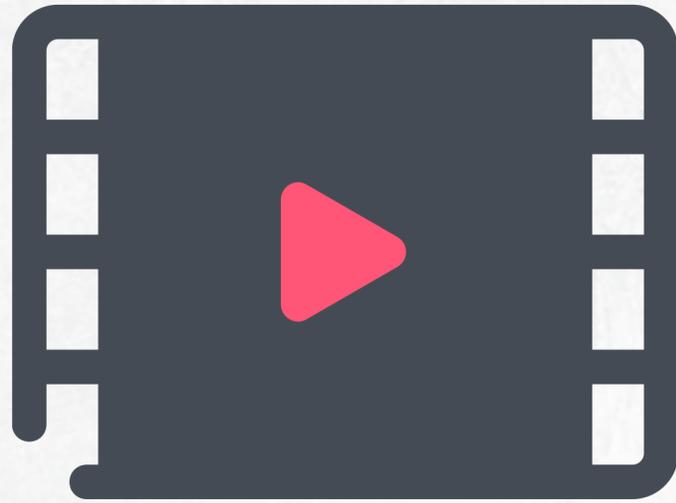
(He asked un-ironically)



**Video**



**Livestream**



## **Video**

---

Easier to script

Can be edited

Usually higher quality



## **Livestream**

---

Usually outlined

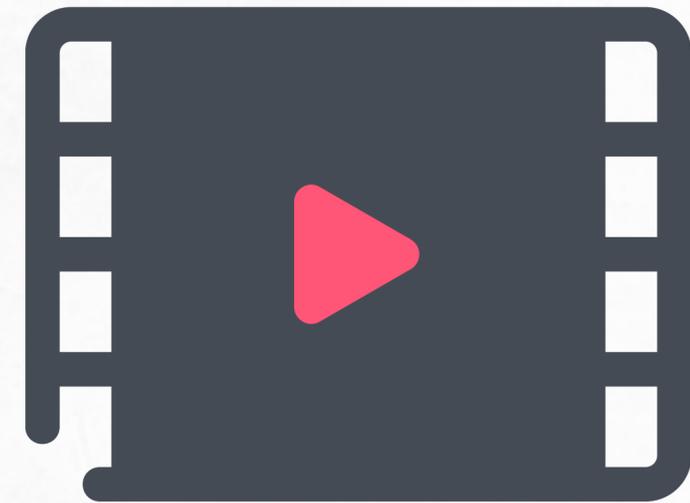
No edits possible

Audience interaction

More casual in feel

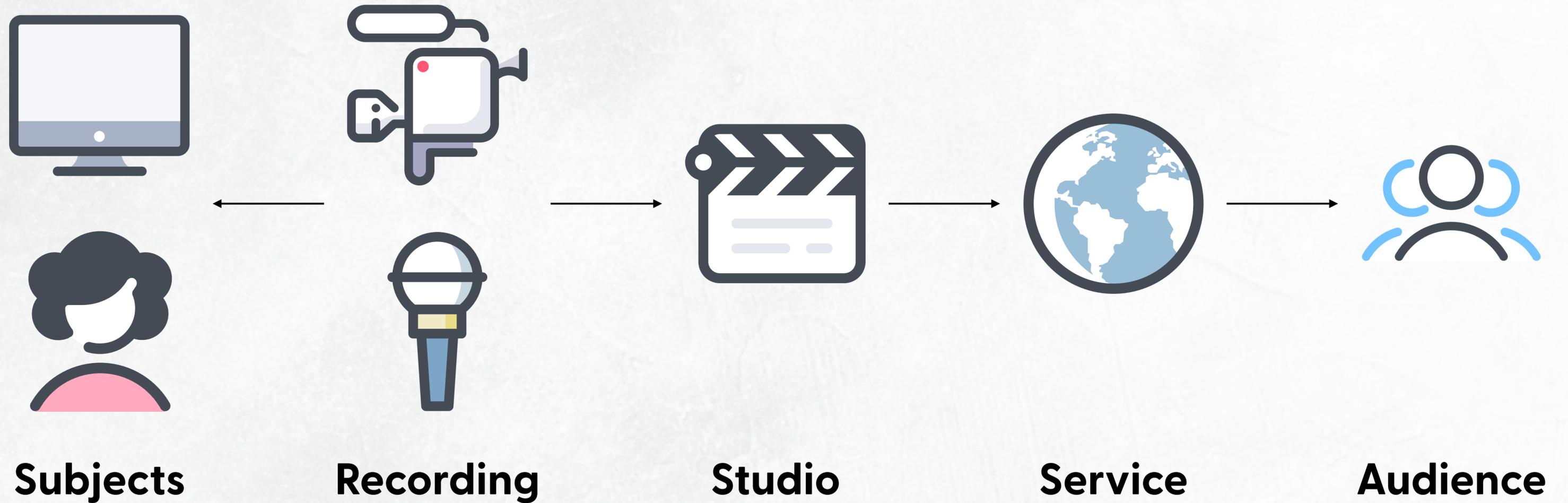


**Livestream**



**On-demand Video**

# Live Stream Workflow





**Audience**



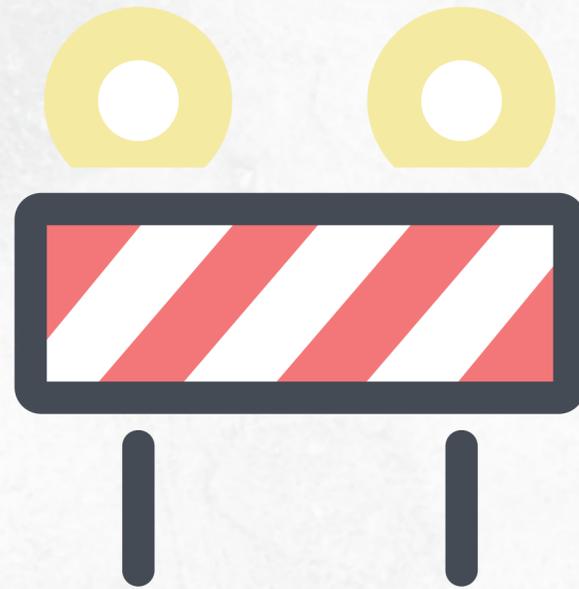
**Is my audience public?**

**Is this a repeat audience?**

**What is the technical level of the audience?**

**Is the audience already on a platform?**

**Should you meet or draw your audience in?**



Every barrier between the content and the audience, **reduces** the audience by 10x

(\* Just a good rule of thumb)

Drop-off  
100,000



10,000



View



1,000



Sign-up  
Form

# Audience



Landing  
Page



Sign-up  
Form



Email  
Confirmation



Software  
Install



View

100,000  
Drop-off

10,000

1,000

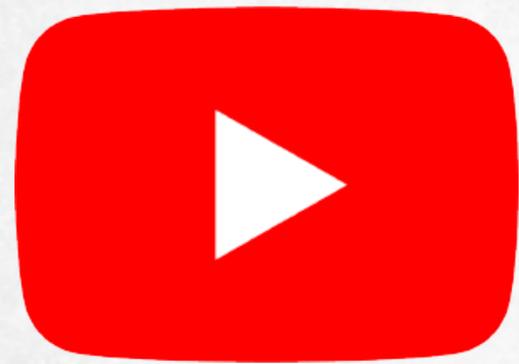
100

10

1



**Services**



**YouTube**



**Twitter**



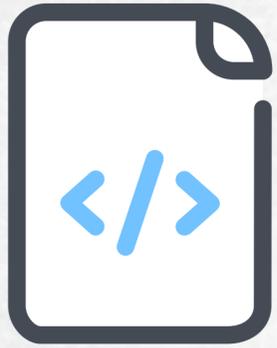
**Facebook**



**LinkedIn**



**Twitch**



## **Embeddable**

Can I put the stream on my site?



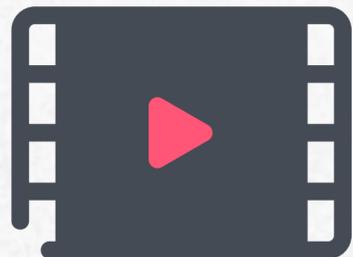
## **Available**

Can I access the streaming features?



## **Permissions**

Can I control who sees the stream?



## **On-demand**

After the stream, can people still watch?



**YouTube**



**Twitter**



**Facebook**



**LinkedIn**



**Twitch**

---

Embeddable?



Available?



Permissions?

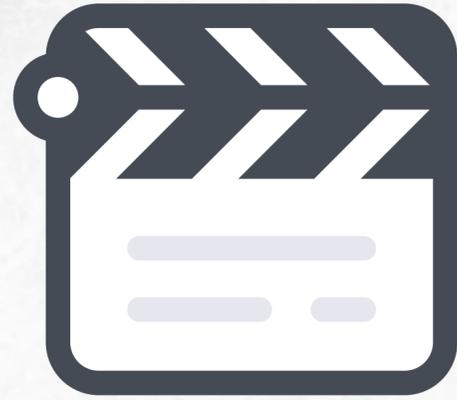


On-demand?

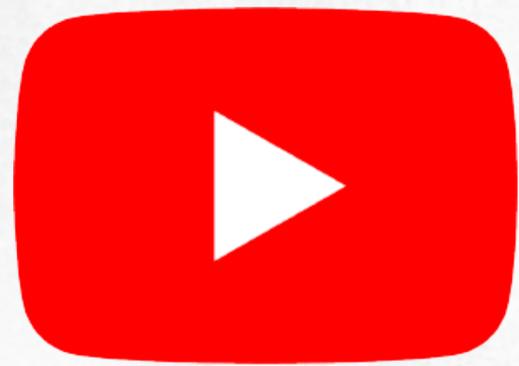




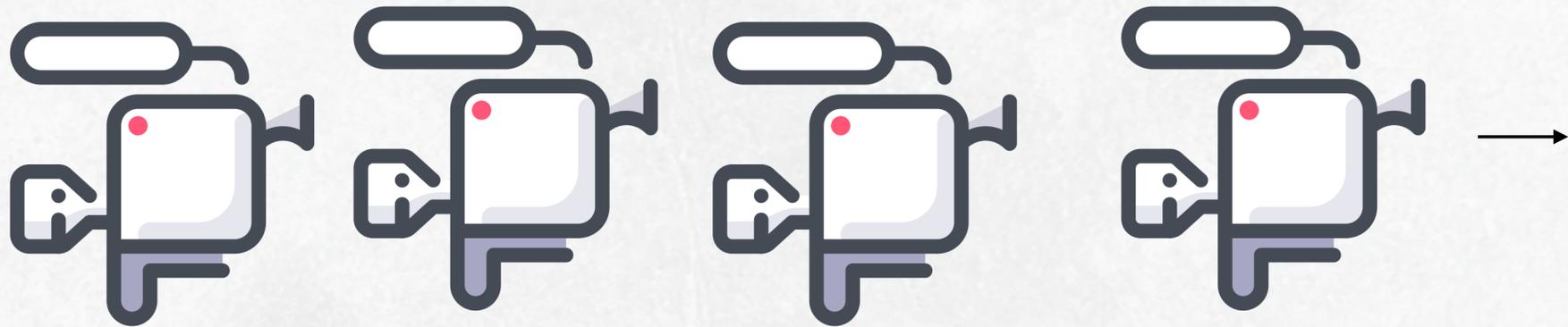
**You can stream to multiple services at the same  
time using a re-streaming service**



**Studio**



**The app/website can be the studio as well**



**Studio**



**Stream**



**OBS**



**StreamLabs OBS**



**StreamYard**



**Wirecast**



**Ecam Live**



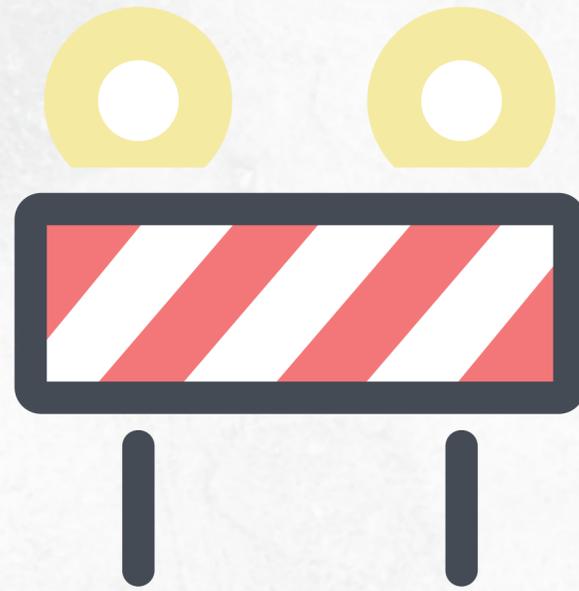
**XSplit**

**XSplit**



# Recording

**Video**



**Light will make a bigger impact  
than your camera**

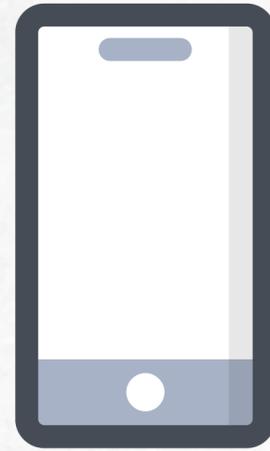


## **Webcam**

---

It's there

No brainer config

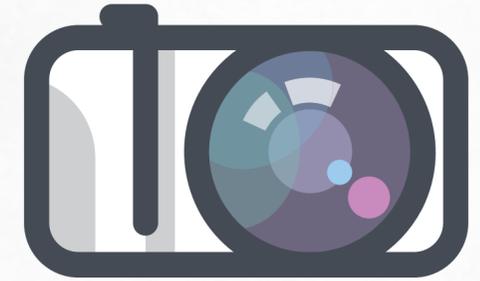


## **Smartphone**

---

Excellent rear camera

Hard software config

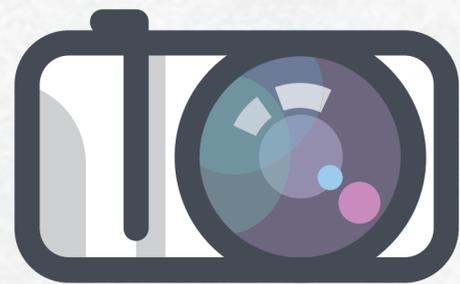


## **DSLR/Mirrorless**

---

Expensive

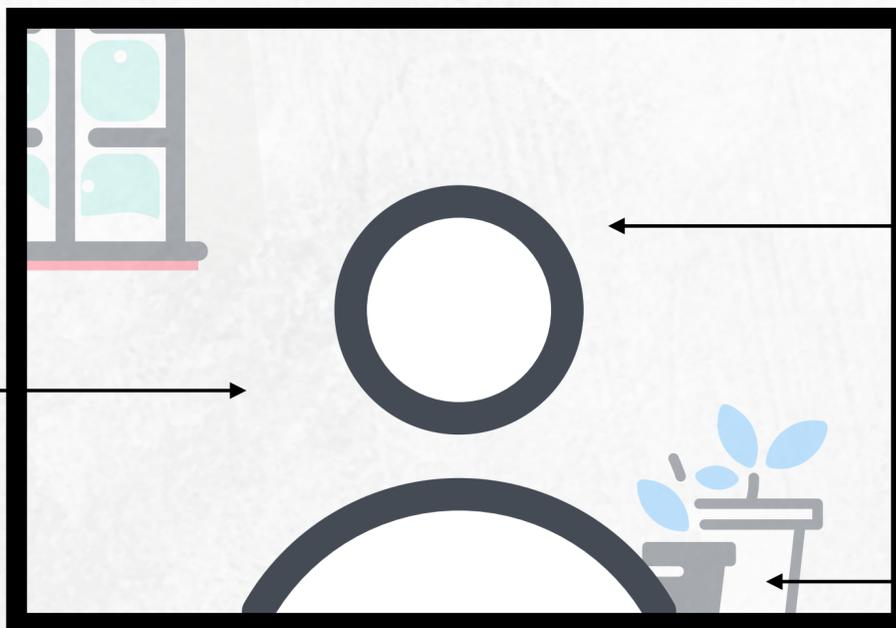
Lots of options



Lens at **eye** level



Subject in center  
of frame



No intersections of  
the subject's head



Simple background





Fine ←



↑ Subject facing forward

(Overhead view)



Better ←



↑ Subject facing forward

(Overhead view)

Fill



Key



Best



Subject facing forward

(Overhead view)

Fill



Key



Best-est



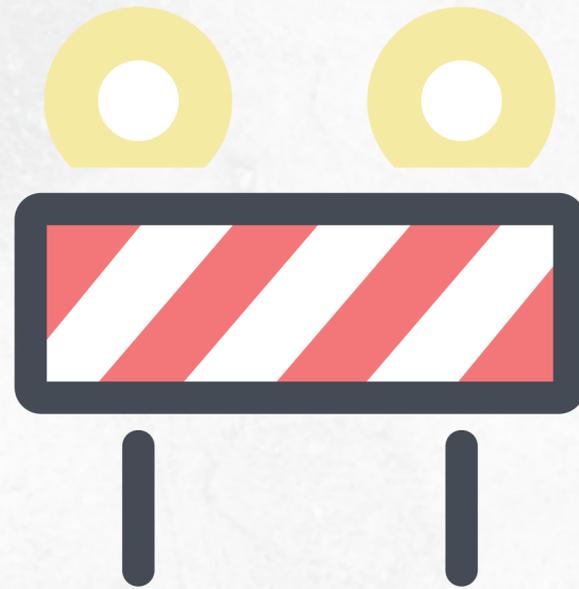
Subject facing forward



Hair

(Overhead view)

**Audio**



Microphones have direction  
Hard surfaces ***bounce*** sound



**Microphone**



**Lav**



**Shotgun**

**XLR**



**DAC**



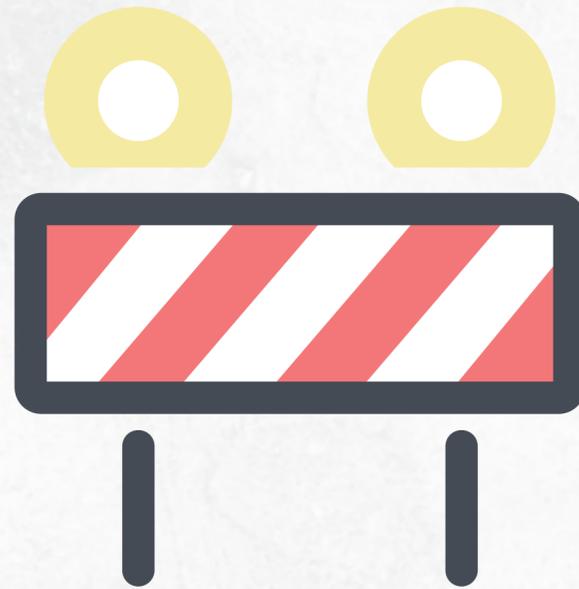
**USB**



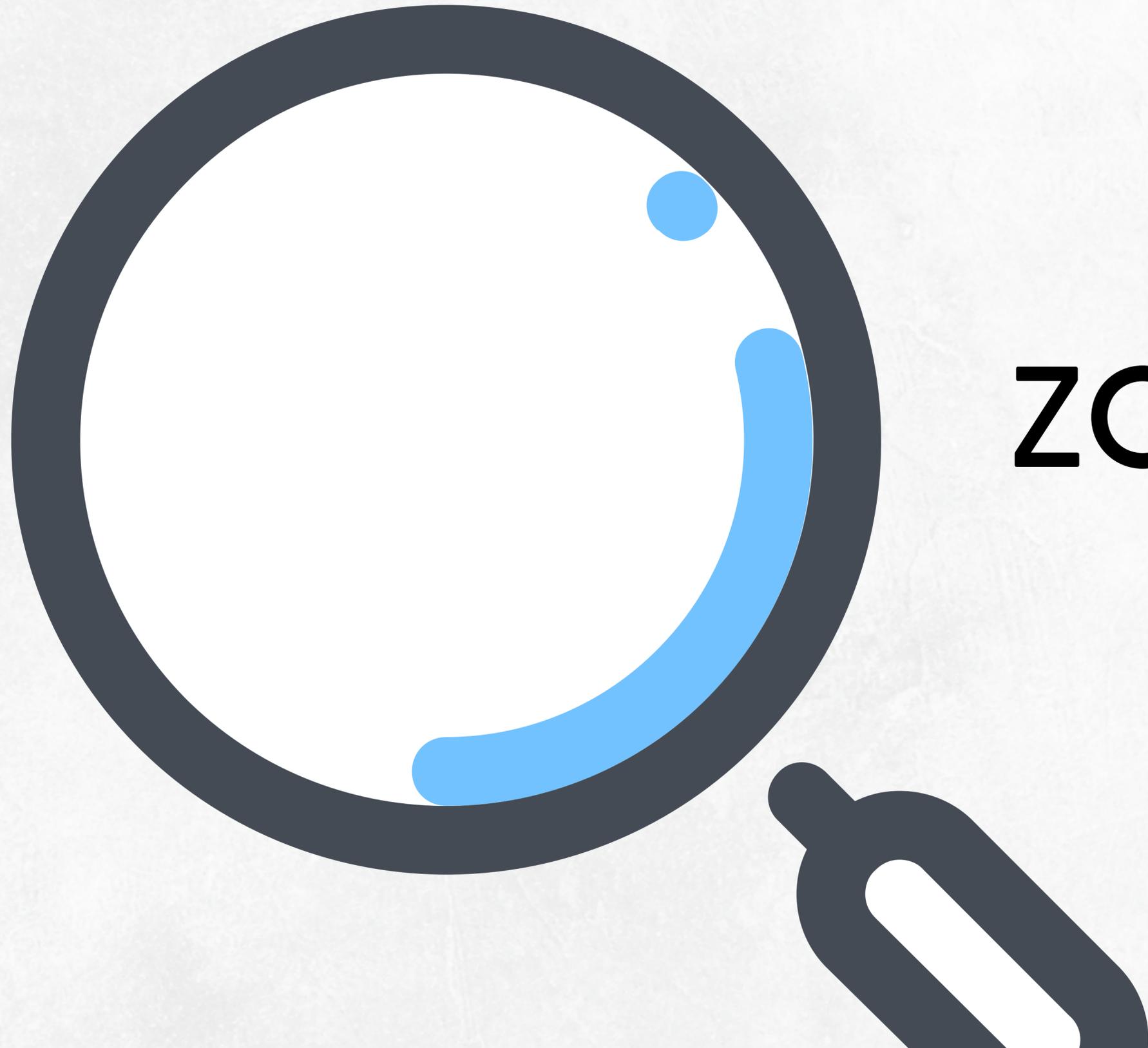


**Subjects**

# Screens



**Don't share your entire desktop**  
**Turn off notifications**



**ZOOM IN!**

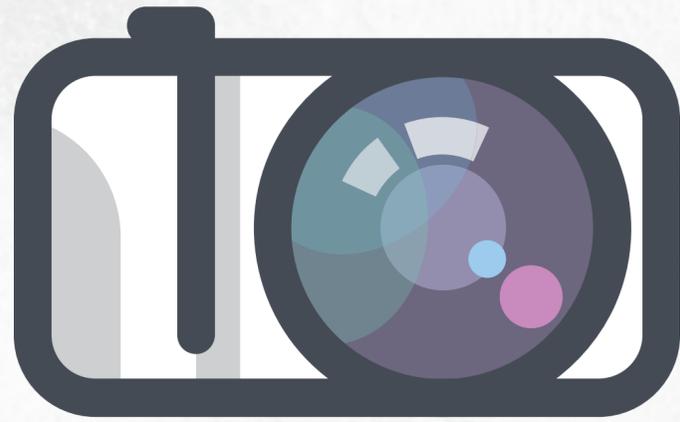


**Share slides in a PowerPoint window  
or exported in a PDF**



**STOP** moving your cursor

**People**



# Look into the lens

(\* That's how you make eye contact)



Try not to swivel in your chair or fidget

Stop clicking that pen and try not to smack your lips

Be open and honest

Slow down and breath

**When** something breaks, acknowledge & move on



**Engagement**



**More platforms make it harder to engage**

**Call out viewers and say hello**

**Remind the audience they can participate**

**Accept multiple forms of engagement**

**Ask for input and a share**