



TIPS FOR LIVE BROADCASTING

People watch a live broadcast for **3 TIMES LONGER** than a pre-record.

Essentials:

- ❖ Summarise very quickly at the beginning what the LIVE broadcast is about
- ❖ Have someone to interview, or talk to your audience
- ❖ Have a clear purpose and focus
- ❖ Use a handheld microphone
- ❖ Use a tripod so you don't have to hold the device
- ❖ Facebook – stick to landscape or portrait
- ❖ Twitter – you can switch between the two
- ❖ Be warm, authentic and animated
- ❖ Look into the lens (not the middle of the device)
- ❖ Enjoy what you are doing and be at ease or the viewer won't enjoy it or be at ease

- If your story is very visual, then consider doing an As-live rather than a live (see separate sheet)
- Live broadcasts work better if you can get someone to hold the device, and follow you around. This way they can read the comments and questions and pick the best ones for you to answer. They can also follow you as you walk about. (very difficult if you are holding the device yourself!)
- Move around! The best live broadcasts involve movement, take people on a tour and interview guests.
- DON'T talk to everyone who joins the broadcast, but DO include them at some point. At the start say, we will be answering your questions and mentioning your comments so please add them below. Then stop 5 minutes in to address your audience.
- Schedule your live broadcast – and tease people. This means let everyone know when you are going live, and make them want to tune in. For example..... At 7pm this evening, we are going behind the scenes at the Cardiff Live Fashion Show, talking to the designers and the models as they prepare for the runway.
- Framing is best no further away than from the waist up. Any further and people cannot see your face so it is difficult for them to connect to you and your message.





- If anything goes wrong, just don't SHARE. Start all over again.
- Remember if anyone says anything libellous or mentions a court case, say this is a live broadcast and not the opinion of "Cardiff Life " for example. In this situation DO NOT share the broadcast.
- If music is being played in the background which is copyright music, you are protected by law, as long as you move to an area within a reasonable amount of time where the music cannot be heard, or you ask them to turn it off.
- People like passion, so know your subject - if you are confident and in control people will listen

