

streeem<sup>📶</sup>

# Going Live: Survival Guide

To help us produce better video for our clients, the tips listed below are all things that contribute towards improving the quality of the remote livestreams we produce. If you have any questions or you need further help, please email [hello@streem.com](mailto:hello@streem.com)

## 1. Place your **camera** well



It's really important that your web camera is placed well - it looks much better to the viewers if you are looking forwards at the camera and not either up or down at it. If your webcam is built into your computer, raise the whole thing up on something to get the camera closer to eye level.

We've seen people use everything from upturned plastic storage boxes to books and even empty Amazon delivery boxes - whatever you use is fine but raising it between 10 and 18cm (4 and 7) inches works for most people.

If you're worried about the quality of your built in webcam but do not have an external one, for a small fee, it is possible to use your iPhone as a webcam.

Simply download the app Epoccam from the app store (£8 one time cost) then install the small bit of software on your computer (free) from [www.kinoni.com](http://www.kinoni.com) and follow the instructions.

This doesn't suit everyone and of course you need to make sure you have somewhere to place your phone pointing towards you to get the best shot.

Please be aware that installation of third-party apps and software is subject to internet security and firewall policies set by your IT administrator. Please check with them before downloading anything. More assistance with Epoccam can be provided should you require it.

## 2. Get **light** on your face



If you can avoid it, please do not film yourself with a window behind you - it will turn you into a dark shadow and we won't be able to see you! The best thing to do is to get light on your face so if you can face a window, great. To the side of you is ok, but check the screen and see how it looks.

### 3. Keep the **space** around you as clear as possible



You wouldn't believe how many socks we have seen on radiators behind people or other things that distract the eyes!

We want the focus to be on you so the area around you needs to be as clear as you can make it and, if you can on as plain a background as possible. Having a room behind you is fine - but do check that you are the focus!

### 4. Reduce background **noise**



Just like we want to see you, we also want to be able to hear you too! You can help that by reducing background noise as much as possible - close the door in the room if you can.

Ideally, you'll wear a set of headphones with a small microphone if you have them as these really help - especially if you are involved in panel discussions.

### 5. Ensure a **stable connection**



While WIFI connections are great for day to day use, they don't provide the best stability, which is required when you are presenting at a virtual event.

Avoid relying on WIFI for your internet connection when going live, if you can. Where possible, use an ethernet cable to plug in directly to your router. This ensures that your connection will remain stable throughout the event.

If you live in a low-speed internet connection area, asking other household members to avoid using the internet whilst you are live.

## 5. Make **eye contact**

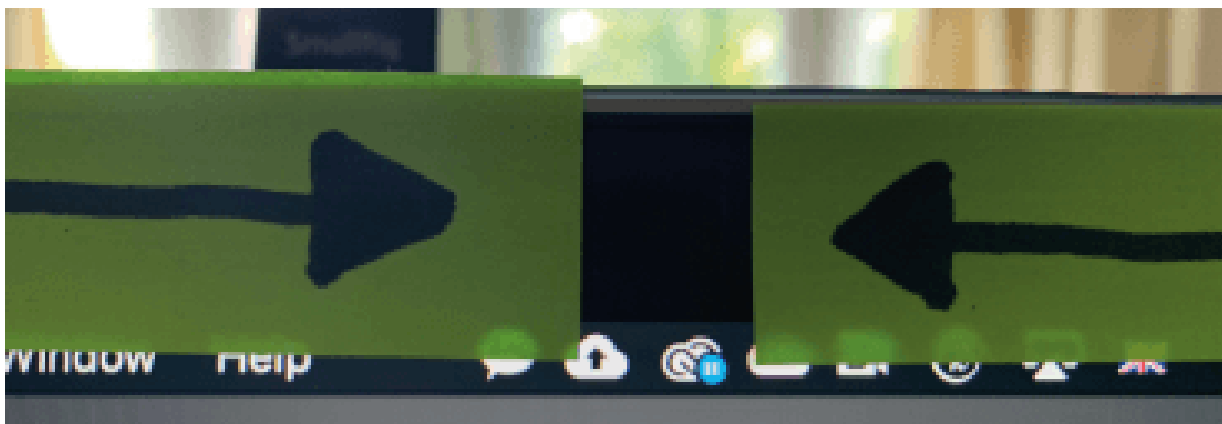


When we are involved in online events from home, it's really easy to forget that the camera is on us. In addition, people have a tendency to try and watch themselves on screen when they are in group conversations!

It's really important that you continue to make eye contact with your audience even on online events.

### **Tip #1: Post-it notes**

Yes, you read that right! We use the sticky part of post-it notes draw an arrow on them and place one each side of the camera. It might sounds crazy but it really helps draw your eyes into the right place!



### **Tip #2: Adjust your screen brightness**

If you don't need to see the screen in front of you, turn the screen down. You don't need the distraction of whats on the screen in front of you (unless you're presenting slides) so this, in combination with the post-it note trick, keeps your eyes in the right place.

To help us produce better video for our clients, the tips listed above are all things that contribute towards improving the quality of the remote livestreams we produce. If you have any questions or you need further help, please email [hello@streem.com](mailto:hello@streem.com)

streeem<sup>'''</sup>

   @streeemit

[streeem.com](http://streeem.com)