

LIVE FROM AUS



HOW YOU CAN GET INVOLVED

We would love for industry to get involved with **Live from Aus** in the following ways:

1. Join the [Facebook event](#), watch the program of content on [Facebook](#) or [YouTube](#) and share it with your networks using [#SeeAustralia](#).
2. Stream your own events on your social media channels using the **Live from Aus** logo. You can download the logo from 16 May 2020 from tourism.australia.com/livefromaus.
3. Let Tourism Australia know about any live streaming events your business has coming up by emailing socialmedia@tourism.australia.com with **Live from Aus** in the heading. If the content is relevant for Tourism Australia's audiences, Tourism Australia can help promote it.
4. Submit your content ideas to be considered for Tourism Australia's channels by emailing socialmedia@tourism.australia.com with **Live from Aus** in the heading.

While we would love to be able to feature everyone's ideas on our channels, we will only be able to select 4-5 segments to stream per week as part of the ongoing program. We will be selecting content that reflects Australia's diverse tourism offering across all states and territories and across four key segments - Australian culture, natural beauty, food and drink and wildlife.

We are specifically looking for ideas that are positive, fun and engaging for a wide audience - we have over 13M followers across our social media channels who span a wide range of countries, cultures and demographics, and we want to be able to provide content that can be enjoyed by as many of them as possible. Before you submit your idea, consider:

- Does this content highlight the very best of Australian travel?
- Will it have broad appeal?
- Is it suitable to the current domestic & international travel climate?
- Will it keep audiences engaged for at least 15 minutes, and up to 45 minutes?

We will also require operators who participate in the ongoing program to be able to meet the below requirements to ensure that the content produced is as clear and engaging as possible:

1. **Reliable internet connection** - We appreciate that some of you are located in remote parts of the country and may not have access to a strong internet connection. Unfortunately, to be able to reliably stream live, we need to ensure that your internet connection is able to handle the feed and not cut out mid-way through your content.
2. **Ability to self-produce** - Our approach to creating our live-stream content is to keep it easy for you to produce and shoot, whilst being authentic and interesting for our audience. You don't need to have a full set of production equipment, but you will need to be confident that your content will be high-quality and stable. If you have an iPhone X or 11, or new Android phone it best to use this as your camera if you can. If you can get hold of a tripod/stabilizer for locked off shooting that will make it easier for you. Or if you can get a friend or partner to film for you, even better.
3. **Ability to produce within COVID-19 safety standards** - All content must be created while adhering to COVID-19 restrictions and safety standards. We cannot stream any content that shows violations of social distancing or safety policies across our channels.

LIVE-STREAMING BEST PRACTICE

Whether or not your content is selected to be featured on Tourism Australia's channels, we encourage you to consider producing your own live events on your channels, and let us know when you do! Even if we cannot host your live event, if you tell us about it in advance and supply us with high-quality still or video imagery that relates to your stream, we can consider promoting it on our channels.

Live-streaming is a chance to engage casually and directly with the fans of your page. It provides a great opportunity to showcase your brand and the personality behind it (you!). Brands are using live in a number of different ways, including:

- Q&As, interviews & conversations
- Tutorials, how-tos, workouts and masterclasses
- Experiential extensions - events, concerts, behind the scenes, exclusives
- Special announcements and product launches
- Interactive games & challenges
- Customer service & support

BEFORE YOU GO LIVE:

THE SETTING Make sure the background of your event is as much an expression of your messaging as your content itself. Consider having some texture or colour in the background, but don't make it too busy - you should be the focus. Tidy up the area you'll be filming and ensure the area will be adequately lit at the time. Also make sure you've considered the sound - is there an echo? Is it windy? Ensuring that you're presenting from a clear and quiet location will help to avoid distractions and keep the focus on you!

PLAN AHEAD Consider what props and products you may need for your live event and have everything prepared and ready to go before you begin. This will help to avoid unnecessary distractions or panic moments requiring you to leave the screen.

PRACTICE The beauty of going live is that it's personal, natural, and gives a sense of spontaneity - anything can happen! However, to make sure your content flows well, is engaging, and you cover off all your key points, consider rehearsing, and even filming yourself to be able to tweak and improve before the actual event.

PROMOTE Make sure you let your audiences know you are going live. Promote the event on your social channels, add it to your website, and if you have an email database, consider reaching out to them to encourage them to tune-in. Tell your networks to share the message far and wide.

WHILE YOU'RE LIVE:

INTRODUCE YOURSELF Consider how you start and end your event. Introduce yourself by saying a quick g'day. Who are you, who are you with, where are you, and what will you be showing us today? When referencing specific times or locations, remember you might have a global audience so clarify your timezone and educate people about the locations you're referencing.

MAKE IT PERSONAL Read and acknowledge comments, make it an open discussion to keep your audience engaged and tailor it to the questions you are receiving. Consider prompting discussion from the video itself, asking your viewers questions or encouraging them to share in the comments.

LIVE FROM AUS



KEEP IT NATURAL It's ok to be nervous or to let your audience know you've made a mistake - this keeps it natural and human. People connect with people, so pretend you're talking to your friends.

SHOW AND TELL Any props or tools you can 'show and tell' will keep your audience interested. If the prop has a story, tell your audience about it.

MINIMISE DISTRACTIONS Avoid spending too much time talking to other people, turning away from or leaving your screen during your live event. If other things are distracting you from interacting with your followers, your audience will naturally tune out. Also consider switching your phone to "Do Not Disturb" before beginning.

AFTER YOU GO LIVE:

PUBLISH Publish your live content across your channels after you've gone live - to your Facebook videos or to Instagram TV (IGTV), and on your website. Consider editing the video down into shorter segments for Instagram Stories or ongoing social posts to maximise the connection with your audience.

PLAN THE NEXT ONE Re-watch your video and consider where you might improve. Look at the analytics - who tuned in and when? Ask your audience or network for feedback and for what they'd like to see next.

OTHER CONSIDERATIONS:

- Hire experts – If you're not sure how to proceed, there are hundreds of experienced production teams who can work through the creative and technical challenges virtually.
- Test ahead of time - The more complex your set up is, the more planning and testing is needed. Create a test page on Facebook or Instagram that you can broadcast to and test your setup while you're rehearsing.
- Communicate to all the editors and page admins that you are broadcasting live and avoid accidental deletion of posts during broadcast.
- Make sure you have rights to the music or performances you might showcase so you are sure you aren't infringing on any broadcast rights or copyrights.

LIVE-STREAMING HOW TO FACEBOOK

On Facebook you can go live on a Page, Group or Event

Live-streams to Pages have the following features which are not available for Group and Event live-streams:

- The ability to crosspost to other Pages.
- The ability to access detailed insights in Creator Studio.
- The ability to restrict access to your live stream to a specific geography or age demographic on Facebook, you can use age and geographic gating.

There are two ways to go live on Facebook.

You can use a phone with the Facebook app installed or connect a camera with streaming software to Facebook.

Using a Phone

Use a phone to go live on Facebook if you:

- Are on the go.
- Don't have access to extra equipment such as a computer, a camera, a microphone etc.

- Don't need to add on-screen graphics or switch between cameras. You can go live using the Facebook app for iOS or Android.

The quality of your stream depends on your Internet connection speed. Go live when you have a strong connection (use Wi-Fi instead of your phone's mobile data whenever possible). For more stable footage, you can use a tripod or camera stabiliser. [Learn how](#) to go live on Facebook.

Using a Camera + Streaming Software

To go live with a camera, you'll need streaming software (also referred to as encoding software or an encoder). There are several programs to choose from including free open-source software. [Learn more](#) about encoding software options and going live with streaming software.

Once you have your encoding software and camera installed, you're ready to go live using [Live Producer on Facebook](#), the new way to go live on Facebook using higher-end production equipment and streaming software. You can access it on a desktop or laptop computer at: facebook.com/live/producer

Schedule your stream

If you are using a connected camera and encoder, you can schedule a live stream up to one week in advance. Scheduling live broadcasts ahead of time is a good way to make your audience aware of upcoming broadcasts and easily connect when your stream begins. When you schedule a live broadcast, two posts are automatically created – an announcement post and a live broadcast post.

- **Announcement post:** An announcement post will be published to your Page, letting your followers know there's an upcoming broadcast. People who see the announcement post can click "Get reminder" to receive a one-time reminder notification shortly before the cast begins.
- **A live broadcast post:** At the scheduled time of the live broadcast, a post containing your live stream is automatically published. People who expressed interest via the announcement post get a notification directing them to the broadcast.

Promote your stream organically

- Share on Facebook in groups or on Pages and profiles you manage.
- [Crosspost](#) the same live stream to multiple Pages simultaneously. To crosspost your live video, establish a crossposting relationship with another Page.
- Consider encouraging relevant groups or people associated with your Page to host a [Watch Party](#) for your live broadcast.
- Embed the live stream to your website or blog. You can find the embed code under Facebook Live Producer settings.

Best practice

- **Ensure quality:** Make sure your broadcast is as clear, high-resolution, and stable as possible.
- **Rehearse:** Test everything before going live.
- **Consider duration:** Live broadcasts require a little time for audiences to tune in, so make sure your broadcast is live for a minimum of 3 minutes. We recommend streaming for somewhere between 15 and 45 minutes, but on Facebook you can stream for up to 8 hours.
- **Graphics:** Ensure that graphics are clear and readable for an audience that may be watching with the sound off. Be aware of the key features that appear on desktop and mobile streams such as positioning of the live bug, the concurrent view count, and positioning of the live comment scroll. Avoid placing key graphics in these areas, and make sure to test your graphics before a major broadcast.

Encourage conversation

- **Chat moderation:** An active chat moderator during your live broadcast can play an important role in fostering engagement. Some techniques to drive healthy engagement include:

LIVE FROM AUS



- Pinning great comments to the top of the chat and highlight comments via graphics to ask and answer viewer questions.
 - Encouraging notable people relevant to your broadcast - journalists, operators, or other relevant commentators - to engage with the audience via the live comments.
 - Acknowledging any errors and responding to fans. Fans sometimes use the chat to point out errors, and they appreciate on-air clarifications.
 - When possible, bring audience questions or comments into the broadcast itself by answering questions on-air.
- Live polling: Live Polls allow publishers to ask their audience multiple choice questions during live broadcasts, and viewers can select their response directly on the video. Live Polls are an easy way for fans to participate, interact, and engage with video content. As a built-in tool, it works seamlessly with the Facebook app. Some of the benefits of live polling include:
 - More audience engagement and longer viewing.
 - Ability to understand audience sentiment.
 - Allowing the audience to influence and/or make choices related to the broadcast.

Helpful links

- [Live Stream an Event on Facebook](#)
- [How to Go Live on Mobile](#)
- [Going Live using Streaming Software](#)
- [Learn about Crossposting](#)
- [Learn about Watch Parties](#)

INSTAGRAM

How to start a live video on Instagram

Unlike Facebook, on Instagram you can only create a live video from within the app on your phone.

To start a live video from the Instagram app:

- Tap camera icon in the top left of Feed or swipe right from anywhere in Feed.
- Scroll to live at the bottom of the screen, then tap the live icon.
- The number of viewers appears at the top of the screen and comments appear at the bottom.
- You can add a comment by tapping Comment at the bottom of the screen.
- Tap a comment and tap Pin Comment to pin it so that viewers can see it more easily.
- When you're done, tap End in the top right then tap to confirm.

From there, you can tap 'save - arrow down' icon in the top left to save it to your camera roll, or share it to your story. You can also save your live video and upload it to IGTV. Keep in mind that when you save your live video to your camera roll, only the video is saved, and not things like comments, likes and viewers. It may take a minute for your live video to save to your phone, especially for longer videos.

Managing your live video

Many brands and individuals use Instagram live to engage directly with their audiences, through comments, or through inviting users into the live to chat directly. If you'd prefer not to do that, or if it doesn't align with your content plan, you can manage communication from audience while the stream is live:

- To turn comments off, tap 'three dots horizontally' (iPhone) or 'three dots vertically' (Android) 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.
- To turn off requests to go live with you, tap 'three dots horizontally' (iPhone) or 'three dots vertically' (Android) then select Turn Off Requests To Go Live

If you're on an iOS device, you can tap the 'square' icon in the bottom right to add photos and videos from your camera roll to your live video. To stop displaying your photo or video, swipe right on your camera roll below and tap the 'cross' icon. Keep in mind that only you can see the photos and videos in your camera roll while you're sharing a live video.

How to start a live video with another person

There are 2 ways you can start a live broadcast with a friend on Instagram. You can invite a friend to join your live video or you can ask to join the live video of a friend.

To invite a friend:

- Tap the camera icon in the top left of the Feed or swipe right from anywhere in Feed.
- Scroll to live at the bottom of the screen, then tap the live icon.
- Tap the 'two faces' icon
- Tap on a person's name to invite them to join your live video and tap Add. Keep in mind you can only invite someone who is already viewing your live video.
- If your friend accepts the invitation to join, you'll see them appear in a split -screen view. You'll also see if they've chosen to decline.
- You can remove the person you invited to join your live video at any time by tapping x at the top right corner of their split -screen.

Helpful links

- [How to start a live video](#)
- [Start a live video with a friend](#)
- [Share a live video to Stories after it's ended](#)

FACEBOOK VS INSTAGRAM LIVE FUNCTIONALITY

| | FACEBOOK | INSTAGRAM | USEFUL LINKS |
|---------------------------------------|----------|-----------------------------|---|
| Live scheduling | ✓ | ✗ | Schedule a live video |
| Branded content | ✓ | ✗ | About Branded Content Add a Branded Content Tag |
| During & post live paid amplification | ✓ | ✗ | Allowing business partners to boost your Branded Content posts Post branded content as an ad |
| Live polling | ✓ | ✗ | Create Live Polls |
| Live w/ high-end equipment and/or API | ✓ | ✗ | Going Live using Streaming Software |
| In-platform donate button | ✓ | Pre-live in IG Stories only | Raise money for a cause Using stickers on Instagram |
| 'Live with' functionality | ✗ | ✓ | Live Q&A |
| Live Q&A | ✗ | ✓ | Start a live video with a friend |
| Post to stories | ✗ | ✓ | Share a live video to Stories after it's ended |