



INSTAGRAM LIVE

A step-by-step guide for Church Leaders



WHY GO LIVE ON INSTAGRAM?

Staying connected has become more important than ever, with people and churches relying on social media to stay in touch with their communities. It's no surprise then, that in the second half of March, **Facebook and Instagram saw a 40% increase in usage*** due to social distancing and national stay-at-home orders. In addition to this platform increase, **Instagram LIVE views doubled** in the US in the first week of the pandemic.

With this in mind, it's more important than ever for pastors and church leaders to leverage platforms such as Instagram LIVE to stay connected with their community.

**STAYING
CONNECTED
WITH YOUR
CHURCH
COMMUNITY**

**THIS IS NOT THE TIME TO BE QUIET.
IT'S THE TIME TO COMMUNICATE.**

Your church community is spending more time online than ever before, so church leaders have a unique opportunity to create content that deepens your relationship with your community, and helps people connect with each other during the week.

Going live on Instagram allows you to connect personally, as well as one to many.

WHAT EQUIPMENT DO YOU NEED FOR INSTAGRAM LIVE?

One advantage of going live to Instagram is that you already have all the equipment you need—a phone and an Instagram account. These are the only two things you need to start broadcasting to your audience.

To increase the quality of a live video, you can improve your lighting by sitting near a window or with a cheap ring light. There are also options for improving the audio, ranging from using the headset that came with your phone or a separate microphone. While these extras can help, they are not required for Instagram LIVE.

BEFORE YOU GO LIVE

Think about your background. Make it interesting—but not distracting.

Avoid backlighting.

Lighting should come from the front or the side to best light your face.

Put your phone at eye level or higher. Experiment for best angles.

A small tripod keeps your video steady.

Use a microphone if possible.

DURING THE LIVE STREAM

Look at your phone camera, try not to look at yourself.

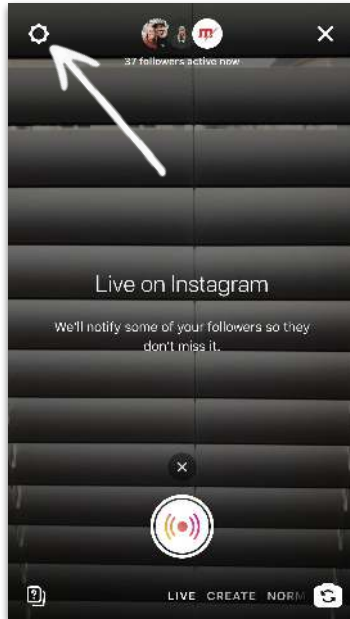
Make sure your phone is close enough to pick up your voice, no matter what location you are in.

Avoid noisy locations when you are streaming live.



BEFORE YOU GO LIVE ON INSTAGRAM

Before you start broadcasting live to Instagram, there are some administrative settings you should look at to protect your video. It's a good idea to check these settings before your first live video, to ensure they are exactly as you want them to be. Once set, these will become the default settings for all Instagram LIVE videos.

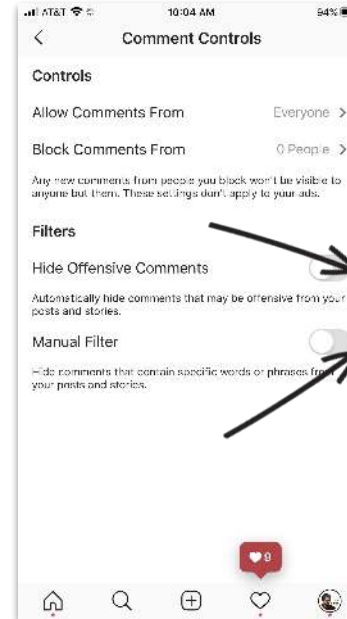


ADJUST YOUR SETTINGS

To access your Instagram Live settings, open the Instagram Stories camera and swipe across to the "Live" mode.

Tap the wheel icon in the top left-hand corner to open your controls.

From here, you can select who you'd like to be able to view your stories (and Instagram Live), who can reply, where your video will automatically save to, and how it can be shared to Instagram.



FILTER OFFENSIVE COMMENTS

You can automatically hide offensive comments and manually filter comments that contain specific words or phrases.

In settings, scroll down to "Privacy," select "Comments," and then toggle "Hide offensive comments" from "Off" to "On."

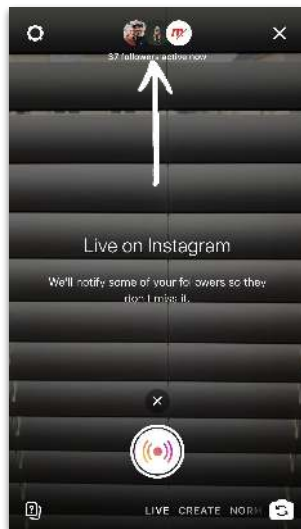
To filter specific phrases, toggle "Manual filter" from "Off" to "On" and then type the words or phrases you wish to filter out separated by commas.

HOW TO GO LIVE ON INSTAGRAM

So your settings are in place and your content is ready ... here's a step-by-step guide to going live in Instagram.

STEP ONE

Open the Instagram Stories camera and swipe across to the "Live" mode. When ready, tap the circle at the bottom of the screen.



STEP TWO

You can share questions your viewers submit by tapping the question mark icon during the broadcast and selecting a comment.



STEP THREE

You can invite someone to co-host video with you by tapping the faces icon, and then tapping on their name when they leave a comment.



STEP FOUR

You can share an image or video to your broadcast by tapping the camera roll icon in the right-hand corner of the screen.



STEP FIVE

When you're ready to end your broadcast, tap "End" in the top right corner. Then hit "End Now" on the next screen to end your video.



“If we want to reach the people that no one else is reaching, **we’ve got to do things no one else is doing.**”
— **CRAIG GROESCHEL** —

The production quality of your Instagram LIVE does not have to be perfect, but with video consumption increasing on all social media platforms, it's important that you are connecting with your community. Be empathetic to the current circumstance, provide them with information, and make sure you are listening and acknowledging their situation.

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