

## Doing webcam broadcasting well

Although people can't hug and smile at each other as they would in person, you still want your parish broadcast experience to be engaging. Regardless of what platform you are using (Webcam, Facebook live, Instagram live, YouTube live...) there are lots of simple ways you can make this a much better experience.

Facebook live, Instagram live, YouTube live have a chat feature that makes the online service interactive. Have staff or volunteers log into the chat early to host this well including welcoming people, encouraging them to interact on chat, responding to comments and questions and asking questions to engage the online audience.

The chat feature is also a wonderful way to make sure that the Mass is accessible for everyone. For example, post a letter to every household with instructions on how to participate in the Mass on multiple platforms.

It's worth saying that your online broadcasting does not have to happen at the time(s) you would usually have had Mass. Pick a time when the audience you want to reach is online. Most streaming services have audience insights and for using Facebook live, your page's Facebook Insights can help you see the most popular online times for your audience. It's important to know the people you are trying to connect with and try to anticipate needs and questions.

No matter how simple your setup (even if you're streaming from an iPhone on your desk), people will appreciate the consolation and challenge of a homily, a familiar liturgy, and the ability to connect with others.

### **Comments and questions to engage an live online audience:**

Consider asking your audience the following: (This has worked very successfully for the parish of St Eugene's Cathedral, Derry)

- Let us know where you're watching from today!
- What were your biggest takeaways from the homily?
- Remember to follow us on Facebook, Twitter, and Instagram and share to encourage others!

