

## How to create a YouTube channel for your parish to broadcast live

*Facebook v YouTube:* For the majority of the people who will be tuning in to daily or weekly Mass, YouTube may have better benefits compared to Facebook.

First of all, YouTube can be viewed in a browser window (Safari or Internet Explorer), or in the YouTube app - both of which do not require a sign in. Secondly and probably most important, YouTube *can be viewed in either medium without the need to register an account.*

Examples of YouTube channels:

<https://www.youtube.com/channel/UCallAet8wgGTvQtzKdabbYg/videos>

<https://www.youtube.com/channel/UC23j2EwUaLsjGI-5xnZ12oQ/videos>

<https://www.youtube.com/channel/UCh6Bm0LzxTcmZpiODST-TpA/videos>

## How to create a channel for your parish

Follow these instructions to create a channel that can have multiple managers or owners. (Note: You will need to create a YouTube account to create a YouTube channel.)

- 1 Sign in to YouTube on a computer or mobile app
- 2 Go to your channel list.
- 3 Choose to create a new channel
- 4 Create a new channel by clicking Create a new channel.

Fill out the details to name your new channel and follow the steps to verify your account.

Then, click Done. This creates a new Brand Account/ Parish Channel.

To add a channel manager, follow the instructions to change channel owners and managers.

## Points to consider before creating your Parish channel

Before naming your parish channel consider what people will search for, to find your parish.

In most case, people will search for the parish name first - Example 'Buncrana Parish'. Rarely will they search for 'Parish of Buncrana'. In this example, placing the name 'Buncrana' before the word 'parish' - Buncrana Parish - really helps people to easily find that page.

### *About:*

To assist people confirm they are on the correct parish page, add the townland location of the Church building. If there are 2 or more churches in the parish consider adding the location of the Parochial House as well.

State the parish serves the catholic community in county of ---- in the Diocese of Derry.

Other useful information to include - outline some of the parish activities - prayer services, organisations, weekly activities.



## **How to broadcast live from your Parish YouTube page**

1. Go to YouTube.
2. From the top right, click Create and then Go live.
3. Add a title and category to your live video.
4. Pause for camera to take a thumbnail. Once thumbnail appears click image to replace with a suitable image from your laptop
5. Click Go Live in the bottom right.

If you haven't already, follow the prompts to verify your channel.

Enabling your first live stream may take up to 24 hours. Once enabled, you can live stream instantly.

Note: To broadcast live on a phone or tablet/iPad with a camera, you'll need 1,000 subscribers to the Parish channel. This does not apply if using a laptop.

Encourage parishioners to subscribe to your parish channel. This will ensure they are prompted when you go live

## **Broadcast Preparation**

Your broadcast can be made from your laptop. You will need to be signed into your parish YouTube channel on the laptop you are broadcasting from.

Ensure the laptop is located as close as possible to you so it picks up the sound and you can be clearly seen. Positioned straight in front is best.

Tip: Go live, 10 minutes before to give time for subscribers to be notified and settle in. Notify well in advance the times you plan to broadcast

## **What can my Parish YouTube channel be used for?**

Many parishes broadcast daily prayer and Mass services on their page. These broadcasts can be live or recorded (Record from you phone or laptop and post to your channel). Many too, during Lent, Easter and the month of May have been publishing prayers, photographs and resources to help and reassure parishioners in lockdown.

## **Guidance and ongoing management of the parish channel**

Consider asking your Parish Pastoral Council to help create the parish channel or to find someone in the parish who can be trusted to create the page and continue to manage the page and all content on it. Since the lockdown, many Parish Pastoral Councils have stepped up and taken on this role.