

PRESS CONFERENCE LIVE STREAMING GUIDELINES

Season 2022/23

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In cooperation with the clubs participating in the European club competitions and their social media/digital teams, the European Handball Federation strives to improve the live streaming of post-match press conferences.

This document provides an overview of the requirements, the workflow, the technical information and dos and don'ts for streaming a post-match press conference.

Summary

1 – Basic guidelines

1.1 Where to stream

1.2 Workflow

1.2 Checklist

1.3 Best practices

2 – Top 5 things to do before, during and after the live stream

3 – Tips for the correct rotation of Facebook live streaming

Where to stream

As soon as post-match press conferences are being streamed, the club has to inform EHF/M of the channel(s) on which the streaming takes place as it is outlined in the respective competition's regulations.

It is our recommendation that while the set of channel(s) is free for every club to choose, Facebook shall be the main channel for streaming as it usually guarantees the best reach and engagement. Furthermore, Facebook offers everyone an 'easy-to-understand' setup for live streams.

Step-by-step workflow

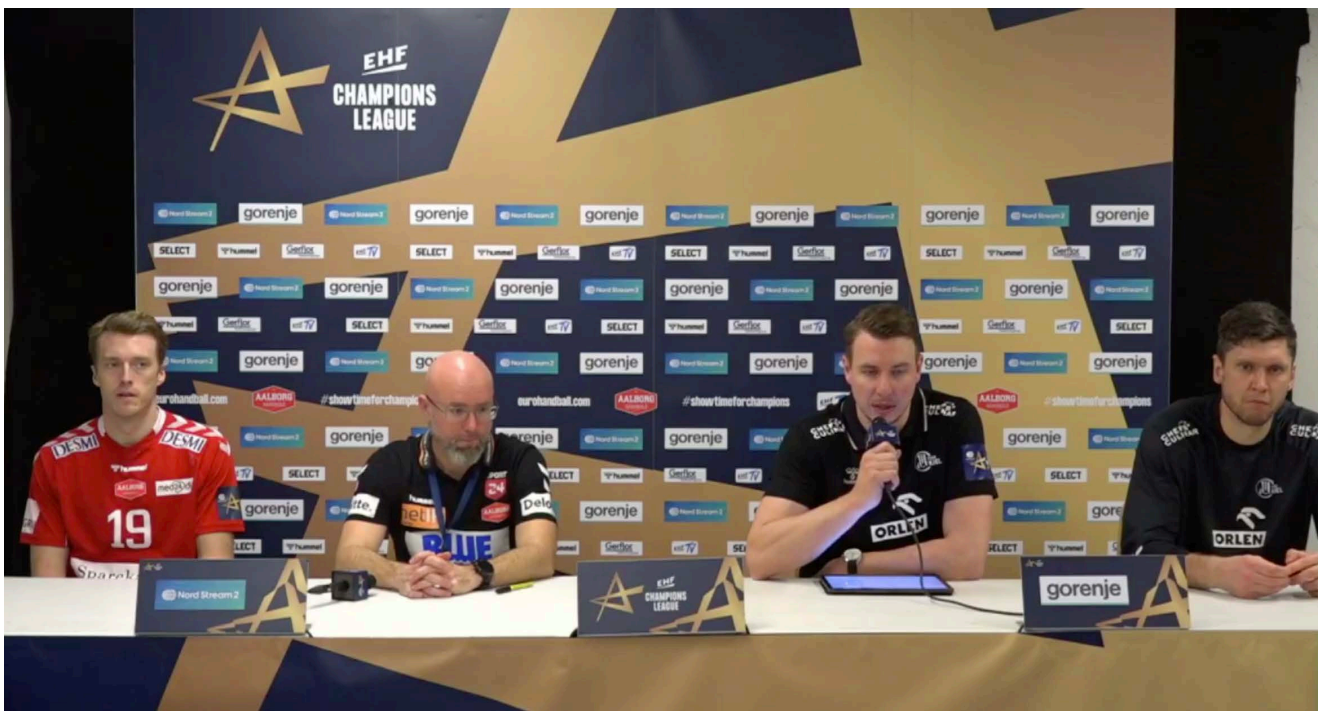
- 1) Prepare your live stream set-up. Check that everything (camera, lights, internet, branding etc) is in place and working. Before you go live, conduct a test in 'live' conditions. Use the checklist as provided in these guidelines.
- 2) Prepare the caption for the live stream. Include the final score, the winning team and the participants. Players and teams shall be tagged in the caption with their correct handles.
- 3) Start the live stream before the press conference starts
- 4) During the press conference, monitor the live stream and be prepared to troubleshoot any technical issues.
- 5) End the live stream shortly after the press conference has come to an end. Make sure to share and save/download the stream so that you can re-use it in the future.

Checklist before going live

SETUP: Camera(s), frame, light, sound, branding.

- **Camera(s):** Make sure it works properly, it has battery, clean the lens. A smartphone is the easiest way to go live on social media. Always go live holding your phone in landscape mode with the lens on the top right corner when you look at the camera.
If you use actual camera(s) (i.e. DSLR or a video camera), you need to use an AC adapter (so that you don't run out of battery in the middle of the live), Cables to connect your camera to your computer, a computer and a live streaming software.
- **Frame:** Make sure to position your camera to show all participants as well as the required branding. Make sure that no one suddenly walks into the picture and blocks the camera to avoid people walking in the frame or in front of the camera.
- **Sound:** Use microphones plugged into the camera/phone. If this is not an option, make sure the room is quiet and the speakers are loud enough.
- **Light:** Make sure there is enough light. Use LED panels and soft lighting.
- **Branding:** Make sure that the branding of press conference room adheres to the respective points in the regulations is on point with regulations.
- **Internet connection:** Check your internet connection by using, for example, Speedtest.net. The most important for a live stream to work properly is the upload speed. This must be at least 2Mb/sec.
- **Responsible person:** Make sure someone is in charge of starting, ending and monitoring the live stream. This person should also know what to do in case you run into any issues.

What a good setup and framing looks like



(<https://www.facebook.com/aalborghaandbold/videos/4686660718067317>)

Top 5 things to do **before** going live

- 1) **Promote the live stream on social media:** Publish a post to let everyone know that you are going live. If you know them already, mention the participants of the press conference as well as the time when it starts and advertise it with a description.
- 2) **Prepare the description:** A last-minute rush has never helped anyone. Therefore, prepare your stream's description in advance; tag the players, the teams. Don't forget to mention the final score.
- 3) **Test your stream:** Run a test under live conditions to make sure everything works. On Facebook you can start a live with 'only me' as audience to rehearse. Only you will see this live.
- 4) **Know your rundown:** Make sure everyone on site is aware of the live stream and know what they have to do and say.
- 5) **Have a back-up plan:** In case something doesn't work, ensure you have a plan B and be prepared to fix the problem during the live stream.

Top 5 things to do **during** the live stream

- 1) **Acknowledge your viewers:** Through the comments, welcome them at the beginning, welcome those who have joined during the press conference, thank them and say goodbye to them at the end of the press conference.
- 2) **Monitor the live stream:** Watch the stream and take care of it. Control how it looks and fix things as much as you can.
- 3) **Be ready for anything:** Be prepared for the unexpected: players are late, sound doesn't work, have a plan and be ready to fix the problem during the live stream.
- 4) **Interact with viewers:** Fans will react during the live stream; they will comment, send questions, reactions (like, heart, wow, etc.) and try to make this part of your press conference. Let them know what happens., for example: "We are experiencing some sound issues. Can you hear us?" or "Players should be here in few seconds. Is there anything you would like to ask them?"
- 5) **Remind fans of facts & context:** Make sure your moderator mentions the final score for fans who have joined the live stream without having watched the match.

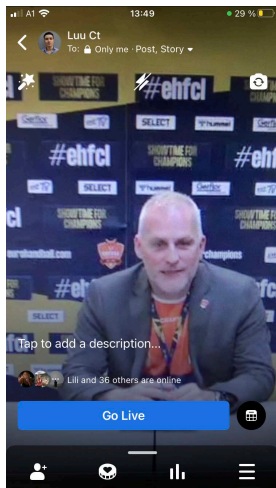
Top 5 things to do **after** the live stream

- 1) **Save the video:** If you stream from a phone, make sure to save the live video in HD.
- 2) **Watch it again:** Watch the full press conference to make sure there is no technical problem with the video.
- 3) **Share it:** Post it on social media. You can download and post the video to another platform or share the link to the Facebook live.
- 4) **Moderate comments:** Take a look at the comments received during your Facebook live and moderate the inappropriate ones.
- 5) **Repurpose content:** in post-production, edit the video so it can fit other purposes. For example, you can cut a funny answer and post this on Twitter.

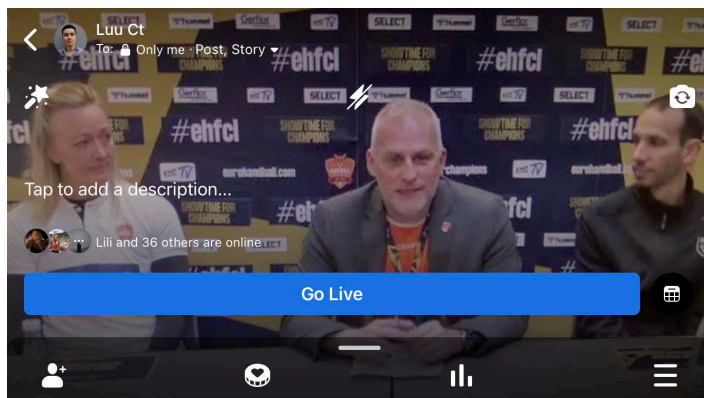
TIPS FOR THE CORRECT ROTATION OF FACEBOOK LIVE STREAMING

IMPORTANT: you cannot change the orientation of a facebook live stream once you have started

The live stream will keep the same orientation until it ends. Before starting your live, you have to make sure that you are in the correct position. You have to position your phone in landscape mode before hitting the GO LIVE button.



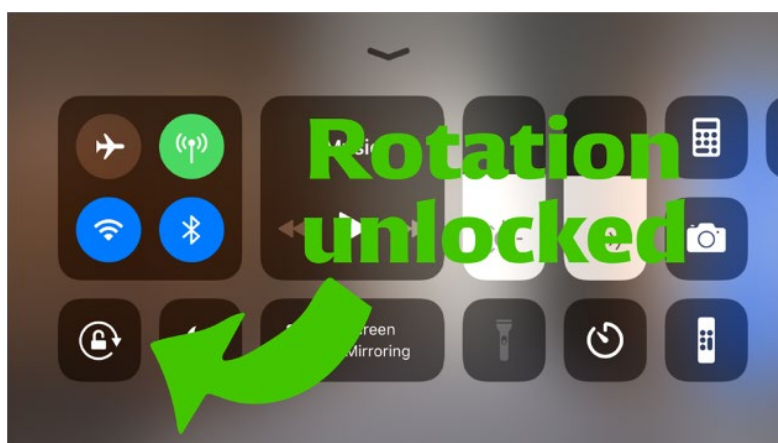
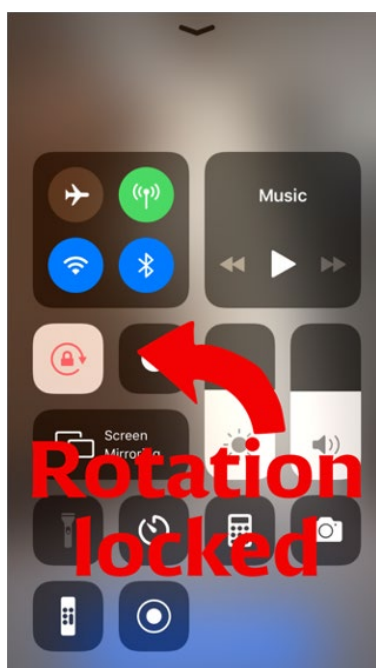
Bad phone orientation



Good phone orientation

To do so, take your phone in your hands as you would normally hold it to send a message, tilt your phone 90 degrees to the left, so the lens is on the top of the back of your phone.

IMPORTANT: Note that your phone will not go into landscape mode if you have locked phone rotation mode. If you lock the rotation, the live stream will go back to portrait mode. Make sure to unlock the rotation in your phone settings.



Examples of rotation lock on an iPhone

If you have any question regarding the guidelines or the live stream setup, please feel free to contact us: socialmedia@eurohandball.com.