Convert Citizen Science Events to Livestream Events

Wednesday March 25, 2020

Target audience: Experienced facilitators transitioning planned in-person events to livestream during a time of social/physical distancing of various comfort levels with livestream platforms.

**Training Objectives**

* Model best practices in interactive livestreaming.
* Tools for connecting with your audience.
* Highlight surprise attacks!
* Discuss key resources for accessibility and whimsy.
* Recognize that “big hair” hosting is key for MANY events (not all).

**Core Guiding Principles**

* Facilitate, don’t lecture
* Establish objectives
* Give the audience presence and control over content
* Moderate
* Entertain (set the tone, switch it up, don’t run long, be human)
* Prepare yourself and your audience

## Livestream planning should feel like normal planning:

### Content = objectives + facilitation + audience voice

* Who is your audience, what do they need?
* Objectives
* Facilitators
* Incorporating audience voice
	+ Surfacing “shares” not just questions
	+ Who is this community? Sharing audience locations, hobbies, enthusiasm, emoji, achievements and first-timers

### Culture = hosting + moderation + entertainment

* Hosting - Tone! Voice! Personality! (Who is your org?)
	+ Establishing tone
* Moderation
	+ Chats
	+ Rules and norms
	+ Seeding questions
	+ Booting meanies
* Formats - mix it up!
	+ Polling
	+ Field trips
	+ Desktop demos
	+ Get zany (Puppets, etc)
	+ Video/Audio
	+ Group photos and activities
	+ Breakout rooms (private, so keep one group in central space if recording)
	+ Performances

### Technical = Prepare yourself

* Platform options
	+ Zoom
	+ FBL
	+ Twitter/Periscope
	+ Instagram Stories
	+ Hangouts
	+ YT Live
	+ GoToMeeting, On24
	+ Commercial $$$ ones - Vimeo, CrowdCast, etc.
* Accessibility
	+ Talk slow, big text, link out, use Google Slides closed-captioning
* Core functionality decision points - see planning template
	+ How many participants?
	+ What level of interactivity?
	+ How many hosts? How many different streams?
	+ What level of control over content do hosts have?
	+ How many places will your audience be?

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