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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