Together Apart: Tips on Going Digital

Do I need to buy fancy equipment to take my project online?
Not necessarily! Start by taking stock of what you have available – does your computer or phone have a mic and webcam? Can you borrow equipment from someone in your networks?

If you are going to do a lot of live streaming, it might be worth investing in a webcam if you can – they often cost between $50-100 and can really improve the quality of your stream.

Does my event or project need to be presented live?
Live-streaming is not the only option to transfer your event or project into the digital realm – you could publish a captioned video, publish audio with transcripts, publish a combination of text, image and sound, publish your work on social media or send a daily email unveiling your project over the course of a week.

Things to consider:
- What is being added by hosting the event live?
- Is the time of day convenient for your audience?
- Can the audience interact or contribute? How?
- How can you engage the audience with the livestream?
- Will you archive the event so people can watch it later?

Which platform should I use?
To decide which platform will work best for your event or project

If you are streaming from one location
1. YouTube Live is a live-streaming giant – it's free and fairly intuitive to use. This is a good option for ticketed events, as you can set up a private stream and send the link to your guests.
2. Twitch also has a huge community – in particular of gamers and musicians. The chat function is particularly good on Twitch, allowing your guests to interact with the stream and each other.
3. Facebook Live is a great option if your audience are already spending a lot of time on Facebook. You could also stream to Facebook as well as one or both of the options above using StreamYard or OBS Studio.
4. Instagram Live is another great option to catch you audience if they're already spending time on the platform.

If you have artists in multiple locations
1. StreamYard is a great option if you have multiple guests in different locations, as it allows you to combine multiple webcam feeds into your stream. You can stream to multiple platforms at once, such as Facebook, YouTube, LinkedIn, Periscope and Twitch. The free subscription option offers up to 20 hours per month.
2. OBS Studio is free open source software for live-streaming that allows you to stream to multiple platforms (such as Facebook, Instagram, YouTube,

Twitch) at once. You can achieve more complex outcomes with OBS – but it's also more technically challenging to use.

3. Zencastr allows you to record audio interviews with guests in multiple locations, and could be a good option if you want to release your event as a podcast instead of running it live. They have lifted the limits on their free subscription for the moment.

Workshops and Webinars

1. Zoom is designed for hosting webinars and online meetings, and is one of the most affordable options out there.
2. GoToWebinar is a more expensive option, but also has great features as its designed specifically for webinars and teaching.
3. Google Hangouts is a free option that's great if you want workshop participants to be able to see and speak with each other.

Hot tip: When inviting participants make sure you tell everyone to wear headphones to minimise echo, and to mute their microphone when they're not speaking.

How do I engage my audience?

1. Most of the platforms suggested have comment or chat functions, which are crucial to engage your audience with your work and each other during live streams.
2. Discord allows you to set up a chat server with multiple channels that function like old-school Internet forums. It also has integrations that work with streaming platforms such as YouTube and Twitch, and can assign roles to your Patreon subscribers.
3. Social media platforms such as Twitter, Facebook and Instagram are another great way to engage your audience – for example, it's still worth setting up a Facebook event to promote your live stream, and setting a hashtag for your project or stream.

How can I make money from my project?

1. **Ticket your event** – Eventbrite or Trybooking both take fairly low commissions on tickets, and you can collect email addresses from attendees to send them a private link to your event. Bear in mind audiences will generally pay less for online events.
2. **Add a tip jar** – PayPal is one easy way to set up a tip jar for your event or project. Add a button or link to your PayPal to encourage your audience to donate or 'pay what you can'.
3. **Call for subscribers** - Patreon is a great option if your project is ongoing – though bear in mind subscribers want regular content and updates to keep giving money!
4. **Set up a crowd-funding campaign** - Pozible have lots of tips about how to raise funds for your project.
5. **Sell your work** – there are lots of online platforms for selling your work online, but it's also easy to do through your social media or website – especially if you already have an audience there. Bandcamp is a great option for musicians.

Lastly, don't worry if it doesn't work perfectly the first time. Stay curious and remember we are ALL learning new skills right now.