

## Live Streaming Mass on Facebook

### Things you will need

- A parish account and a parish Facebook page
- A smartphone with Facebook app and a fully charged battery
- A strong Wi-Fi connection
- A tripod with smartphone mount (or really steady hands)
- An online giving page for your parish
- An external microphone (optional, but recommended)



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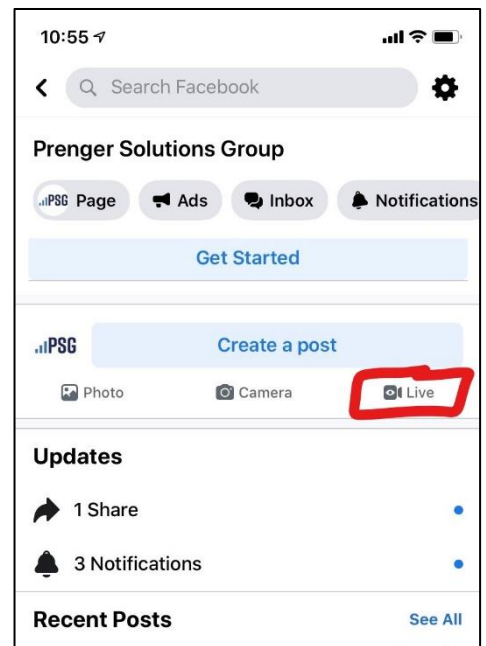
- A primary point person who has administrator rights to the parish Facebook page who can set up and record the live stream from his or her smartphone.
- A “digital usher” who watches the stream via desktop and serves as both a host and a troubleshooter. Duties include:
  - Welcoming people and answering questions
  - Sharing key information with participants – like providing links to your online giving page during offertory

### Before you get started

1. **Watch this tutorial** Spirit Juice Studios created on livestreaming Mass from your phone: Watch it on Facebook [here](#) or watch it on LinkedIn [here](#).
2. **Figure out the best view and set up your tripod.** If possible, use the wide-angle lens on your phone. If you are not using an external microphone, make sure you are close enough to the altar for clearer audio.
3. **Make sure you have proper lighting.** Your phone’s camera does its best work when there is bright lighting.
4. **Test everything! And then test everything again!** The last thing you want to do is promote your online Mass to parishioners and then find out you have some problems just as Mass begins. Start small, use the instructions below, and test everything internally first before going live.
5. Once you have tested your live stream and are confident you are ready to go public, do not forget to **promote it** ahead of time! Let your parishioners know that you plan to stream Mass at a specific time, so they will know it is available. **Ask your parishioners to share your posts with their friends.** If parishioners are already following your parish Facebook page, they will be alerted when you go live.

## Getting started

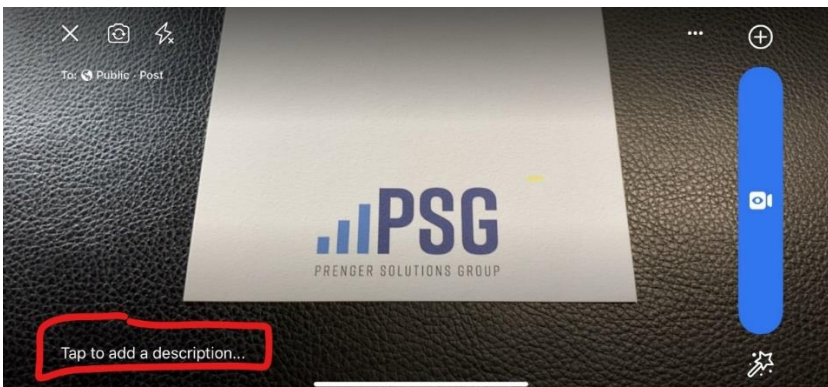
- 1) Open the Facebook mobile app and navigate to your parish page as if you were going to make a typical post.
- 2) Once you have arrived at your parish page, you will see the option to create a post with the 'Live' button available. Click on the 'Live' button and you are headed in the right direction.



- 3) If you need to flip your camera view, so you are not taking "selfies", the button is on the top left corner.

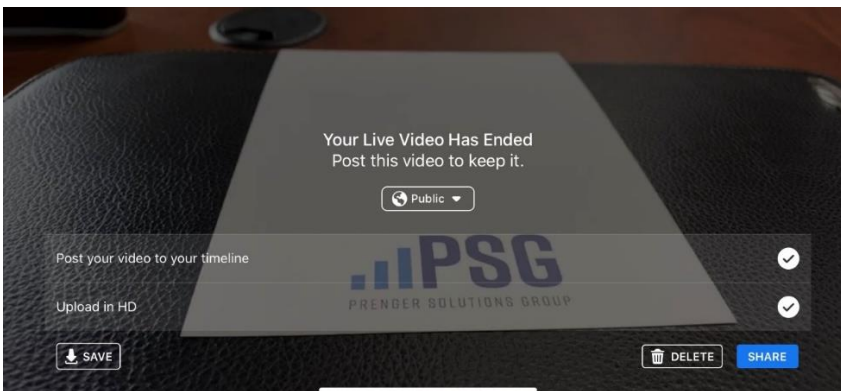


- 4) Before you start your live broadcast, add a description to your video. Something like "March 15 9am Mass." Be sure to add your location as well.





- 5) **IMPORTANT** – Make sure to turn your cell phone to shoot in horizontal (wide screen) mode. You cannot rotate your phone once you’ve begun your live broadcast. While many parishioners will join via phone, many will also join from their desktops. The viewing experience is better for everyone when a live stream is shot in the horizontal (wide screen) format.
- 6) When everything is ready and your phone is horizontally set up in the tripod, simply click ‘Start Live Video’ or the blue box with the camera in it (as it appears when you’re in horizontal mode) to begin your live stream. We recommend going live approximately 5 minutes before Mass begins. Your primary point person should stay near the broadcasting device throughout the Mass.
- 7) Once the event has gone live, have your “digital usher” welcome everyone in the comments section and set expectations for their online Mass experience. It would be a good idea for the usher to remind everyone know this is your first time streaming a Mass and ask for everyone’s patience as you get the hang of it. More details on this later.
- 8) Make sure to have the digital usher **share a link to your online giving page** at the start of your livestream, during the offertory, and after the livestream. Most parishes already have some system in place (likely through Vanco, eCatholic payments, ParishSoft ConnectNow, PDS Realm, Faith Direct or some other provider).
- 9) Once Mass has ended, you can end the live stream, or post the video to your timeline so parishioners may have access later. You can also save the video. NOTE: emphasize the importance of parishioners and friends to watch the livestream in real time. We feel it is important to have a specific time for parishioners to gather – even virtually – to share in the liturgy.



## Frequently asked questions

### Do the primary point person and digital usher need to be Facebook admins on the parish page?

The primary point person DOES need to be a Facebook admin on your parish page. The digital usher does not need to be an admin, but if you're going to utilize the same person for Mass each week, it would make sense to [add them](#).

### What exactly is a digital usher?

Think of your digital usher as your virtual greeter or host. Here are a few suggestions for things they can be doing before and during the Mass:

1. Welcome attendees:
  - a. *"Welcome to the 8:30 am Mass at St. Margaret Mary's. Mass will begin in five minutes."*
  - b. *"Hello everyone, my name is...and I will be serving as your digital usher today. If you're having any problems with your stream or any questions, please feel free to reach out here in the chat."*
2. Forecast the virtual offertory
  - a. *"Throughout the livestream and during the offertory, I'll be posting a link for parishioners to donate online. You can find this link in the comments section. Thank you in advance for continuing to support our parish and ministries during this time!"*
3. Provide a link to your online giving page (you can post the URL in the comments section – post the link multiple times throughout Mass so the link is not lost in the comments):
  - a. *"For those of us who are attending Mass virtually, here is a link to support our parish and our ministries. Your gifts help us continue to serve parishioners during this time of uncertainty. Please donate at [www.churchname.com/donate](http://www.churchname.com/donate)."*
4. Share important parish information:
  - a. *"I want to remind everyone to like and follow the parish Facebook page for the latest updates regarding the coronavirus. We'll always post info as soon as we have it regarding any news from the diocese, Mass times or other important information."*
5. Invite viewers to "Like" the parish Facebook page:
  - a. Your digital usher should revisit the parish's livestream post and click on the number people who like the post. This will bring up a list of the people who liked the post and shows whether they are currently following your parish's page. For those who are not following the parish's page, the digital usher can click on the "invite" button to send a request to "like" your page.

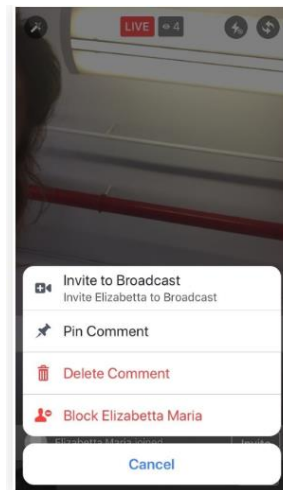
### Where should the digital usher be located?

Anywhere they have a strong internet connection – whether that is the parish office (if open) or in their own home – a virtual host can perform their duties anywhere.

### What if someone is making rude comments during our live stream?

*Only the primary point person (the person running the livestream) can delete unwanted comments and block users.*

To delete a comment or block a user, the primary point person simply needs to click on the user who made the comment he or she will have the options to delete or block (see illustration on the right).



### Do we need a music license to live stream Mass?

[Yes, if you plan on using music.](#) (Our friends at eCatholic provided this great blog post with more details.)

ONE LICENSE is [offering temporary gratis licensing through April 15](#). They have also provided [creative solutions](#) for Masses during the Covid-19 restrictions.

OCP is [granting permission to use their resources through April 15 at no charge](#). They ask that you “*post the copyright lines for any OCP songs included in the streamed celebrations on the website which streams the service*”.

## Additional Resources

### Mobile Phone Tripods (with mounts)

[Joby GorillaPods](#) – The unofficial tripod of PSG. It allows us to utilize the standard tripod position alongside the flexibility of leg stands.

[Medium.com’s Top Three Tripods for Smartphones](#)

[Gearhungry.com’s 10 Best Smartphone Tripods](#)

### External Microphones

Audio is a critical component of the live stream. It’s actually MORE important than the video quality. If you have a great picture, but no one can understand a word of the homily, you’ll quickly lose your audience.

PSG encourages you to utilize an external microphone for a live stream via your smartphone.

Keep in mind the proximity of your phone to the pulpit when you consider which microphone to purchase. A wireless lapel option is likely your best bet.

Here are some good options PSG recommends:

- [Comica CVM-WS50\(C\)](#) – Wireless. Lapel. Impressive range. Really everything you could want in an external microphone. Bonus – it comes with a tripod and phone mount also.
- [FerBuee UHF Lapel Microphone](#) – Wireless and light weight, so you won’t weigh down a pastor who may already have another lapel mic on.

Other lists with more options:

[Best Wireless Lavalier \(Lapel\) Mics for Smartphones](#)

[Best Wireless Microphones for iPhones](#) (some of these listed also work with other phone brands)

### **Want to take it to the next level?**

If your parish is blessed to have technologically savvy parishioners and staff, consider live streaming your Mass through an external camera and laptop. You can learn more about how to do so [here](#).