

Tips for going LIVE

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“Going LIVE or broadcasting on any social media platform can be very daunting. I’ve come up with some practical tips to help you feel more prepared and therefore empowering you to have a positive experience, one that you’ll get the most from.”



1. Tripod - make sure your camera or filming device is on a tripod or a firm flat surface. On Instagram, LIVE broadcasts are recorded in a portrait orientation. This gives you 2 hands free to demo your work.
2. Lighting - any light source should be in front or slightly to the side of you. A light behind you will create a backlit silhouette... spooky!
3. Products - have a selection of products ready to showcase. It's ideal to have them on a shelf or wall behind you and some ready to grab and bring closer to the camera.
4. Script - if you get tongue-tied write down a handful of bullet-points to help you remember. You can always come back to this list if like me you go off-piste and lose your train of thought.
5. Backdrop - be sure to think about what's going on behind you, a strategically placed plant can cover an unsightly light switch. Avoid unnecessary background noises if possible and maybe warn the family too.
6. Smile - people love to see the maker behind the brand. If in doubt, if it's all going wrong, if you are simply terrified... smile! People love to be smiled at and they will all be smiling back at you :)

“Most importantly, it's completely normal to feel nervous about this new experience. Be yourself and people will really enjoy watching and hearing what you have to say. Think of it like bungee jumping... you'll probably feel amazing after you've done it “ :)