







# About Me!

- Background in radio & TV**
- News & traffic reporting**
- Longtime Media and Marketing Specialist for Sacramento County**
- Specialize in live streaming and smartphone video**
- Certifiable technogeek**

# **Social Media Can Be An Effective Part of Your County's Overall Outreach!**

- It reaches people where they are**
- Allows us to interact directly**
- Allows us to reach the news media**
- Is a lifesaving tool in emergencies**



# Speed of Info Flow Through the Media

20 years ago

24 hours

10 years ago

4 hours

Today

4 minutes



**3.5 million  
tweets**

**mentioning Ferguson  
published in 3 hours after  
the jury decision**



# Big Changes in the Newsroom

**Newsrooms have downsized significantly in number of employees and experience level**

**All media want and need video for the web and newscasts**



# **How Newsrooms Are Using Livestreaming and Social Media**

**(VIDEO)**

## **Commitment to:**

- A small amount of staff time daily**
- Keeping your sites fresh and updated**
- Having regular interaction with the public**

# What You Need To Do To Be Effective

## Trust...

**...that those tasked with social media postings will be as professional and responsible as they are answering the phone, at the public counter, or at a public meeting**

## **What You Need To Do To Be Effective**

# **Develop a Social Media Policy**

**...that's flexible & doesn't tie the hands of your communicators by delaying response**

**...that empowers your communicators to make good content decisions**

**...that contains takedown criteria so the public knows what content you'll remove**

# What You Need To Do To Be Effective

- Maintain a consistent presence. Pre-schedule “evergreen” material using tools like Hootsuite, RecurPost, or others**
- Familiarize yourself with these tools now so you’re ready for a crisis**
- Determine your communications objectives.**  
**Why are you on social media? What is your “voice”?**

## **Determine Your Social Media “Voice”**

**Up Next:**

**Bethany McDaniel**

**Web Content and Social Media Manager**

**Georgia.gov Interactive**

**Developing Your “Voice”**

**(VIDEO)**

**Where Things Are Going!**

**The biggest development in  
social media:**

**LIVE VIDEO!**



**Cisco predicts 85% of  
consumer internet  
traffic will be video by  
2019**

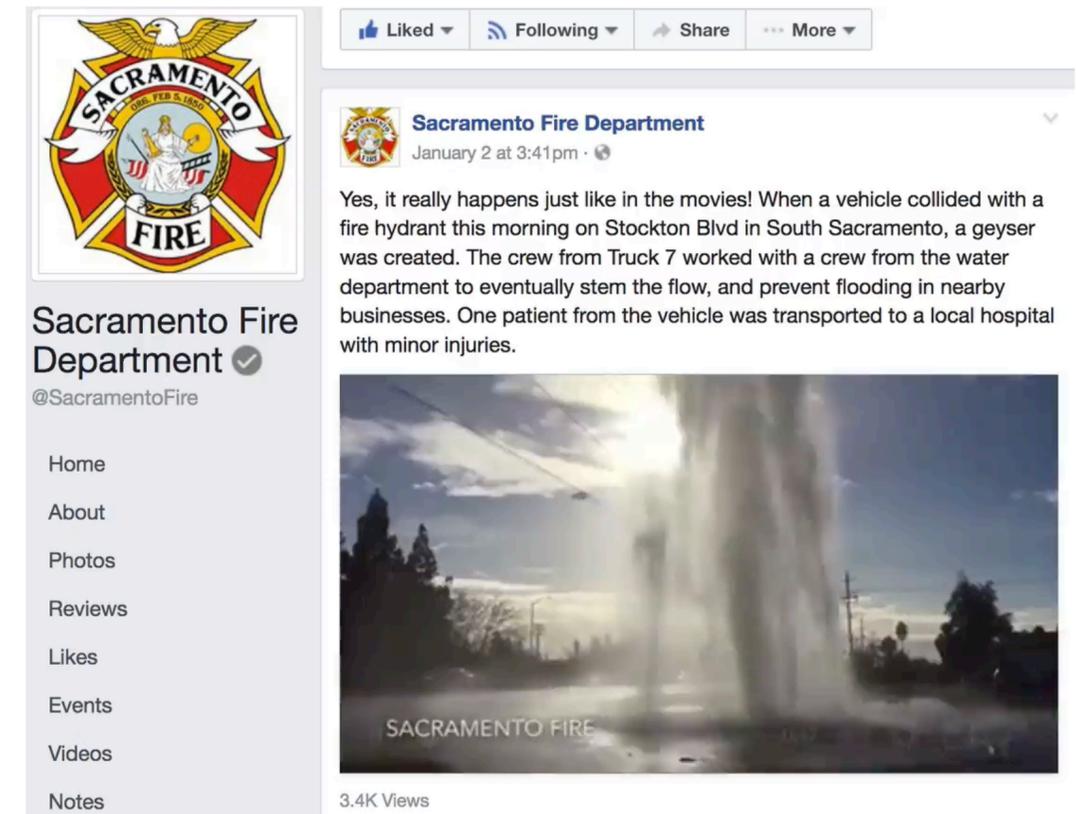
# **The Fact Is.....**

- **Live streaming is THE MOST powerful social media capability ever!**

**It is worth making a MAJOR effort for.**

# Live Video for Government...

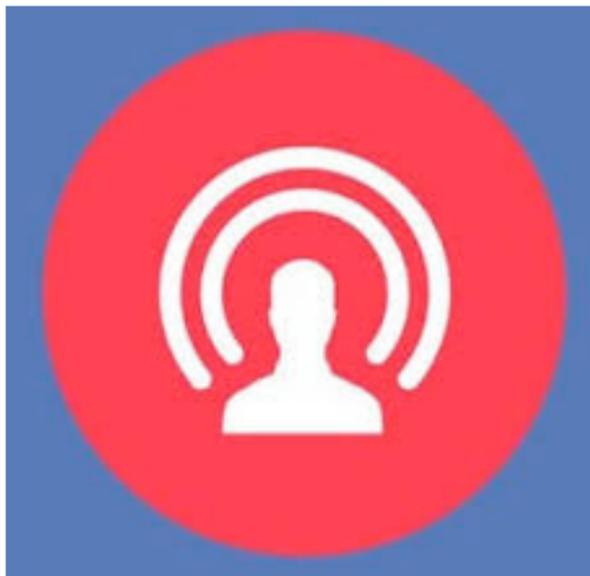
- Gives the public access to a unique perspective
- Allows us to showcase what we do
- Allows those we serve to get to know, like and trust us



# The Two Live-Streaming Apps To Focus On



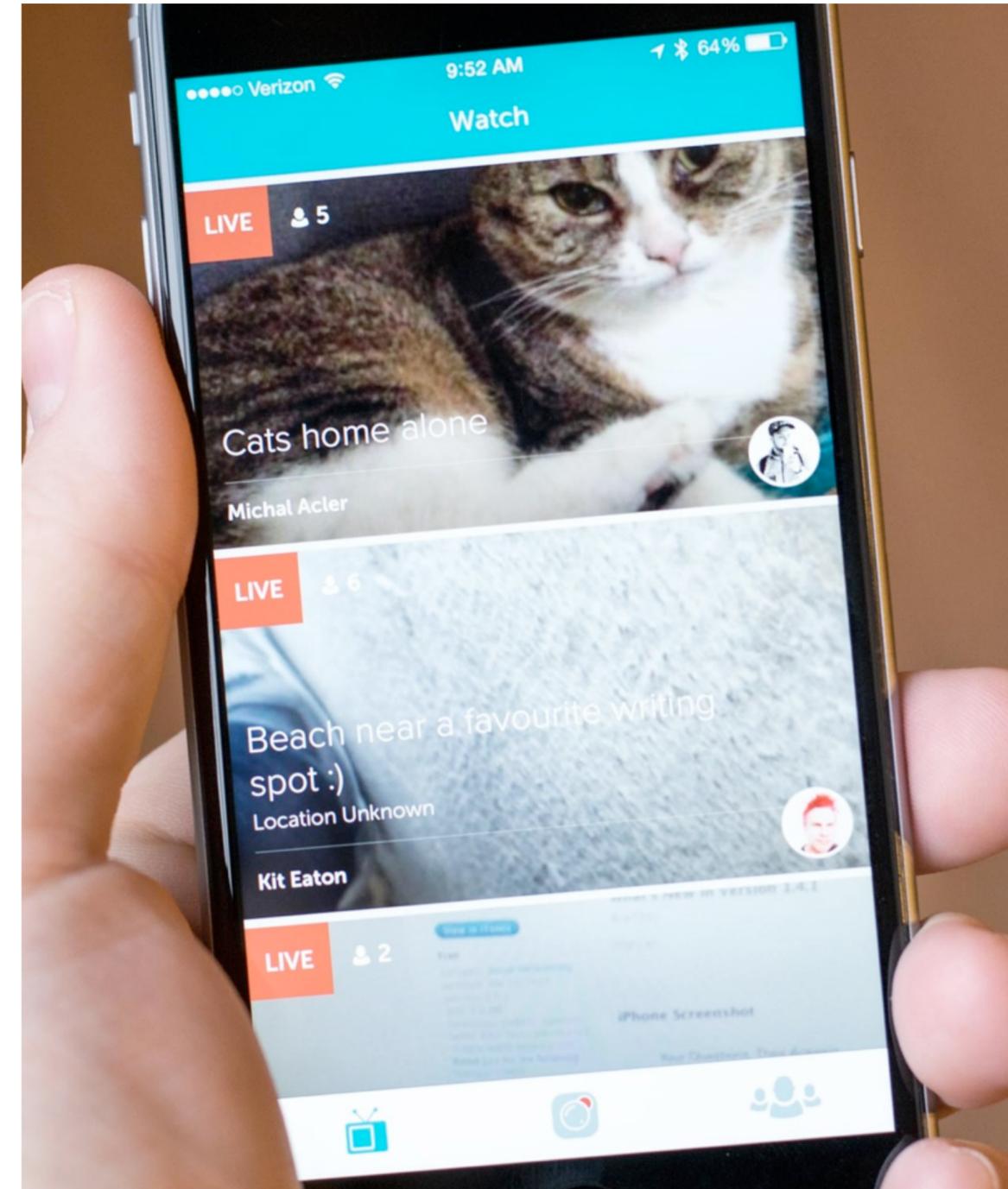
**Periscope/Twitter Live**



**Facebook Live**

# What Is Periscope?

- Periscope lets you broadcast live from your phone or tablet
- Viewers can type in comments or questions
- They can tap the screen to give you hearts



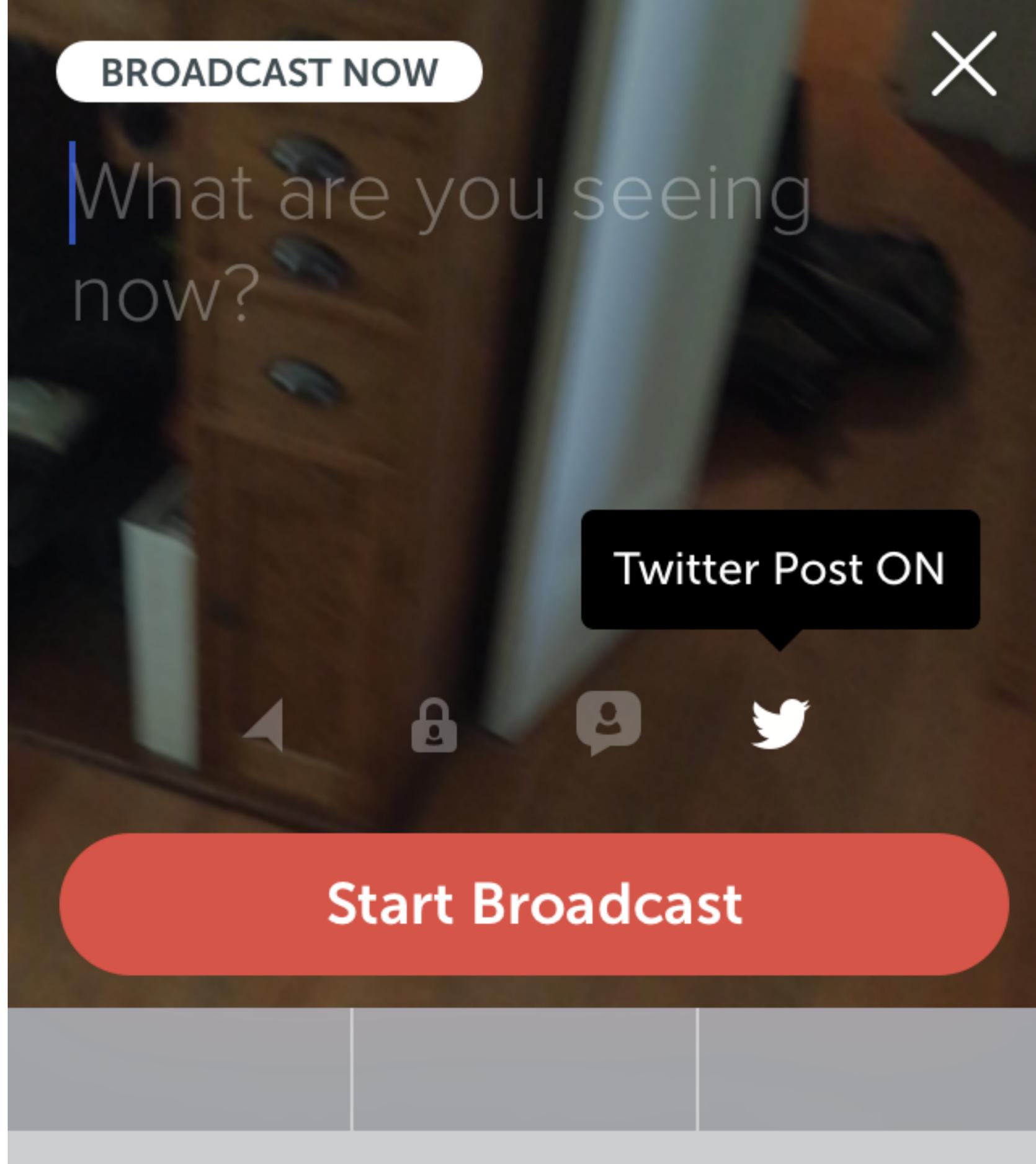
# What Is Periscope?

- **By default, the replay lasts for 24 hours (Periscope.tv/your username). But you can change it to “Save Until I Delete”**
- **You can also save the broadcasts on your Camera Roll**



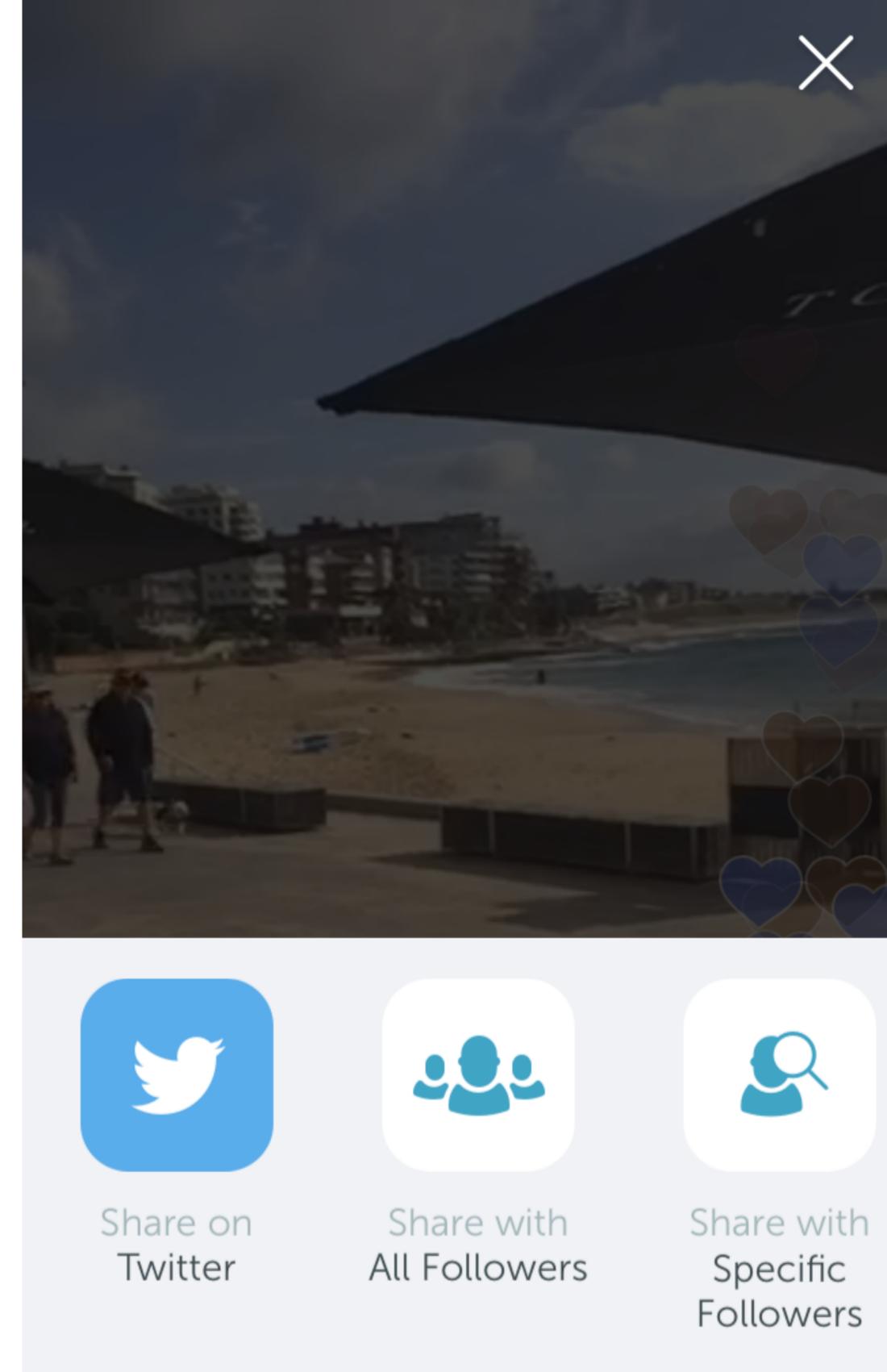
# Periscope

- **Periscope is connected to Twitter, so you have the opportunity to notify your audience and other viewers via hashtags in your title**



# Periscope

- **Users are able to share your broadcast with all their followers, their Twitter followers only, or their Facebook followers**





**Up Next: DWR Oroville Dam Periscope and  
other miscellaneous examples  
(VIDEO)**

**Louis Penna**  
**San Bernardino County Fire**  
**(VIDEO)**

Information  
UPDATE



**KERRYSHEARER**  
THE LIVESTREAM EXPERT

Stream Like a Pro!

LIVE



# Video in a JIC/EOC

**1) Set up a spot to livestream and record videos**



**2) Make sure you have a strong cellular or wifi signal**

# Video in a JIC/EOC

**3) Assign one or two PIO's who are comfortable on camera**



**4) Decide what platform(s) you will use**

# Video in a JIC/EOC

**5) Make sure you have a tripod with mount, plug in mic, and LED video light**



**6) Use a tablet to use as a second livestream monitor**

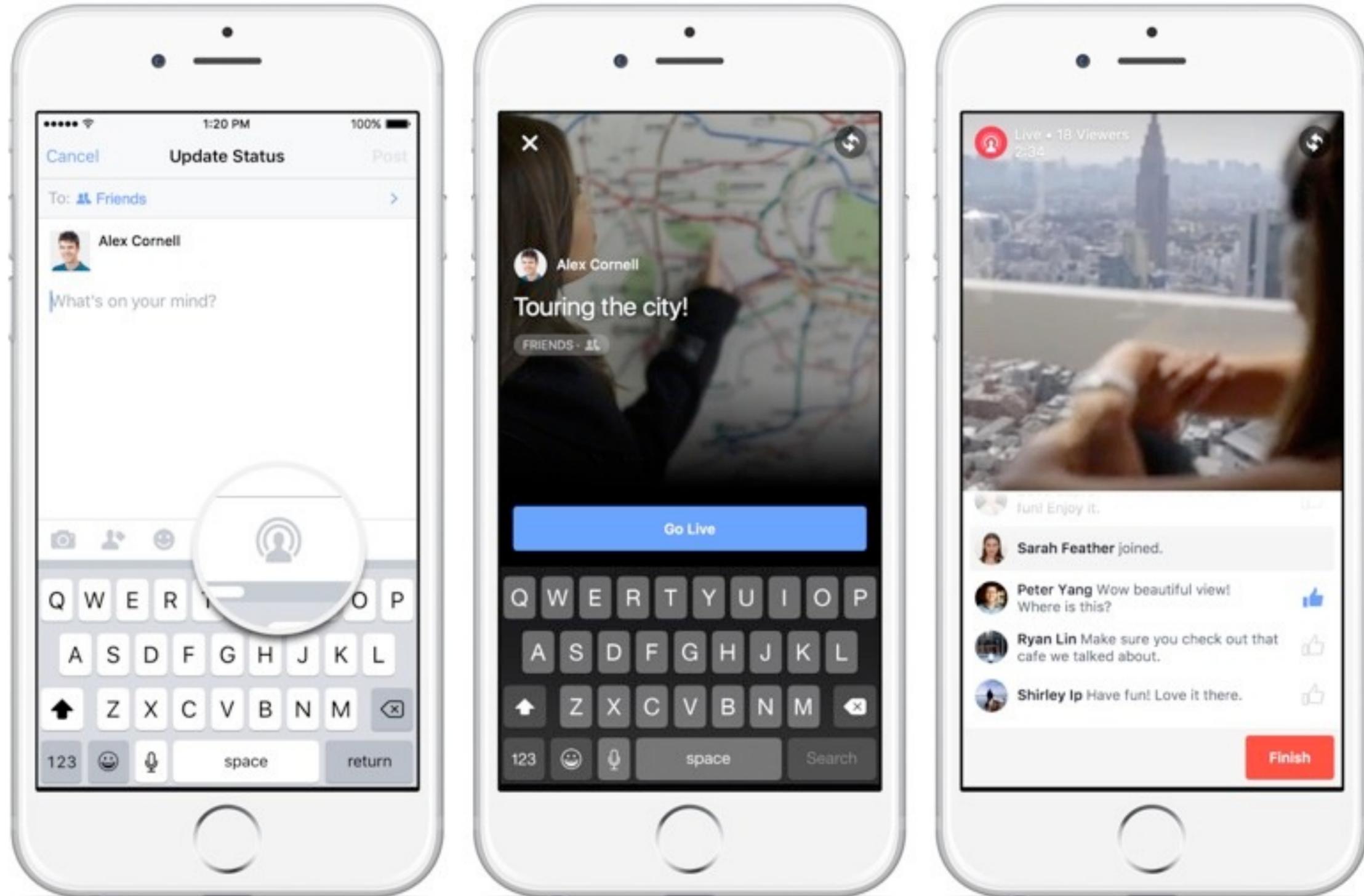
# Video in a JIC/EOC

## 7) Decide a format for your broadcasts. Example:

- Intro
- Bullet points with latest info
- How public can help
- Answer some questions
- Call to Action step
- Promote next broadcast



# Facebook Live

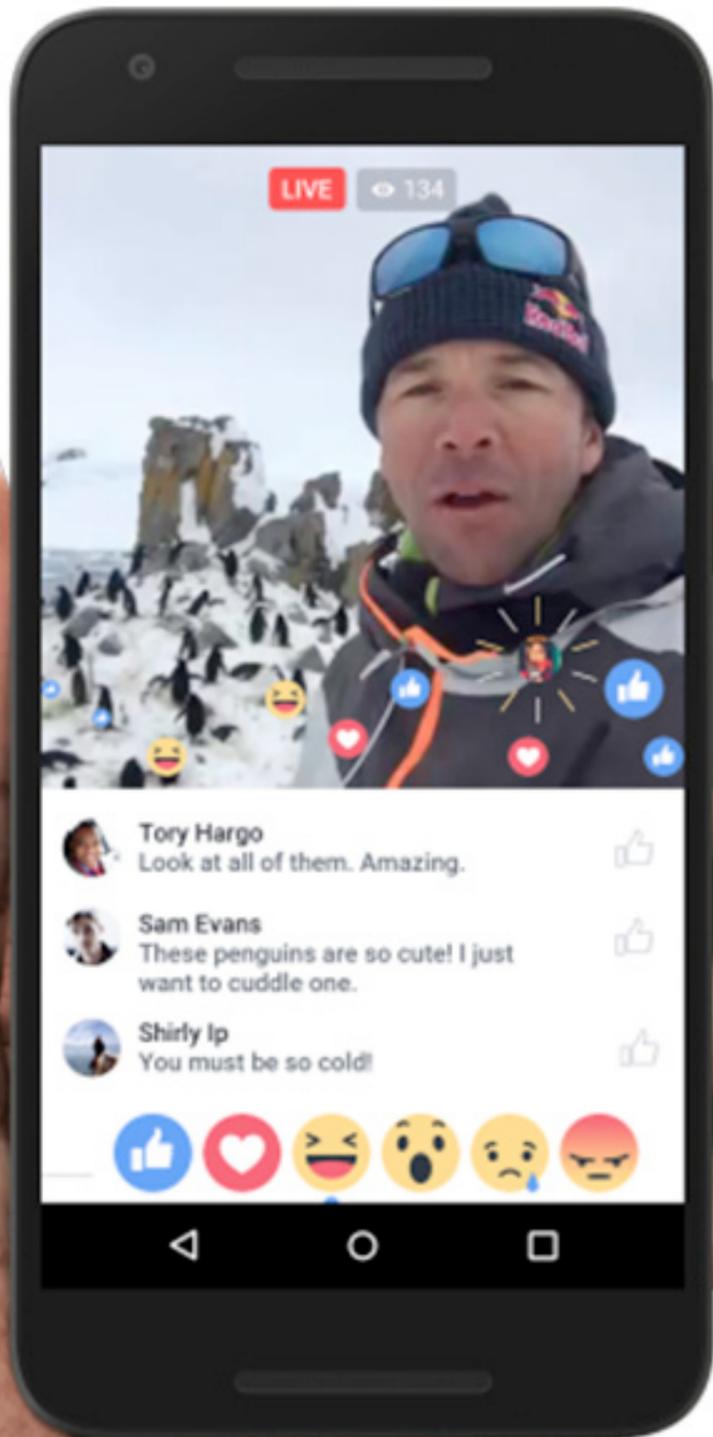




# Facebook Live

**Facebook has changed its algorithm...AGAIN!**

**They are showing your Page to only a small percentage of your followers. They want you to pay to be seen.**



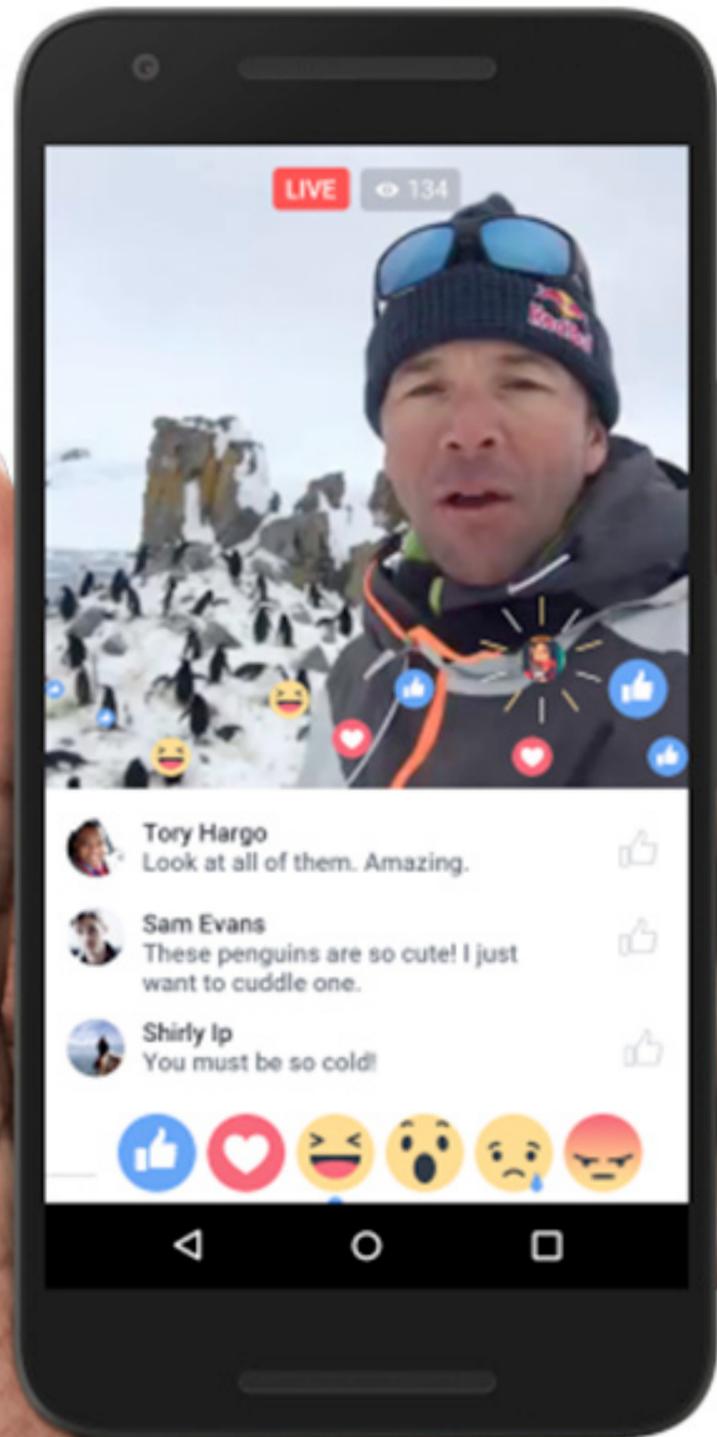


# Facebook Live

**Facebook Live is HUGE!**

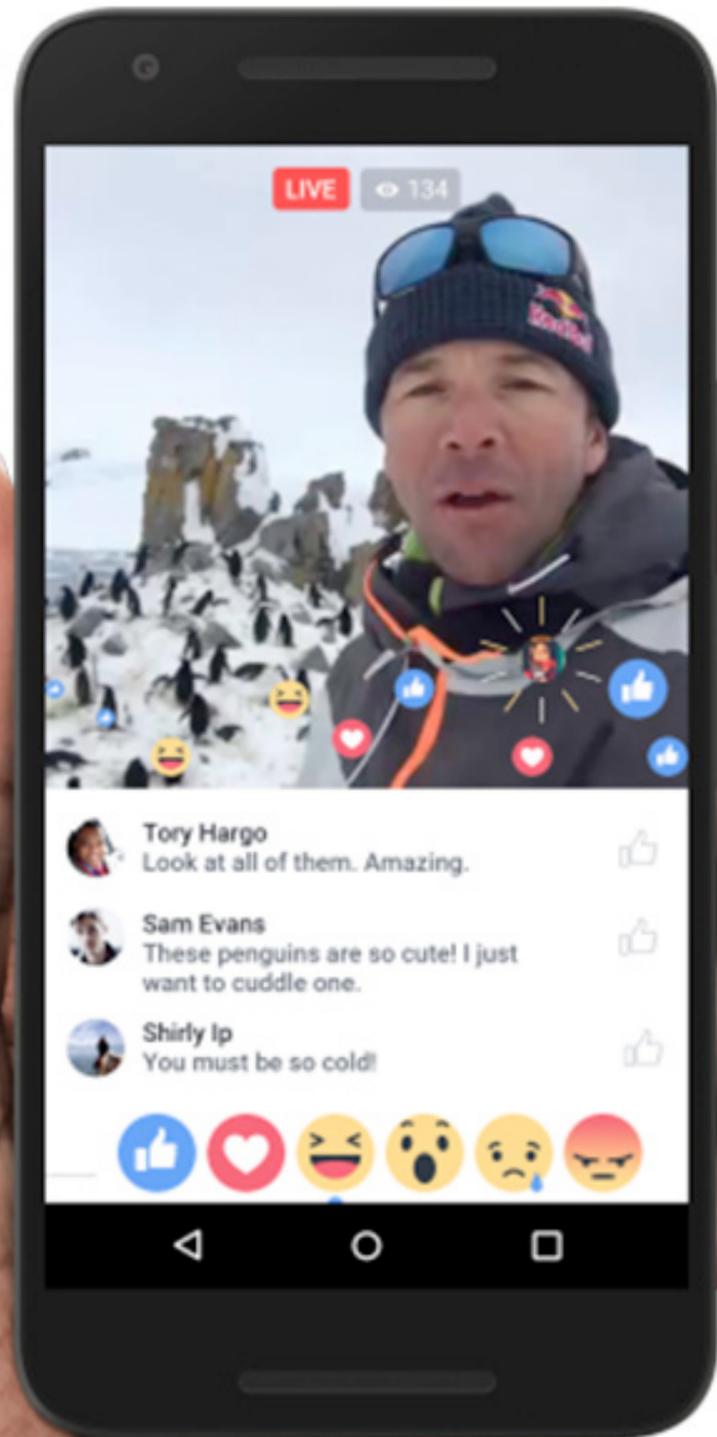
**Organic reach is off the charts!**

**Replays get lots of action.  
More shares = more impact**





# Facebook Live



**Broadcast live on your profile page, business page, or group using your smartphone or tablet. (And more options are coming soon!)**



# Facebook Live

## FEATURES:

**Live from your device**

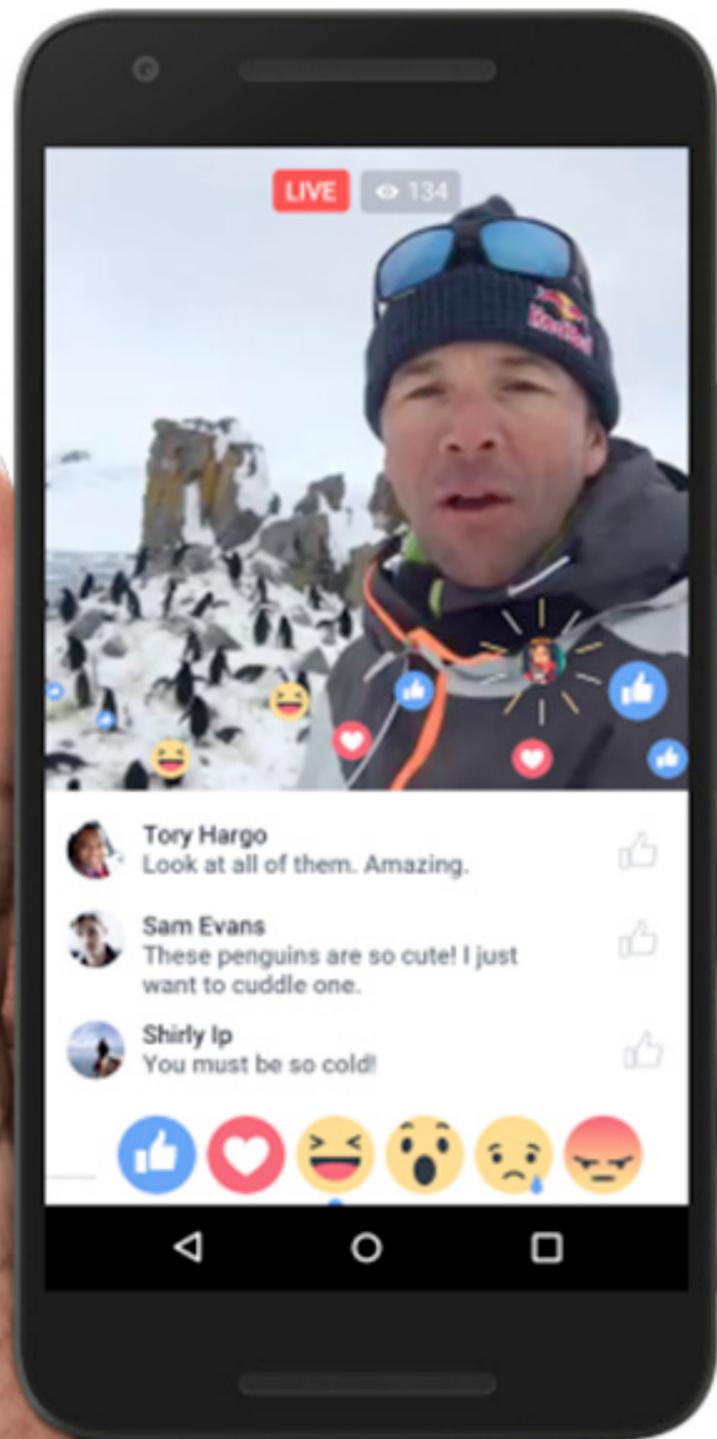
**Enter catchy title**

**Followers can subscribe**

**You can see # of viewers**

**Live Reactions**

**Viewers can comment**

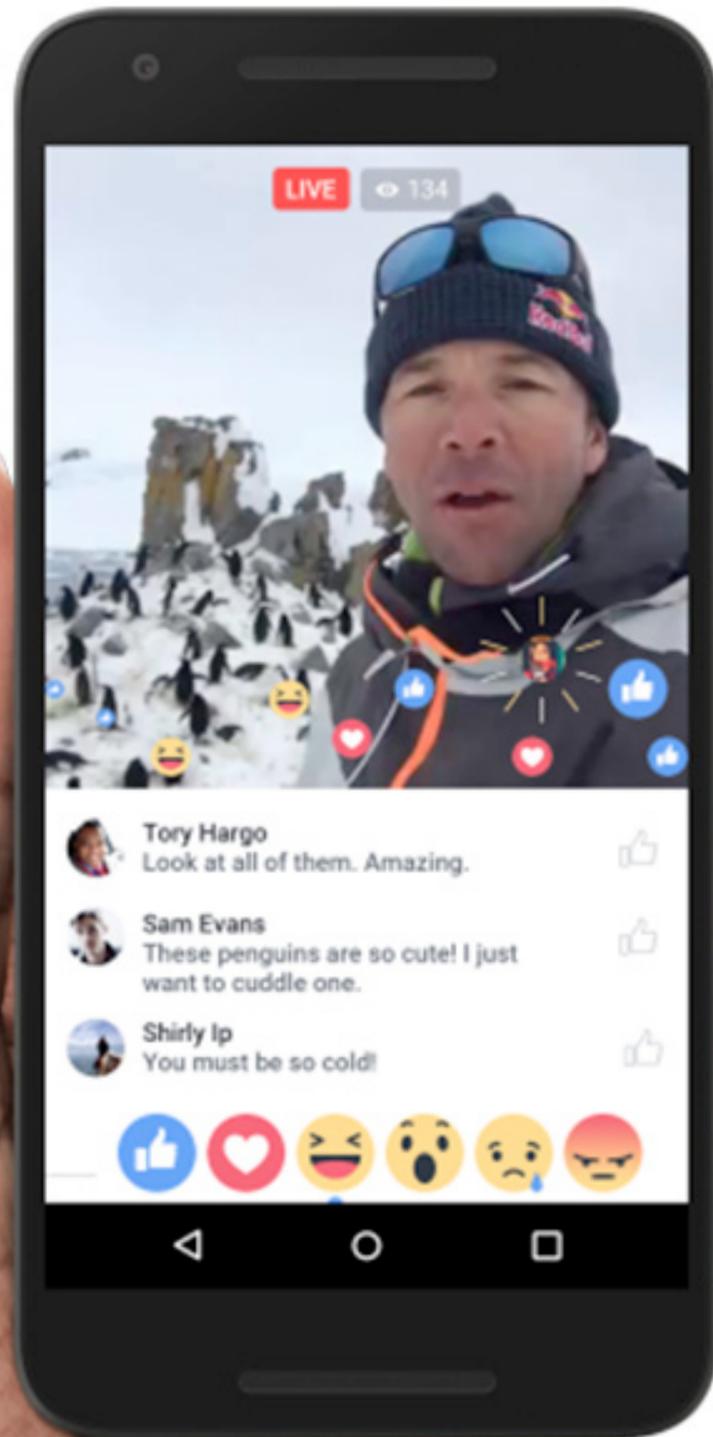




# Facebook Live

## FEATURES:

**Broadcast remains on Page**  
**Live filters and screen draw**



# Facebook Live Demo



# Upgrade Your Stream

## Wirecast



**Third-party video apps will let you broadcast right to Facebook Live. Telestream Wirecast and OBS Studio have this capability.**



# Here Now for FB Live...



**The Mevo 4K camera will let you do multi-camera video shoots...with just one camera! Your smartphone becomes the video switcher and streams right to Facebook Live.**

# Why Video?

- **People are looking for content.**



- **The number of videos posted to Facebook grew 97% in the last year.**



- **Facebook videos now autoplay and attract even more attention!**

**Now... let's talk about  
recorded video!**

# 90-Second Share

- **Turn to a neighbor and share at least two specific content ideas you could do with video**

# Video Content Ideas

- **Subject matter expert interviews/comments**
- **Promotional videos for upcoming events**
- **Recap videos after an event**
- **News conference excerpts**
- **Executive Director news updates**
- **Testimonials**
- **How-to videos**
- **Explainer videos**



# Smartphones/Tablets are Powerful Tools!

- **Shoot HD & 4K footage**
- **Accept external mic**
- **Allow editing**
- **Offer 1-touch upload**



**Shot and edited with an iPhone:**

# **Event Recap**

**San Bernardino County Joint**

**Information Center Training**

**(VIDEO)**

**Shot with an iPhone:**  
**No FOG Down the Drain**  
**(YourSoCalTapWater.org)**  
**(VIDEO)**

# Smartphone Enhancements: Production Tools



# Tools To Enhance Smartphone Video

**Square  
Jellyfish  
smartphone**



# Tools To Enhance Smartphone Video

**L-shaped camera mounting bracket with two shoe mounts for accessories:**



# Tools To Enhance Smartphone Video

## Azden Pro XD Wireless Mic



# Tools To Enhance Smartphone Video



**Arkon RM179  
Suction Cup  
Smartphone Mount**

# Tools To Enhance Smartphone Video

**Lavalier microphone for interviews:**

- Aputure A.lav**
- Rode SmartLav+**



# Tools To Enhance Smartphone Video



**Ikan LED Light**

# Tools To Enhance Smartphone Video

## Iran Fly X3 Plus Smartphone Gimbal



# How to Shoot Great Video

Without Being a Hollywood Film Director

## Three Quick Tips!

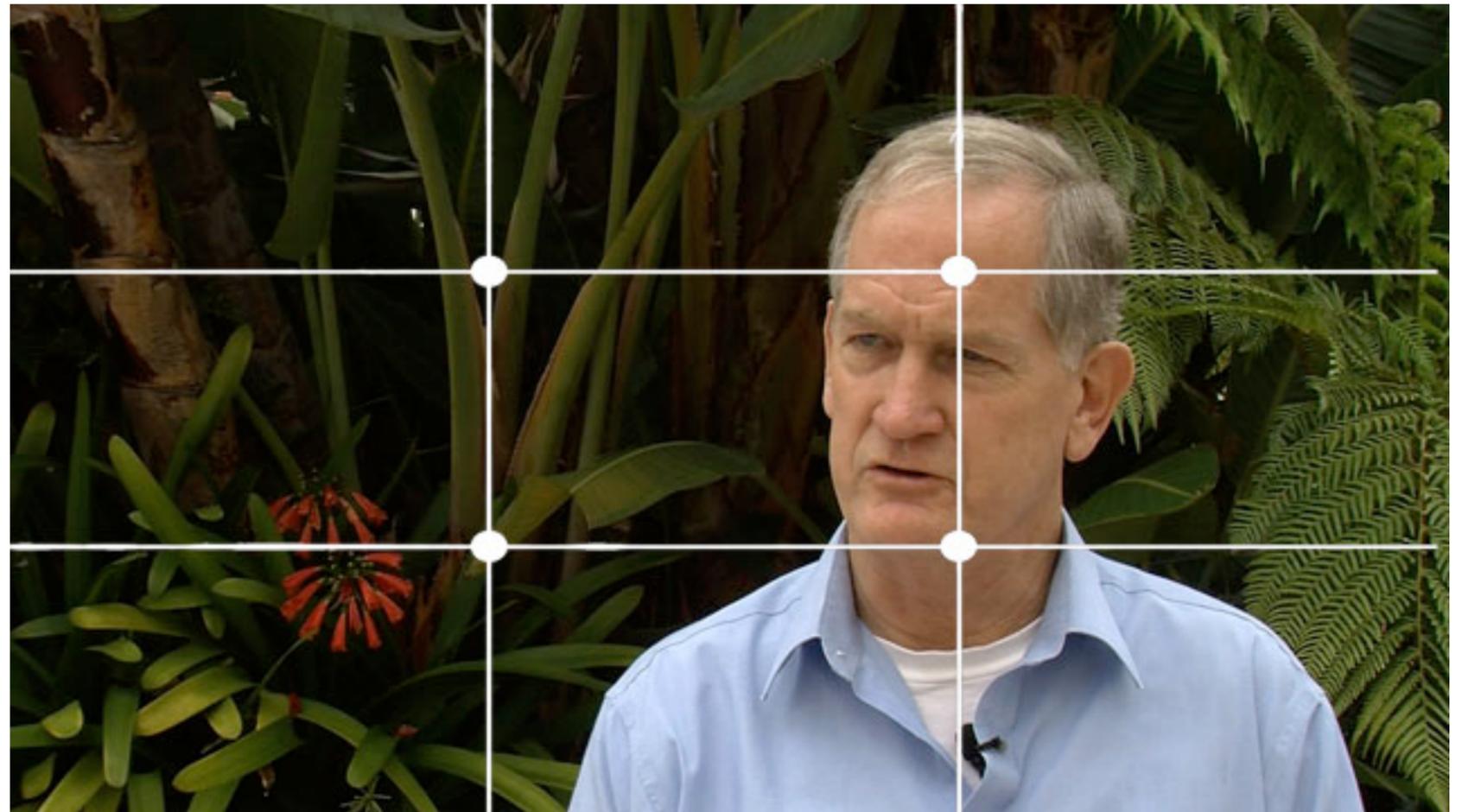


# Framing Your Interviewee

**For a single interviewee, it's the "Rule of Thirds"**

The subject fills 2/3rds of the space, and the other third is left open.

The open space is on the side of the camera where the unseen interviewer is asking questions



# Holding the Camera

**Never hold the camera with one hand. Use two!**

**If you pan, rotate your whole upper body at the waist.**

**No zooming! Treat as still camera**



**WRONG!**

# Getting Shots

**To avoid reams of unusable footage, don't hit the record button until you know what you want your shot to be**

**Edit “ in the camera” by shooting concise shots that you know you can use**

**Keep most shots to 10 seconds max when you're shooting shots of an event like a community information fair or disaster site**

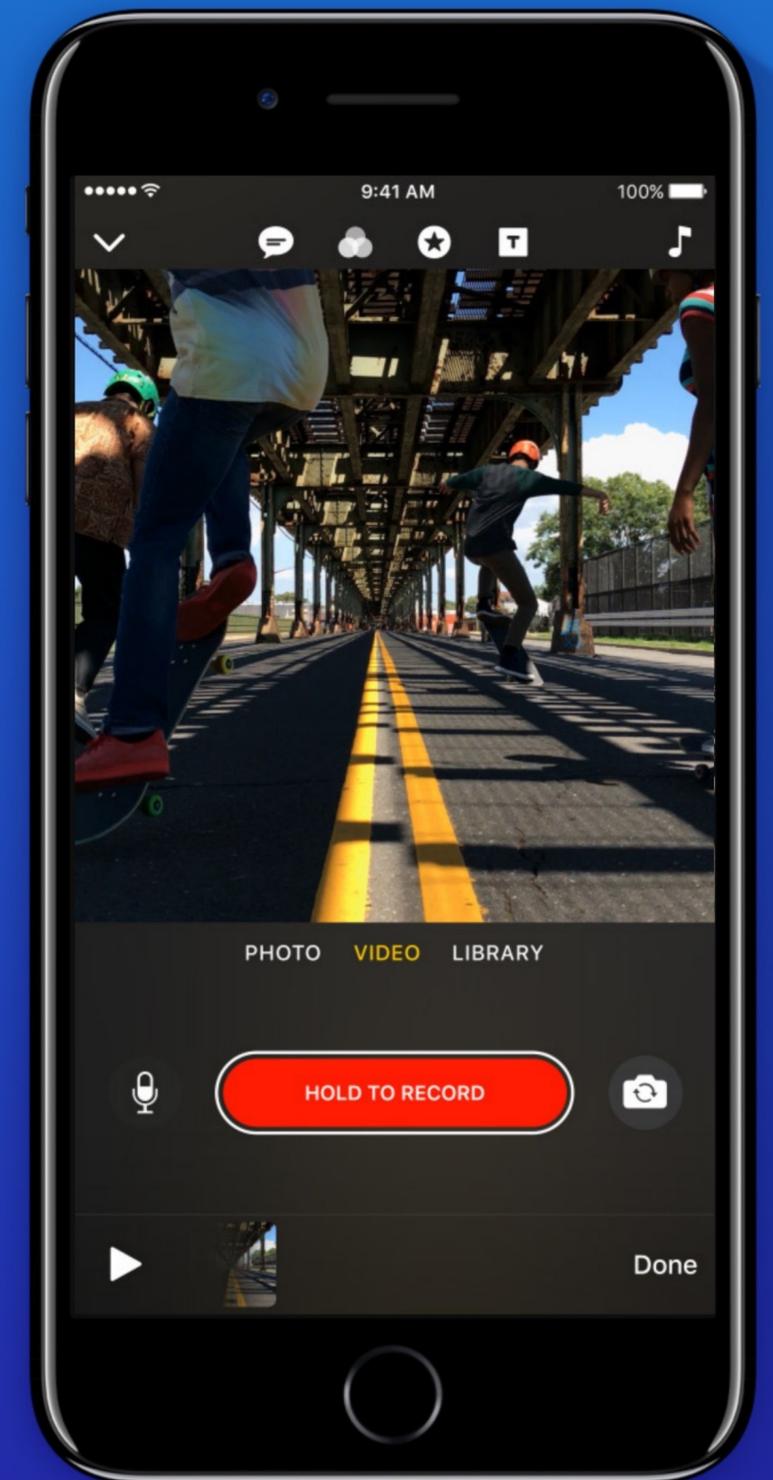


# New: Apple Clips (due out this month)

## Apple Clips video creation app (NEW!)

Create videos with Instagram-like features (emojis, etc.) AND...

Automatic captioning!

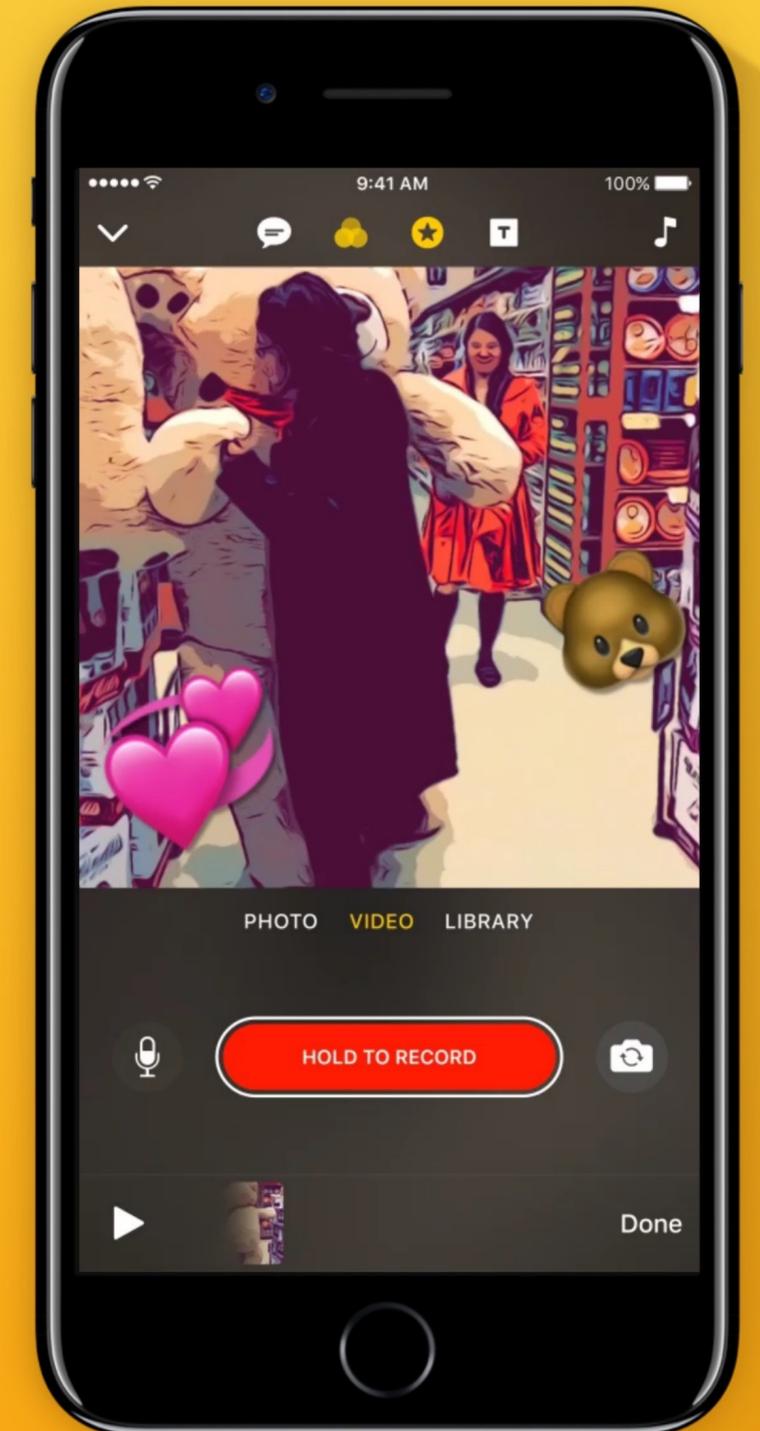


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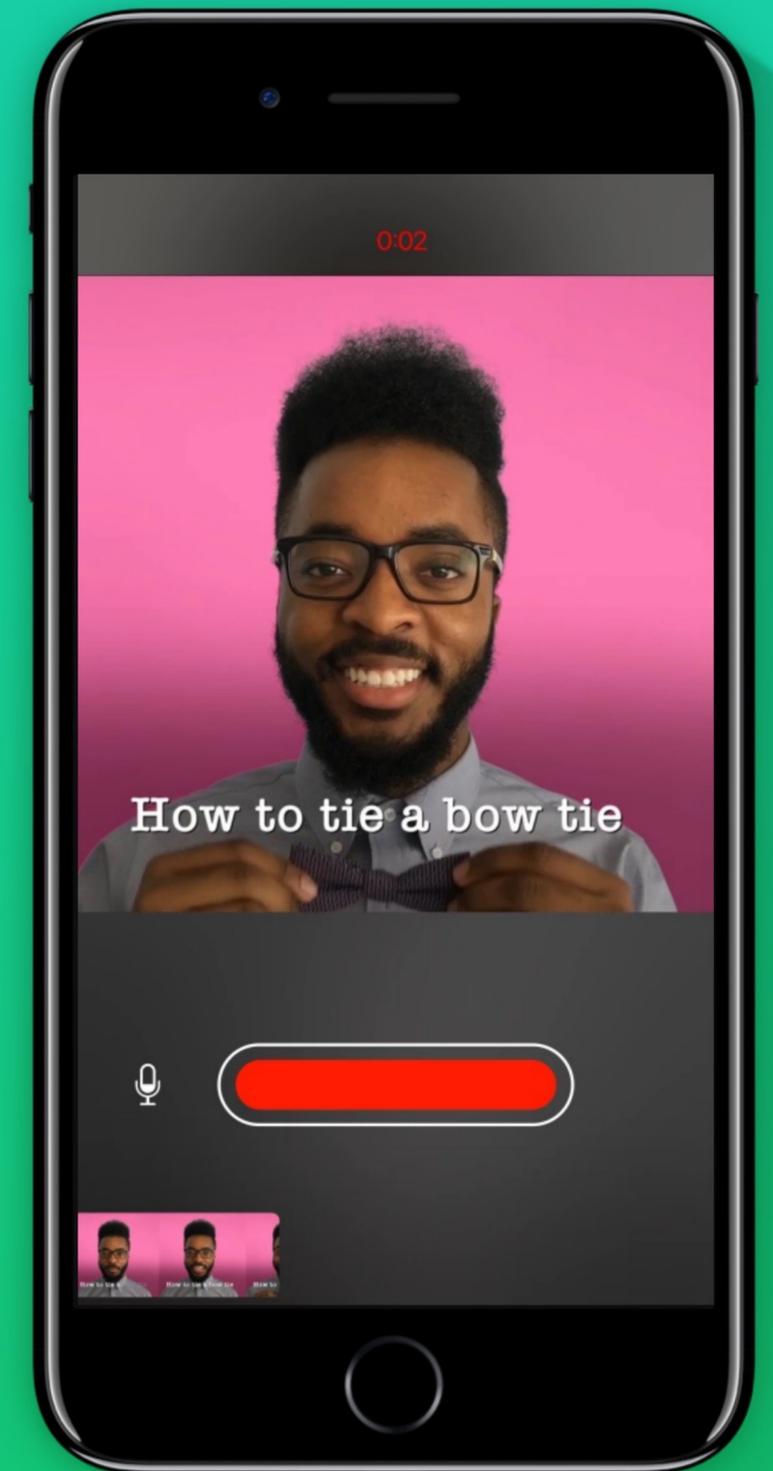


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# iMovie Demo

# Video Tools

# Advanced Shooting: Teleprompter Apps



**Video Teleprompter  
Lite  
or  
Video Teleprompter  
Premium**

**(iOS)**

**Run your script & record video on the front-facing camera**

# Video Tools: Intro Designer

## Intro Designer

- Design intros for your videos
- customize the text
- (iOS only)

CREATE AWESOME INTRO MOVIES

CHOOSE A TEMPLATE

CUSTOMIZE  
TEXTS  
FONT  
SIZE/POSITION  
PHOTO

EXPORT YOUR INTRO

IN JUST 3 STEPS:

# **Web Site Address For This Workshop**

**[www.KerryShearer.com/madera](http://www.KerryShearer.com/madera)**

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**To Receive a PDF of Best  
Livestreaming Tips and Tech Gear!**

# See Kerry's smartphone video gear at: [LivestreamTechStore.com](http://LivestreamTechStore.com)

