



HOW TO LIVE STREAM FROM FACEBOOK

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TO: Pastors

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In Collaboration with Lifeway Resources

SUBJECT: Facebook Live Stream

With many churches strongly considering posting their worship services online for the first time, some may not realize they can broadcast their sermons using just their smartphone. With Facebook Live, churches can broadcast to all their members who have a Facebook account. Not only can this assist churches in times where meeting in person is not possible, it can also enhance and expand the ministry of a local church in an ongoing way.

Here are steps to take to easily and quickly share your church's worship service through Facebook Live:

1. KNOW THE LEGAL GUIDELINES.

There are a few hurdles to consider before jumping straight into streaming your church's worship services. One of the most important is the legal hurdle specifically as it relates to music.

Unless you've acquired a license to stream copyrighted material, you don't have the legal right to do so—even for ministry purposes. There is more than one place to acquire such a license, and the process is not cost-prohibitive or complicated. If you simply search the internet for "*streaming licenses*," you will easily find options.

One way some churches avoid this is by streaming only the sermon after the music service has ended. Unless you're willing to take the steps for legal streaming, go this route. Also, because most of our churches cannot provide a sound at quality levels, it might be best only to stream your sermon or Bible study

2. IF YOU DON'T HAVE ONE, SET UP A FACEBOOK ACCOUNT FOR YOUR CHURCH

Using your smartphone or tablet device app store, find and download the free Facebook app. Here are the links to the app in the [Google Play Store](#) and [Apple App Store](#).

You can also visit [Facebook.com](https://www.facebook.com) on a web browser on your computer if you'd prefer to use it rather than a smartphone or tablet. Once you have the app downloaded or the webpage open, set up a Facebook profile. It will walk you through the process.

You don't have to include information such as your birthday, address, and phone number info on your account.

3. GATHER A LIST OF ALL CHURCH MEMBERS ON FACEBOOK.

If you can, find out all the congregants who have Facebook accounts so that you can add them as a “**friend**.” The app will walk you through this process, as well. If you don't have a list, you can attempt to search for individuals directly on Facebook.

You can also set up a page on Facebook specifically for your church or a Facebook group with only members of your congregation. A page is your public face for announcements and a group can be private that allows for more discussion and interaction. Facebook has step-by-step instructions on how to set up a [page](#) and a [group](#).

4. LET YOUR CHURCH KNOW.

Use the most effective means of communication for your church members to keep them informed. Send an email, post on social media, or call them on the phone.

Make sure everyone knows you'll be broadcasting from Facebook Live at a particular time on a specific day. You might consider keeping your standard worship and Bible study times.

5. STREAM YOUR CONTENT

Follow these simple steps to use the camera on your computer, smartphone, or tablet device to “film” and broadcast your service:

- In addition to the Facebook app, if your church has its own page, download the “**Facebook Pages**” app from the app store and login to that to broadcast as your page. Otherwise, you will be broadcasting from your personal profile.
- If you are on a smartphone or tablet, tap “**Publish**” then the red camera icon with the word “**Live**” beside it. If you are on your computer, click the three dots beside “**Check-in**” to open up more options. “**Live video**” will be one of those options.
- Grant Facebook access to your camera and microphone if asked.
- Choose your privacy and posting settings. On your smartphone or tablet, this will be the top of your screen. You can choose to make it public or limit the audience. On your computer, this will be below the place to type a description of the video.
- Write a compelling and informative description of your service (“Join us for Sunday morning worship” or “Breaking Down Barriers,” etc). On your smartphone or tablet, if you will say, “**Tap to add a description ...**” The computer will have a field that says, “Say something about this live video ...”
- Click the blue “**Start Live Video**” button to start broadcasting.
- If you’d like, you can interact with viewers and commenters as the video is streaming.
- When your service is over, click “**Finish**” to end the broadcast.
- Post the video to your feed, so anyone who missed it can watch the video later.

If you still need some help walking through this process, search for Facebook Live tutorial videos on [Google](#) or [YouTube](#).

Once you feel comfortable using it, there are multiple other ways to leverage Facebook Live in your church.

DeWayne Hamby, who is serving as an executive pastor at our Southside Church and assisting us with media and website development, has offered to guide pastors and churches with answers to any questions you may have when setting this up. You can email him at dewaynehamby@gmail.com or text him at 423.505.0041.

Joe Dotson, our IT technician is also available to assist in this matter. You may email Joe at jdotson@nacogop.org or text him at 352.250.2527.