

USING YOUTUBE TO STAY CONNECTED



In this unprecedented time, we know you are looking for ways to connect with your fans, so we want to provide you with all the resources you need.

1 GO LIVE

If it's your first time live streaming with YouTube, it takes 24 hours to activate your account for live streaming once you select the camera button on mobile or desktop. Please prepare in advance.

MOBILE: Go live from your phone using the YouTube app. If you want to go live quickly, this is the easiest option as it requires no extra equipment. Note that you must have at least 1,000 subscribers to live stream via mobile. [Learn More](#).

WEBCAM: Live streaming via webcam is an easy way to go live from your laptop or desktop computer. As most computers have built-in cameras, this option also requires no extra equipment. [Learn More](#).

FULL LIVE PRODUCTION: This option is for live streams that require a more polished experience for fans and are more highly produced (e.g. multiple cameras, screen sharing, multiple audio tracks, special effects on screen, etc). Note that full live production requires an encoder (software or hardware) and may require a crew. [Learn More](#).

2 PREMIERE A PRE-RECORDED VIDEO

If you would like to pre-record a video and then share with fans, consider using premieres. Premieres allows you and your fans to watch and experience a new video together - similar to a movie or TV show premiere. [Learn more](#).

Please note: all content in live streams must adhere to [YouTube Community Guidelines](#) and [Terms of Service](#). For our full digital events playbook, see [here](#).