

# **How to Live Stream Using Instagram**

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## How to Livestream using Instagram



New to livestreaming? Here's a guide on how to get started.

Log into Instagram or download and create a new user if you don't already have one

You'll only be able to perform via Instagram using a tablet or smartphone (no laptops or Smart TVs)

Make sure you have a strong WIFI, 4G or LTE connection and full battery (we recommend keeping everything plugged in)

### To start your Livestream:

- Tap  in the top left of the Feed screen, or swipe right from anywhere in Feed
- At the bottom of your screen, scroll left to "Live", then tap this button:   
You are live! Your followers will all get a notification that you are live streaming
- The number of viewers appears at the top of the screen and comments appear at the bottom
- You can add a comment by tapping Comment at the bottom of the screen
- Tap a comment to get a "Pin Comment" prompt. Select "Pin Comment" to keep it at the bottom of your screen as a caption so that viewers can see it easily

### Instagram Live Best Practices:

- Decide if you want a handheld feel or a more polished, stable recording. Make sure you have necessary technology and devices (stabilizer, tripod, etc.). Instagram Live is oriented for portrait-mode only and does not support landscape, so you'll want to keep your phone/tablet vertical.
- Consider the audio. Record in a quiet space. In outdoor settings be careful of wind noise.
- Use your Instagram account to promote that you're going live at specific time and with who on both feed and stories. Also add relevant information to your bio.
- Add someone to your live video by clicking the icon with two smiley faces (note: not supported on older devices)
- They will get a notification telling them that you have invited them to join your live video

- People can also request to join your live video
- Interact with your viewers. This is a chance to speak directly to your audience in an intimate setting. This is the most differentiating feature about going live! If viewers are sending offensive comments, you can block and/or report them.
- When deciding where to film, aim for the light source to be on your face, with your device in between you and your light source. We want to make sure the audience sees you!

### **After going live:**

- Tap “End Live Video” to finish your live video.
- Tap “Viewers” to see who watched during your broadcast.
- Once your live video ends, you’ll see your total view count and the length of your broadcast.
- Save your live video to your camera roll by tapping “Save” in the upper right corner immediately after your broadcast ends.
- Only the live video will be saved – not the comments, likes, numbers of views or any interactions.
- If you don’t tap Save as soon as your video has ended, you cannot go back and save it later.
- Save only works on individual live videos – it’s disabled when going live with a friend. If you want to save a co-broadcast, make sure someone does a screen recording outside of the app.
- When you finish your live video, you will have the option to share it to your Instagram Stories for the next 24 hours

**Copyrighted content cannot be in a live video. Be sure to clear your background for any art that might belong to someone else.**