

Tips and advice for streaming/livestreaming - corps and centres

Having video content available for streaming and livestreaming is a great way to connect your community and share with others. If your setting is looking to do this, it is best to follow best and safe practice. Failing to do this can leave you and your people vulnerable to safety concerns, law-infringements and poor-quality content that doesn't represent who you are!

Here are some important tips and advice that will ensure you are following best and safe practice:

Permission

Although your service may be a public gathering, your congregation and participants have only given implicit permission around their participation in person. They may not realise the service is being livestreamed or will be available for streaming online later. It is best practice to seek permission from those participating in the service about streaming/livestreaming, and if your congregation or others will be visible at any other time – it is best practice to state somewhere that your service is being recorded and/or streamed. Records of permissions given should be saved and stored.

Children and vulnerable people

The Salvation Army is committed to keeping children safe and ensuring we do all we can to protect young people. In light of this and government regulations, children should not be visible on your stream unless you have written permission from both the young person and their parent/guardian. Young people (and vulnerable people) should not be 'tagged' (a way of personally linking an individual to online media) in any of your content.

Essential information about young people and online content can be found here:

<https://www.firezone.co.nz/images/Keeping-Children-Safe-Corps.pdf>

Copyright and legality

Knowing what content can and can't be used in your stream can be tricky. It is best practice to consider your content in this way: *if you have not produced this yourself, have not purchased the content or are unsure if you have legal consent to use this – DON'T!*

Illegal: Using content downloaded from YouTube (or similar services that you have not paid for) in your in-person service or on your stream is illegal.

Legal: Your music team playing a version of a song originally produced by another artist (i.e. Hillsong Worship) is legal – you can use this in both your in-person and your streamed content.

We recommend that you purchase a CCLI streaming license, which will cover you for different streaming scenarios. [Head to this link to see the different options: https://nz.ccli.com/streaming/](https://nz.ccli.com/streaming/)

There are a range of songs and videos we have consent to use here (this is being expanded over time, and will also be available on your media machine): <https://tsanzf.sharepoint.com/sites/MissionResources>

Quality and content

It's always best to think of your online presence as your front door or shop window – you want to put your best foot forward and present yourselves, The Salvation Army and most importantly, Jesus, in the best way possible.

It is important to have **appropriate gear and equipment** to be able to produce your services to a high standard – Creative Ministries Department are able to help you in this area.

It is important to consider the **content** of your service (your theology, the language you use, your song choices, your layout etc.) - some of this may make sense in person, but is less effective, less inclusive or doesn't make sense in an online context. Also, if something would be embarrassing for someone at your in-person gathering (i.e. a game, an interview, a mistake during a music segment), it is also embarrassing online with a much wider audience and is permanently available – think before you post!

It is important to **consider your audience** and why you are wanting to stream – if you are wanting those who can't attend in person to feel included, why not record your service and make it available to them only? If it's to give new people a 'taste' of what your in-person service may be like, why not record a song or sermon-only and make this available at a later date?

Communication and engagement

Part of streaming or livestreaming will be connecting with those engaging with your content. It is important to remember that when you are responding on a Salvation Army account to your viewers, you are representing your corps/centre, The Salvation Army and Jesus. Please carefully consider who you ask to do these roles and make sure you have agreed language and responses across your team. There are specific Salvation Army guidelines around this.

You can find more information about our [Social Media policy here](#):

<https://intranet.sarmy.net.nz/departments-a-services/public-relations-and-communications/website-social-media>

Some simple suggestions if you want to ensure you meet best and safe practice:

- Only stream to your private corps/centre social media groups and not your public-facing pages - this is the simplest way to know you are keeping everyone safe and your isolated people can still feel connected.
- Record your service to edit this later and only upload appropriate parts of this online.
- Always seek permission first – it is best to over-communicate and over-permission-seek!
- Contact the Creative Ministries Department for personalised advice and gear guidance.

Definitions:

Streaming: video content that is available to be 'streamed' (viewed) at any time online. This may be a recording of an in-person gathering or an edited video of multiple pieces that is uploaded later.

Livestreaming: video content that is 'streamed' online at the time of the event/in-person gathering. This can also be saved to be uploaded again later or can be made available to view again at any time immediately after the streamed event ends.