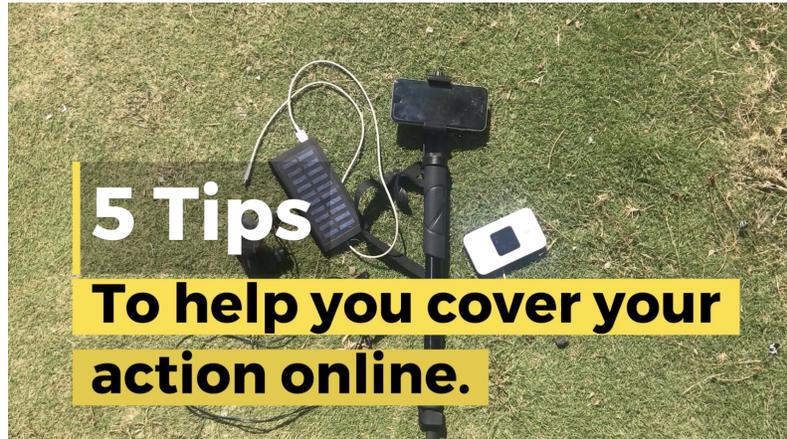


Live Coverage

If you're planning an action or event and want to know how to best cover it online using just your mobile phone (and a few other tools), here are some tips. With just a few steps, you can ensure that many people see and hear about what happened.

- [General tips](#): A few things to consider
- [Checklist](#): Walk through all these questions with your team to help you craft a plan
- Tips on taking good [photos and videos](#)
- Tips for [livestreaming](#)
- [Submitting](#) your content

Live coverage tips



[Watch this video](#) to review some of these points.

1. Capture the message and spirit of your event.

- Plan how you'll showcase the major moments of your action, especially the main story and purpose.
- Don't take a photo when people are standing around not doing anything. Show people being hopeful, energetic, determined.
- Try to capture lots of elements in your photos/video, like people being active in front of important landmarks, to summarize your message in a single shot.
- Interview people (with their permission) and ask them why they decided to take action.

2. Use a variety of shots, media, and platforms to showcase the full story of your action.

- Take photos from far away, close up, up high, and in the middle of the crowd.
- Livestream if you're going to have a big dramatic moment. It's also ok to just shoot short mobile videos at key moments and upload them.
- For videos, it's best to hold the phone horizontally, (unless it's an Instagram Story).



- Decide if you want to hire professional photographers and videographers also. This can really help.
- Be strategic about which social media platforms you use. You don't have to share on all of them. Focus on where you have the most followers and where people in your area go to get their information.

3. Some basic equipment can help. [Learn more here.](#)

- Bring a backup battery pack for your phone.
- Use a monopod or tripod for stability. Hold that phone steady!
- Use a microphone for audio. (If you don't have a microphone, just be as close as possible to people when you interview). You can use a lavalier microphone for interviews or a shotgun microphone for general sounds. There are versions of both that you can attach to a phone.
- Bring your own pocket wifi or at least make sure you have plenty of data on your phone.

4. Be safe!

- Go in pairs or as a team and make a plan for how you will work together. Maybe one person focuses on Twitter while the other does livestreams on Facebook.
- Have a plan for how you will meet up if you get separated.
- Make sure you have a security plan in place (depending on your situation).
- For more resources on security best practices for filming sensitive situations, check out the organization [Witness](#).

5. Encourage everyone to share their experience.

- Remind participants to share on their social media about the event — and use the hashtag: #UprootTheDMRE! It's great to have coverage of an event from many perspectives.

Ok, now time for you and your team to plan!

Live coverage checklist

A. Messages and imagery

- What is the action plan — how will the event go? What are the main images and messages you want seen? What will be the most important moments of the event to capture?
- What hashtag are you using? Are you just using #UprootTheDMRE or does your country/language have its own?
- Do other partners and participants know what the hashtag is? How will you promote it so people use it?
- Are there any people who should be interviewed at the action?

B. Team + partners

- Do you have people on the ground at the action who can share live coverage? Which social media accounts will they share from — their personal ones or organization/campaign accounts? Good to have more than 1 person.
- Do you have people who will not be at the action who can be at a computer and help monitor other social media content and news articles coming up — and then reshare and gather the best?
- Are there partner organizations who will be sharing from the action?
- Are there any partner organizations or frontline groups you should tag and credit in live coverage?

C. Tech

- What social media platforms are your top priority to use for live coverage? Which ones do you already use as an organization and which ones are most commonly used by people in your country? (If you have a small team for coverage, just choose 1 or 2 to focus on).

- How strong will be the internet or cell connection at the action? (Keep in mind that at events with a lot of people, cell service can become weaker.)
- Do you have the equipment you need (e.g., monopod, back up power bank, microphone, pocket wifi)? [Learn more here.](#)

D. Security

- Do you have any security concerns about the action? How will that impact the live coverage? (For example, the need to blur people's faces in the crowd.) Does your team have a safety protocol in plan?
- Will your team have some secure messaging system to stay in touch?

Tips on taking good photos and videos

Video



[Watch this video](#) from the Pacific Climate Warriors for some good tips that anyone can use to film better videos on your mobile phone.

Lighting

- On a mobile phone, always film during daylight, and never film in low light or during the night. Mobile phones do not have the capacity to handle low light or night filming.



- Make sure your subject is always facing the light. If their back is to the light, they will be backlit. Backlighting makes your subject darker and out of focus.

Audio

- What's going on in the environment around you? If there is a lot of wind or noise, don't shoot your video there!
- In order to capture good audio, make sure your subject is no more than an arm's length away from you so you can pick up their voice with your phone's microphone.
- If you can, invest in a small microphone you can attach your phone.

Stabilization

Nobody likes a shaky video. Here are some tips to make sure yours are stable:

- Stay in one place. Don't move the camera.
- Make sure your feet are hip's width apart to ensure stability.
- Create more stability within yourself by creating a human tripod.
- Lean your phone against a rock or on a table to increase stability.
- Bring a monopod or tripod, or create your own tripod using cardboard or other materials.

Panning

Panning is the act of moving your phone from point A to point B so that your viewer can see a 180° view of what you are seeing. DO NOT pan unless you have to.

If you have to take a panning shot

- Start at point A, hold that shot for at least 5 seconds.
- Move very slowly over to point B. This may seem incredibly slow and boring to you as the camera person but it's not to your viewer.
- Hold at point B for at least 5 seconds before ending your video.

Livestreaming tips

- Work in teams. Have one person responsible for filming and another for being the “host” and keeping track of actions/the crowd/potential people to interview.
- Try and narrate your live video and tell people what’s going on.
- Talk with people; interview them.
- Only start livestreaming at the most dramatic, action-oriented moments. The first few seconds really matter at bringing people in. When you are first recording, don’t awkwardly point the camera at your face. Instead point at something exciting in the crowd.
- Aim to livestream just between 5-10 minutes.
- Before you hit “Start Live Video,” type a quick description. Hold the camera horizontal (unless you’re live on IG) and make sure it is set ok. If the view isn’t switching to horizontal, just keep on trying.
- Hold the phone steady! Having a monopod really helps.

Photo tips

When you’re sharing a photo online, you have only a second to get someone’s attention. In order to be successful, it’s important that you think of how to capture many elements in a single photo. Take time to build up a relationship with people. The more you know about a person’s personality and history, the more you’ll be able to shape the portrait. Also, if a person trusts you it, that will often be reflected in the photo.

- **For portraits:** Portraits should do more than capture a face — they should show the personality of the subject as well as the messages of the storytelling project. Make sure that the individual consents to having their photo taken and shared.
- **Show the world where you are.** If possible, include local landmarks or typical surroundings of your area in your picture. If you live in a city, have some buildings in the shot. If you live by the sea, let’s see some water.



Photo by Eman Mohammed

- **Show your message.** Whether it's with signs or a banner, your action photo will be strengthened if it's clear what your message or demand is.



- **Take more than one picture!** It's easy to take a few shots of groups from different angles or closer and further away. This will allow you a

choice from which you can select your best images. Be creative with your shots!

- **Find the right angle:** We see the world at eye level, but try moving to different positions to see your subject at different angles. Crouch down, move left or right. Take portraits where you are close and the face fills the frame, and also take photos where you see their body.



Photo by Jennifer Bruce/350Africa

- **Find your light.** Don't stand in shadows or with the sun right behind you. Move around and find the best location so the light hits you in the best ways.

Submit your content

If you want us to see your content on the day of your action, fill you this form and let us know. You can also send us your best content through [dropbox](#) - make sure to include a description of the content (location, what's happening). Also make sure to use **#UprootTheDMRE**.