

# **how to:** **run virtual events for** **student groups**

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# contents

Introduction.....	<b>3</b>
<i>What is a virtual event?</i>	
<i>What types of virtual events are there?</i>	
<i>What platforms can your student group use?</i>	
Getting started.....	<b>4</b>
<i>What do you need to run a virtual event?</i>	
<i>Social distancing still applies to online events</i>	
How to use Discord.....	<b>5</b>
How to use Facebook Live.....	<b>6</b>
<i>Browser</i>	
<i>Mobile</i>	
How to use Instagram.....	<b>7-8</b>
<i>Getting started</i>	
How to use Microsoft Teams.....	<b>9</b>
How to use Netflix Party.....	<b>10</b>
How to utilise podcasts.....	<b>11</b>
How to create and share Spotify curated playlists.....	<b>12</b>
How to use TikTok.....	<b>13</b>
How to use Twitch.....	<b>14</b>
<i>Browser</i>	
<i>Mobile</i>	
How to use Twitter.....	<b>15</b>
How to use YouTube.....	<b>16</b>
<i>Browser</i>	
<i>Mobile</i>	
How to use Zoom.....	<b>17</b>
Platform moderation.....	<b>18</b>

# introduction

With the introduction of social distancing, how we communicate with people is changing. As face to face events become more challenging to do, using social media is going to be a pivotal communication tool for student groups to engage their members, promote activities and showcase achievements.

One of the biggest adjustments for student groups, will be how they run their events this year. There will be a need for all clubs and societies to provide increased digital content and a huge part of that will be running their own virtual/ online events.

## what is a virtual event?

In short, a virtual event replicates a 'physical' location-based event, but online. It allows you to host a conference, discussion, workshop etc from the comfort of your home or study space, using only a laptop or mobile and an internet connection.

## what types of virtual events are there?

- Live stream
- Video
- Article
- Panel discussion
- Seminar
- Film Screening
- Sharing of creative works (e.g. short stories, crafts, etc.)
- Online conference
- Meet up

## what platforms can your student group use?

- Facebook
- Instagram
- Microsoft Teams
- Netflix Party
- Podcasts
- Spotify
- Twitch
- Twitter
- YouTube
- Zoom

You may already be familiar with most of the social media platforms that have been listed above, however, this guide has been put together as a brief introduction on how to use them if you are unsure.

After reading this guide, if you still have questions on how to run an online events or need support with using any of these social media platforms, then please email | **dosomething.different@uea.ac.uk** and our team will do their best to help you.

# getting started

## what do you need to run a virtual event?

To run a virtual event, you'll need access to a computer and the internet. If you are planning on doing a livestream event, you'll need to ensure that you have a strong and stable internet connection.

## things to consider before getting started

- What is the best platform for the kind of online event you are wanting to put on?
- Who has the highest specification computer in your group of organisers?
- Who has the fastest/best internet connection in your group of organisers?
- Who in your group is the most comfortable with hosting/being in your online event?
- How much preparation do you need to do before your online event goes live?

Once you have answered all these questions and read the section of this document for your chosen platform then you are ready to start planning your event.

## social distancing still applies to online events

The Coronavirus spreads through contact between people. Social Distancing reduces close contact time between people of different households, by maintain a physical distance.

Current UK guidelines require that individuals from different households maintain a distance of 2 metres where possible, or 1 metre plus additional protective measures in other circumstances.

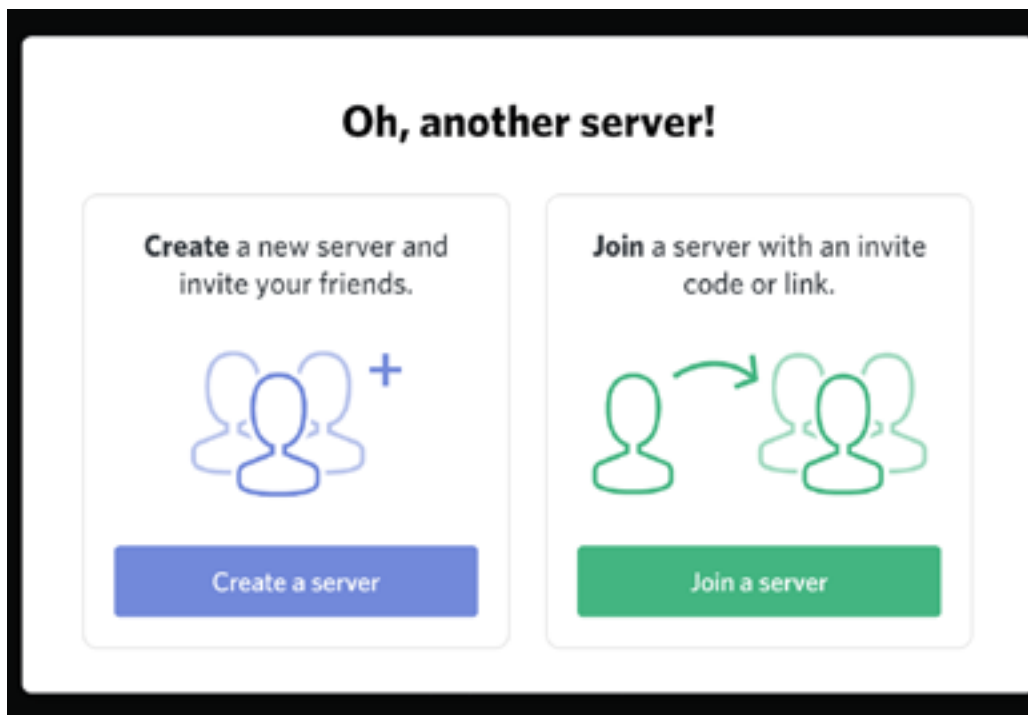
Even though your event is online, your event or activity must:

- Use a facility or location suitable to permit the planned number of attendees to adequately socially distance from others
- Be designed to limit or remove aspects of close personal contact with others
- Only involve activities permitted by the guidance from the UK Government and where relevant National Governing Bodies
- Be approved by SU opportunities team or UEA Sport

# how to use discord

Discord lets people communicate for free and directly via voice, video, or text, and join servers where larger communities can interact together. Gaming is definitely Discord's focus, but it's also a great platform to use if you are trying to create a community of likeminded people such as book clubs, dance classes, and digital conventions.

- Joining Discord is as easy as using the service on your desktop browser or downloading the free app available for Android, iOS, Linux, macOS, and Windows.
- Once downloaded and you've created your account, you join a server by searching for one, accept an invite, or create your own. to create your own, simply go to the plus sign on the left-hand sidebar.



- Once your server is created, you can add various channels via which server members can communicate with each other through text, voice, or video options, such as sharing their computer screens.

These channels are the more curated aspect of the server. Each one can have its own purpose, for example one could be 'general', but another could be 'training' or 'socials'. Creating channels that suit your student group allows for a specialised experience for your members.

By curating this experience, you can make an online community space where your members can interact with each other and be informed of what is happening within your student group. Discord also provides audio and video calls, just like Zoom, so you could potentially use it as a platform for other types of events as well.

# how to use facebook live

Facebook live is available from both the browser and mobile versions of Facebook. This guide will provide a brief overview of how to operate it from both places.

## browser:

- Go to your profile page
- Click on the 'Live Video' button bellow the status box
- Once you are on the live producer you can begin to fill in the details of your stream. Which are as follows:

### ***\*the following options can be found on the left-hand sidebar of your screen:***

- Whether you want to go live immediately, or you want to schedule a live video for later.
- Where you want to post your live feed. The options are - to your timeline, to a page you manage, or to a group (this is useful if you want to have a live event with only the members of your students group or with people who have a ticket to your event as you can post the feed to a private group that they are all part of)
- You can decide who can see the post (e.g. all friends, specific friends or the general public)
- You can add a name and description to your video
- If you are playing a video game, then you can also tag the game you are playing

### **all the following options can be found by scrolling down from your video feed:**

- Stream Setup is where you can decide how you want your stream to run, via your camera, via streaming software, or via a paired encoder.
- Stream Health is where you can see all the statistics related to your stream, such as frame rate and video and audio bit rates. This allows you to see whether your stream is performing well enough for it to be a smooth viewing experience.
- There are also tabs for Polls and Questions which you can use to ask your viewers for their contributions
- Finally, there is a help tab - this is useful for trouble shooting and more in-depth help with the function.

Once you are happy with all your settings you can click 'Go Live' which is at the bottom left of the page.

## mobile:

- Click on the 'Live' button bellow the status box.
- Fill in the details and decide the settings of you stream

The app's interface is much simpler than the browser. At the top of the screen you can decide what orientation your camera is in (front or back facing), whether flash is on, and where your stream will be posted. Then, at the bottom of the screen you can add a description of the event, add a mask (filter) to you stream, add a friend to your stream, add a donation button to your stream, or start the stream.

This is a basic guide to the user interface of Facebook live on browser and mobile. If you find yourself having difficulty, I suggest going to the help tab on the browser version or looking into the internet requirements for a smooth streaming experience.

Facebook can also be useful for posting videos, short stories and various other media to. If you already have an established Facebook presence for your student group, then it is worth thinking about how you can utilise the platform to its fullest.

# how to use instagram

Instagram is an entirely visual platform. Unlike Facebook, which relies on both text and pictures, or Twitter, which relies on text alone, Instagram's sole purpose is to enable users to share images or videos with their audience.

## getting started:

- Download the app
- Choose a recognisable username
- Update your profile
- Add a recognisable profile picture
- Post your first photo
- Set up your location
- Tell people you're on Instagram

There are three main functions of Instagram: posts, stories and Instagram live.

## posts:

Once you have set up your student group's Instagram account, posting is easy. First, click the icon on the bottom in the middle of the screen. You can either take a photo by pressing the circle in the middle of the screen, or click "library" on the bottom left to upload a photo of your own.

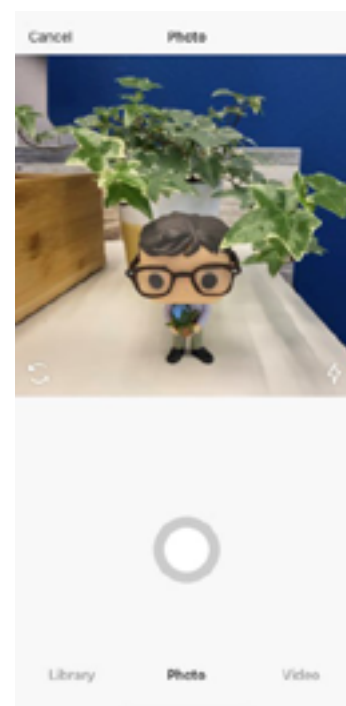
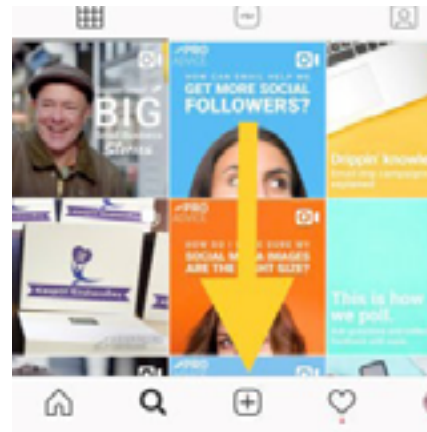
**Note:** "Video" on the right enables you to take a video up to a minute.

If you're uploading a photo, you will have the option to crop it first. After that, you'll have options for different enhancements.

You can choose from a number of filters that scroll across the bottom of the app. (Double-tap the filter to add a border or alter the strength of the filter.)

You can also click "edit" to access a number of other photo editing features.

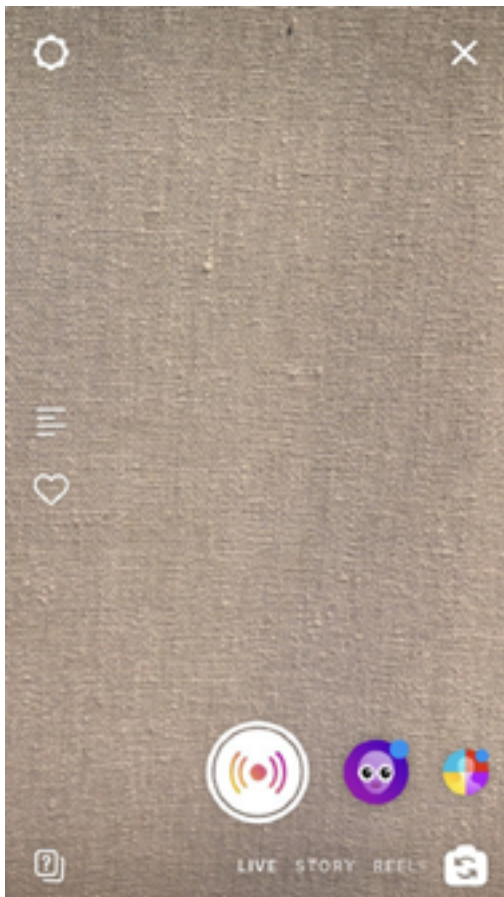
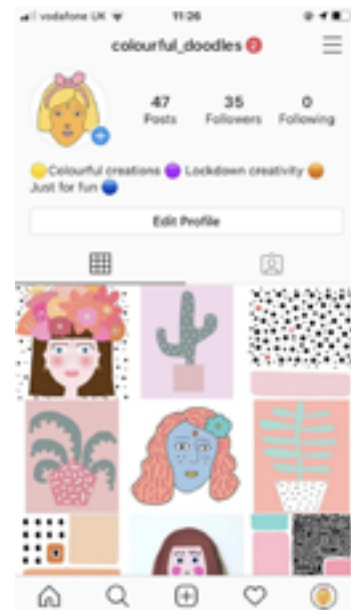
Once you're happy with your photo, hit "Next" in the top right of the screen. Here, you'll be able to add a caption and hashtags.



**stories:**

Stories are temporary but that doesn't mean they can't be used in interesting ways. They could be used for step by step guides, such as a craft or cook along. So, your members have 24hrs to follow along and can then share the results via Instagram once they are done.

Stories can be added to by clicking on your own profile picture at the top left of the app screen. Be careful to style these appropriately and consistently.

**instagram live:**

Instagram Live can also be accessed by clicking your profile picture in the top left of the screen. Once you've done that, you'll need to click the 'live' option as shown on the screen shot to your right.

Depending on your set up, you can do so many things with Instagram as a live streaming platform. One simple thing to do would be a Q&A, this could be about how your society is going to function in the new environment, it could be sharing knowledge, or an informal discussion. It may be best to do a test stream before you do an actual event just so the you know that your tech is fully capable of supporting a livestream.

Instagram live may not be the best livestreaming platform for less informal events, as they must be recorded from a phone. So, unless you have access to a phone with a high-quality camera, doing something more complicated than the stream being of the face of the person holding the phone, then Twitch may be a better option.

For more help using IG, [this detailed user guide](#) on youtube is really helpful.



# how to use microsoft teams

Teams is a part of Microsoft 365, so you need a Microsoft 365 Apps to use it, luckily, as a UEA student, you automatically have access to Microsoft Teams as part of Microsoft 365.

Teams allows you to message, call and video call other people who have access to the UEA Microsoft 365.

## how to sign in to teams:

1. Start Teams.

In Windows, click Start > Microsoft Teams.

- On Mac, go to the Applications folder and click Microsoft Teams.
- On mobile, tap the Teams icon.

2. Sign in with your Microsoft 365 username and password.

## pick a team and channel

A team is a collection of people, conversations, files, and tools — all in one place. A channel is a discussion in a team, dedicated to a department, project, or topic.

The best way to get familiar with teams and channels is to pick a team and channel and start exploring!

1. Select Teams on the left side of the app and then pick a team.

If you're not on a team and want to create one, see **onboard your teams**.

2. Select a channel and explore the Conversations, Files, and other tabs.

For more information on how to use teams and a detailed guide on how to run live events via the app, please visit [the Microsoft website](#).

If you are looking to run larger events, such as an online conference, then Microsoft Teams Live may be the best option for you. For specific information about the capabilities of Microsoft Teams Live, [click here](#).

If you decide that Microsoft Teams Live is the platform that is appropriate for your event, then please [click here](#) and fill out the UEA request form for access.

# how to use netflix party

Netflix Party is a Google Chrome add-on that allows you to watch films and TV shows on Netflix in synch with a group of people.

- To get this to work everyone who is wanting to watch, must have both a Netflix subscription, and have downloaded the Netflix Party add-on to Chrome (you can download it from [here](#)).
- Once you have downloaded Netflix Party, go onto Netflix and begin playing the media you want the group to watch.
- Pause it, then click the 'NP' logo to the right of the upper search bar on your Chrome window, you will then get a box with a button saying, 'start the party'.
- Before you click this, check the 'only I have control' box. This will mean that you are the only one who can pause the video, meaning none of the people attending the event will be able to pause as a troll or prank.
- Once you have clicked 'start the party', the box will show a URL that you can then share with the people you want to come to your event. Only sharing this in a small private group so that no trolls come to your screening.
- When everyone has clicked the link, you can then press play and use the chat to the right of the screen to chat about the video as it is playing. More than one event organiser should attend the screen so that you can keep an eye on the chat and see if anyone is behaving inappropriately. You can then speak with that person outside of the Netflix Party about this behaviour.

# how to utilise podcasts

More people are listening to podcasts than ever before. As the audience for podcasts continues to grow, there has never been a better time to start a podcast for your business, brand, personal hobby or student group.

Podcasts are a great medium to get across information and to entertain, so integrating them into your society's events can be a fun way for people to connect from a distance. Instead of the fractured connection you make through social media, podcasts allow you to engage your audience with unique long-form content. Podcasts are more convenient than blog posts; people can listen to podcasts while driving, working out, or just doing chores around the house. The podcast could be about the subject of your student group, for example a discussion of UK student rugby, or what it's like being an international student at UEA.

[This great website](#) from Buzzsprout provides a step by step guide on how to set up your own podcast.

# how to create and share curated spotify playlists

A curated and themed Spotify playlist is a great way to engage with you members. It isn't a one-time event, but rather something that you can create and leave up for people to enjoy. The playlist could be themed around what your society is about, or just be something to help members study. You could also share it via a post on other social media explaining why each song has been added to the playlist, this would make its creation more of an event.

Making a Spotify playlist is easy, you just need to go on Spotify, find a song you want to put on the playlist then click on the three dots to the right of the song name. This will bring up a menu where you can select 'add song to playlist'. You then have the option to either add it to an existing play list or create a new playlist. Once you have created you play list just add all the songs you want and put them in your desired order.

# how to use tiktok

TikTok is a really interesting platform to use to create a community in your student group, get inventive with your ideas and think about what kind of events could take place there. Your society can host TikTok competitions, TikTok themed socials, make group TikToks and also repost members' TikToks onto the pages of student groups.

## getting started

The first thing you'll need is a pair of headphones. There's just no way to enjoy TikTok with the sound off. After you download the app, you can immediately start browsing videos. But in order to post any yourself, you'll need to sign up for an account.

You can make an account using your email, your phone number, or a third-party platform like Facebook. The app automatically assigns you a username. If you sign up for TikTok with your phone number, the app will generate a generic username such as user1234567. Using an email address generates a more personalized ID (although that may present a privacy issue for users).

To change your username, tap the icon in the right bottom corner that looks like a person's upper body. Then hit Edit Profile. Here, you can change it to something more unique, as well as add a bio, picture, and Profile Video.

By default, TikTok accounts are public, meaning anyone can see your profile and view the videos you post. To adjust these privacy settings, tap the three dots in the top right corner of your profile.

## filming and sharing tiktok videos

Ready to share your own TikTok? First, tap the plus sign at the bottom of the screen. The camera will open, revealing a red record button reminiscent of Snapchat. Before you start recording, you can add a song, so that your lip-sync, dance, or skit is in time with the music. If you want to film something in the moment, you can skip ahead and start recording without a musical track, then add the music later.

TikToks can be up to 15 seconds long, but users can also connect multiple clips together for up to 60 seconds of total recording. You can also upload longer videos that have been recorded outside the app itself.

# how to use twitch

Twitch is a livestreaming service, it has traditionally been dominated by video gaming, but now also supports other kind of stream - such as art of chatting streams. You can easily set up a Twitch account.

**browser:**

When you have an account and have logged in then click on the profile icon in the top right of the page. Click either Video Producer or Creator Dashboard on the drop-down menu. This will take you to you creator dashboard. The home page of the dashboard will have links to learning about Twitch, downloading streaming software, and exploring the stream manager. Once you have downloaded a streaming application you can go live.

**mobile:**

On the mobile app, click the profile icon in the top left of the screen and allow the app access to your camera and microphone. When you have done this, you will have to read some streaming info before clicking through to a page where you can describe your stream, select a category and go live.

# how to use twitter

Twitter is a 'microblogging' system that allows you to send and receive short posts called tweets. Tweets can be up to 140 characters long and can include links to relevant websites and resources. Twitter users follow other users. If you follow someone you can see their tweets in your twitter 'timeline'.

Twitter is only appropriate for certain types of event. Some examples would be, a short story or gallery thread, a caption contest or a thread giving links to other potentially interesting information.

These are less formally timed and much more open ended than in person events or events involving videos or livestreams, but that doesn't mean they won't be of interest to or have an impact on your members.

Setting up a twitter for your student group is simple, and once you have done that it is simpler still to get tweeting.

Via a browser, you can tweet from the box at the top of your home screen and on a mobile, you can tweet by clicking on the little quill icon in the bottom right. To make a thread you can reply to your own tweet.

# how to use youtube

YouTube is a great platform for you to share video content with your members and it provides various ways to do so. The main way is simply uploading a video.

## Browser:

There are a few ways to upload a video to YouTube. The first is by clicking the 'create' button at the top of the screen, this button looks like a stylised video camera with a plus sign on it. An alternative way is by clicking on your profile icon at the top right of the page, then go to 'your channel' on the drop-down menu. From your channel, you can choose to upload a video, click this button then upload a file as directed.

Once you have chosen a file, you will have various options to customise what the upload looks like. Such as video description, thumbnail and tags.

This upload process can also be done via YouTube studio, this is also where you can see the analytics for your uploaded videos.

When you upload a video, you also have the option to give it a premier – this means that there will be a live chat box whilst the video is first airing. This could be a great way to give your members more of a chance to interact with you and your content and ask any questions that they may have.

YouTube also provides live streaming services which can be accessed via the 'create' button. This will take you to the Live part of YouTube Studio, where you can change all the specifics of the stream. Please be aware that you will need to verify your account in order to live stream, and that it takes 24 hours to activate your account for live streaming once you have verified it.

## mobile:

Once you log in to the YouTube mobile app, you can upload videos and live stream from your phone. To get to these options click on the stylised video camera at the top of the screen. This will then access your camera reel, letting you upload pre-recorded videos. This is where you also have the option to record a new video or to go live. Once you pick a video to upload you can use the apps basic editing tools to add the finishing touches before writing the title and description for your video.

In order to livestream on mobile there are various requirements which [can be found here](#).



# how to use zoom

Once you have made an account and downloaded the desktop app for Zoom you can join and host meetings. However, the free plan means any meetings you host can only run for a maximum of 40 minutes. In order to host longer meetings and record those meetings (which should only ever be done with the explicit knowledge and permission of all attending) you must pay a subscription fee. The fee for the cheapest package is either £11.99 per month, or £119.90 per year (this works out at £9.99 per month). The participation limit for this subscription tier is still 100 people per meeting. For more information on zoom pricing [go here.](#)

Once you have decided the subscription plan that you want to be on, you can start scheduling and hosting meetings. When you open the desktop app the home screen will give you these options:

- New Meeting
- Join
- Schedule
- Share Screen

To host a meeting, you want to click either 'New Meeting' or 'Schedule'. Clicking 'Schedule' will bring up a page where you can fill in all the details of how your meeting will run, such as audio, video and security level. Once you have completed these details you can save the meeting and send the link to all your attendees.

In terms of security using a password for your event is recommended, only share this with confirmed attendees or trusted group so that you don't get trolls entering the meeting and causing problems.

# platform moderation

Another aspect that you will have to consider for all online events is moderating the chat and other interactive aspects of your events to manage any rudeness or trolls interacting with your event. Part of this will be establishing a set of behavioural guidelines which you can publish on the events page on the SU website. This way anyone who buys a ticket will have to look through the guidelines and will know the environment they are walking into. Here is an example list of guidelines:

1. Discrimination or hate speech of any kind (e.g racism, sexism, homophobia, transphobia etc.) will not be tolerated. Be respectful of others!
2. Bully and combative language towards others will not be tolerated
3. Please don't spam in chat - this includes repetitive sending of messages, images or memes. It also includes repetitive unsolicited DM's to other people in the chat.
4. Please only post safe for work content in this chat.
5. Do not instigate drama or fights with others in the chat, if you and another you enter a disagreement either attempt to deescalate yourself or, if that isn't possible, then get in contact with a moderator.
6. Respect the moderators and their decisions.

