

# wexer

FITNESS IS DIGITAL

## **WEBPLAYER CONNECT 'LIVE': BEST PRACTICES**



# OVERVIEW:

**Treat Live classes just as you would a class taught by an instructor in your studios.**

The classes can be scheduled in a similar way to an in club timetable, they can also be streamed live instantly without scheduling if desired.

We would suggest scheduling classes to enable your clubs 'community feel' to continue outside your gym and reinforce regular engagement. You will be able to facilitate 'live' through your Vimeo account attached to your web player if you already have Connect enabled.

*[Discuss how to practice live streaming without actually streaming live before the functionality is attached to your web player with your Customer Success Manager (CSM)]*

# CONTENT MANAGER POINTERS

**Best Practice Pointers for the content manager or admin user** are provided below. Be sure you take this information and adapt as you see fit for your member demographics...

1. **Test and get comfortable** with the technology before the first live stream
  - a. This can be done in Vimeo Live before your 'live' function is available on your web player
  - b. Be sure you get as many instructors as possible to test during this time as well
2. Ensure you have read and understood the [Connect Music Rights guide](#) - be very clear on your policy with your team
3. As with any other class your **web player class link can be shared on social media** to help engage your virtual community
  - a. Be sure your instructors know this and put the promotional power of their time slot in their hands. Have a **minimum promotional ask of any instructors** producing content for you, it helps them and you!
4. Be sure you only involve **trusted and professional instructors** - they are going to be able to upload content without filter or review to your site once they have access to their stream key.
5. Be sure to **work with your team on audio prior** to launching, this is an important factor in the end user experience - see our content production guide for more in depth tips on this
6. For a detailed guide please read through our [Connect Live: Guides & Tutorials](#) article, you will find a how to guide plus tutorial videos

# CONTENT CONTRIBUTOR POINTERS

**Best Practice Pointers for the content contributors** are provided below. Be sure you take this information and adapt as you see fit to your teaching and class type

1. **Test and get comfortable** with the technology before streaming live - work with your 'Live' team lead on how
2. **Practice filming yourself** if you're not used to teaching to camera
  - a. Ensure your **earbuds are Bluetooth connected** to your smartphone to enable your voice to be picked up by the app.
  - b. Be aware there will **probably be less feedback** from your class if streaming from a regular class you teach
  - c. If you are in club, make sure you have space in your studio that won't be picked up by the camera for members that don't want to be in your video stream
  - d. **If you're filming just to camera talk to the camera as if it's a person**, your eye contact will engage with the other side of the camera
  - e. **Be sure the camera will pick you up in all workout positions** - if you will be traveling to the ground or moving side to side be sure you test that prior to starting to be sure you will be in the frame

# CONTENT CONTRIBUTOR POINTERS

Continued...

3. **For streaming services**, we've used the FOC Streamlabs App for smartphone testing and OBS on a laptop, both are free app downloads and work will with Vimeo. Please keep in mind that most free streaming services and apps will implement a branded watermark in some place. Upgrades to paid versions can be used to avoid this.
  - i. *We are not promoting the above apps, they, and others are third party and as such we cannot offer support for them. But we do have short tutorial videos on how to use both of these [here](#).*
  - ii. Please **be sure you are familiar with your app of choice before live streaming**
  - iii. Please keep in mind that most free streaming services and apps will implement a branded watermark in some place. Upgrades to paid versions can be used to avoid this.
  - b. Download your chosen app, create an account and log in
  - c. Ensure your personal Streaming Key **IS NOT** passed to anyone, this is a unique key just for your classes
  - d. Stay logged into the Apps so you can continue to use the RTMP Key for each live stream you do in the future
4. Be ready to **start teaching to class on time**, you will be LIVE at the allocated time and your members will be watching you at that time.
  - a. If you are prepared early you can turn on the stream and add any additional class details or nutritional tips for those who may also be ready early
  - b. **Be absolutely positive you press record on your chosen streaming app, NOT vimeo in order to be sure the feed is live!!!**
5. Once the Stream has ended there is a 5 minute cut off time before the image returns to the thumbnail
  - a. For this reason please use the back camera on your phone to stream so there is no 'frozen' looking image sitting on the web player
6. You will see a class count while you are teaching - **shout it out if you reach good numbers** so that the participants know they are part of a community
7. **Promote your class link** - your Web Player class link will link to all of your classes from that same time slot, so promote it on your social leading up to and after each class for increased participation

