

A DJ is shown in profile, wearing large hoop earrings and a dark shirt, focused on their DJ mixer. The scene is dimly lit, with a projector screen in the background displaying a person's hands. On the table in front of the DJ are two potted plants in metal cans, a small wooden tray, and a lit candle. The overall atmosphere is that of a live music event.

M-XCLOUD
LEVE
CREATOR GUIDE

WELCOME

Thanks for picking up this guide.

We hope to inspire you with a few tips and tricks for live streaming on Mixcloud.

With the number of live streams skyrocketing, we're here to help you get noticed. Don't forget – in the end your viewers are looking for genuine connection and good times, rather than technical perfection.

Live streaming is all about community. With everyone at home and looking to connect during COVID-19, there's never been a better time to build your audience.

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PLANNING YOUR LIVE STREAM

THE CONCEPT

Goals

What are you looking to achieve with your live stream?

Format

Is it a one off or regular? Maybe both?

The idea

What is special about your show?
Think of a memorable name.

Timings

How long are you going live for?
What time zone is best for your audience?

THINK ABOUT YOUR SHOW FLOW IN ADVANCE

Introduce

Tell them who you are, where you're streaming from what you have planned for your audience today. Post this in the chat and, if you're using a mic, tell them.

Engage

Think of three questions you'll ask your audience and plan roughly when to ask these, and in which channels (i.e. live stream chat and Instagram stories).

Get in the zone

Make sure you give yourself time to do this. You could even set a timer so you can forget about the chat and socials for a bit and really get in the flow.

TEST THE LOGISTICS

Get your equipment together

Test it exactly as you're planning to do it on your big day.

Check your internet speed

You can find internet speed tests online for free.

Plan where to read the chat from

i.e. your phone, tablet or another laptop.

Handling the Mic

Try a few intermissions so you get used to handling the mic, if you're using one.





TEST THE OUTPUT

Backdrop/visuals

Plan what this is going to be and set it up now if possible.

Record yourself on OBS

See what things look and sound like.

Take photos and video clips

Useful material to promote your upcoming live.

PROMOTING YOUR LIVE STREAM

SHOUT OUT ABOUT IT

Make noise

In advance, just before, while going live and, not forgetting, after – to create FOMO and gain more viewers for your next live! You could briefly go live on Instagram or Facebook to let your audience know you will be going live on Mixcloud shortly (with a link to your live stream on Mixcloud).

Tease

Think of ways to build hype before your live stream. Ask your fans questions, get them to come prepared (see p. 15).

Time zone

Remember to always include this, especially if you have a global fanbase.

Text

Reach those who don't have notifications on by using WhatsApp

*Never create a text group where everyone sees each others numbers, this is a privacy violation.





PRO TIP

Take photos and video clips during your test live stream. Use these to promote your upcoming live show. You can even prepare and schedule social media posts to go out while you're doing your actual live stream to have one less thing to worry about!

ENGAGING DURING YOUR LIVE STREAM

BE HUMAN

Make eye contact

Watching a DJ glued to their equipment makes for a boring experience.

Grab the mic

Live streaming is all about the feeling of togetherness and even a few words here and there can make a big difference.

Be yourself

Don't hold back, enjoy yourself! People are desperate to have a good time during lock down.

MASTER THE CHAT

It's easy to get distracted by the chat and your social media so try to **plan when you're going to engage** with your audience, and when it's time to focus on delivering your show.

Connect a mic and comment on what people are saying in the chat, do shoutouts. Make people feel like they're watching a live show.

Give your viewers the **power to influence**, i.e. "type in the word GO if you want me to do x y and z", create momentum.



MASTER THE CHAT

Conversation starters

- Welcome new people, thank your viewers for being there
- Where is everybody tuning in from?
- What's the most exciting thing everyone's done this week?
- Best festival/club nights you're now missing? Your best party memories?
- Plan 3 questions in advance to have one thing less to worry about!



BONUS TIP #1

Ask your viewers to come prepared to your live stream: suggest a theme, ask them to send you pics on social media and award the best dressed. Just make it something a little bit out of the ordinary.

BONUS TIP #2

Create a video chat room in i.e. Zoom and share the link in your social media ahead of the live stream, as well as on the live stream chat. Tell your viewers to invite their friends so they see familiar faces and are more likely to stay tuned in.

BONUS TIP #3

Accept you might have very few viewers at first, and this is okay! Make that one person in your chat feel special, ask them questions and start a conversation.

Take this as a practice run and schedule your next stream in. If you remembered to take photos and videos from your set, at least you now have something to share to promote your next one!



THANK YOU FOR LISTENING