EXAMPLE GROUP
Technical & Broadcast Guide

FOR EVERY BRANCH

A GUIDE FOR BRANCH ORGANISERS

Film it well. Share it safely.

How to film and stream branch activity and meetings: who to ask, what to plan, which shots to get, and how to keep people safe.

People · Plan · Film

Start with the people you have.

PEOPLE · PLAN · FILM

01 · AT A GLANCE

The one-page version.

Filming shows people the branch is active and gets more of them through the door. Five habits make it work, whatever kit you have.

1 Find your people first

Ask who in the branch has technical experience before you plan anything. Most branches have more skill than they realise.

2 Decide who can watch

Public, members or trusted circle. Decide before a camera goes on, not after something leaks.

3 Keep it simple

Use the least kit that does the job. A phone and a clip-on mic cover most things.

4 Plan, don't just press record

Even a short clip needs a shot list, someone in charge, and a beginning, middle and end.

5 Protect people

Anyone who wants to stay unnamed or off camera is respected every time, without being asked again.

FIVE TYPES OF SHOOT, SIMPLEST FIRST

TYPE	WHAT IT IS	WHO WATCHES
1 · Out and about	Short clips of leafleting, litter-picks and chats with residents. Phone and mic.	Public
2 · Private live session	A two-way meeting, mostly in the room, with a few vetted people joining by video call.	Trusted circle
3 · Recorded meeting	A volunteer meeting recorded, edited to decisions and actions, and sent to members.	Members
4 · Public meeting stream	A one-way live stream of a local or public meeting, to get people to the next one.	Public
5 · Big event broadcast	Several cameras, remote guests and a full running order. Only once the others work well.	Mixed

02 · YOUR PEOPLE

Find who can help.

Before choosing a format or buying anything, find out who can already do what. Ask at a branch meeting and in your usual members' channel.

WHAT TO SAY

"We'd like to start filming and streaming some of what we do. Has anyone got experience with any of these, even as a hobby?"

WHAT TO ASK ABOUT

Filming
Phone or camera work, weddings, YouTube, church or club streams.

Sound
Mixing desks, PA systems, bands, podcasts, live events.

Streaming and calls
Running Zoom or Teams meetings, streaming software, online events.

Editing
Cutting video, captions and titles, social media clips.

IT and networks
Setting up laptops and Wi-Fi, fixing connection problems.

Events and venues
Booking halls, stage management, getting kit in and out.

ALSO ASK

Kit to lend?
PHONES · MICS · TRIPODS

Cameras, laptops and lights too. Note that it stays the owner's property.

On camera?
ALWAYS THEIR CHOICE

Some people need to stay off camera to protect themselves or their families. That's always fine.

How much time?
AN HOUR A MONTH HELPS

Don't only recruit people who can do everything. Small amounts add up.

THEN

- ✓ **Keep a simple skills list** of who can do what and who's lent what. Keep it private, not in a big group chat.
- ✓ **Pair new people with experienced ones.** Someone keen can learn a lot on a simple shoot.
- ✓ **Ask again every few months.** New members join, and people pick up skills.
- ✓ **If nobody has experience,** start with Type 1 on a phone. It needs no special skills.

03 · THE BASICS

Decide who watches first.

Every shoot sits at one of three levels. The level decides where it goes and how it's shared, so settle it before anything else.

THREE LEVELS

Public

TYPES 1 AND 4

YouTube, Facebook or similar. No restrictions. Anyone can watch.

Members

TYPE 3

An unlisted link sent only through your members' email or messaging list. Never posted anywhere searchable.

Trusted circle

TYPES 2 AND 5

A platform that controls who gets in, like a video call with registration and a waiting room. An unlisted link isn't enough.

ROLES ON A SHOOT · JOBS, NOT PEOPLE

Lead

Owns the plan and running order. Has the final say on what's filmed and published.

Camera

Films the shots on the list. A phone counts.

Sound

Gets clean audio and checks levels before anything else.

Vision mixing

On bigger shoots, switches between cameras using streaming software.

Door keeper

On private sessions, lets in only people on the list and removes anyone who shouldn't be there.

Editor

Turns recordings into finished clips, ready for the lead to check.

BUILD UP YOUR KIT IN STAGES

1

Start

A phone and a clip-on mic.

TYPES 1 AND 3

→

2

Next

A laptop for video calls, a tripod and a better mic.

TYPE 2

→

3

Then

A second camera and streaming software to switch between them.

TYPES 3 AND 4

→

4

Finally

Several cameras, a mixing desk, PA and a backup connection.

TYPE 5

04 · STAYING SAFE

Protect people first.

Content can be taken down. People can't be un-filmed. Get these right on every shoot.

PROTECTING PEOPLE

Ask once, record it, respect it

Note each person's preference (on camera, first name only, voice only, or off camera) and check it before every shoot.

First names or no names

In member or trusted-circle content, unless someone has said they're happy to be named.

Consent from the public

Before publishing anyone identifiable. No filming children without a parent's or guardian's consent.

Keep paperwork private

Running orders, call sheets and attendee lists stay within the team.

PRIVATE SESSIONS

Invite from a list

Only vetted people get a link. Use personal or registration invites.

Staff the door

Someone admits people, every time, on every private session.

Remove, then carry on

If someone unknown joins, remove them and keep going.

Say it at the start

Nothing is recorded, screenshotted or forwarded.

IF SOMETHING GOES WRONG

It leaks

Note what, who and when. Tell branch leadership. Don't reshare it. Fix the weak point.

Footage is at risk

Record two separate copies of anything you can't film again. Back up before leaving.

The internet is poor

Test the venue beforehand. Have a backup ready, such as a phone hotspot.

It turns nasty

Stop filming. Calming things down matters more than the shot.

BEFORE EVERY SHOOT

- [ ] **Who can watch?** Public, members or trusted circle.
- [ ] **Consent checked.** Everyone on camera has agreed, and you know who stays unnamed.
- [ ] **Lead agreed,** and everyone knows their job.
- [ ] **Kit charged,** and there's a plan for a backup copy.

05 · TYPE 1 OF 5 · PUBLIC

Out and about.

Short, real clips of the branch doing the work: leafleting, litter-picks, chats with residents. Proof of activity, not polish. The best first project for any branch.

WHO WATCHES
Public

CREW
1 to 2 people

TIME
1–2 hrs filming, 1 hr edit

IDEAL SHOTS

1 · Wide opener
The street, park or estate, so viewers know where you are.

2 · Action close-ups
Hands posting leaflets, filling bin bags, a clipboard.

3 · Before and after
Same spot, same framing, same height.

4 · Street two-shot
Volunteer and resident side by side, at a slight angle.

5 · Team shot to finish
The group with their haul or finished round.

KIT

- A phone or two, plus a power bank.
- A clip-on wireless mic for conversations.
- Something to keep kit dry on wet days.

BEFORE AND ON THE DAY

- Fit the project plan. The shoot follows the round, not the other way round.
- Agree a short shot list, check who stays off camera, and charge everything.
- Back up footage to two places the same day.

GROUND RULES

Say who you are
when filming the public. Get consent before publishing anyone identifiable.

Don't publish routes in advance
or addresses that could invite trouble.

Check before posting
for house numbers, number plates and private conversations.

FILMING TIPS

Film upright
Portrait is how social media is watched. Hold steady with both hands.

Sound beats picture
Clip the mic close to the collar.

Sun behind you
Never film people against a bright window or sky. Let real moments happen.

06 · TYPE 2 OF 5 · TRUSTED CIRCLE

Private live session.

A two-way meeting for the trusted circle, mostly in the room, with a few vetted people joining by video call. A real conversation, not a performance.

WHO WATCHES
Vetted people only

CREW
Often just 1

FORMAT
Two-way, live

IDEAL SHOTS

1 · Host mid-shot
Chest-up at eye level, looking into the lens.

2 · Room wide
The whole group, so remote joiners feel part of it.

3 · Speaker shot
Whoever is talking, framed like the host.

4 · Shared screen
Full screen for slides, not a camera pointed at a screen.

KIT

- A laptop with a decent webcam and mic.
- A clip-on or handheld mic if the room is large or noisy.
- Later: a second camera and streaming software.

BEFORE AND ON THE DAY

- Check attendees against the vetted list. Send personal invites.
- Agree the agenda and tech-check speakers 15 to 30 minutes before.
- Running order: welcome, main item, questions, next steps.
- Staff the door throughout, and check any recording saved.

GROUND RULES

Say it at the start
Nothing is recorded, screenshotted or forwarded.

Keep it spoken
Sensitive points stay out of the chat.

When in doubt, don't
Check any unfamiliar name before letting them in.

FILMING TIPS

Even light
Light the host's face from the front, with a plain background.

Lens, then screen
Look at the lens when talking, the screen when listening.

Name them first
Say a remote person's name before they speak.

07 · TYPE 3 OF 5 · MEMBERS

Recorded meeting.

A volunteer meeting recorded in full, then edited down to the highlights, decisions and actions, and sent to members who couldn't be there.

WHO WATCHES
Members

CREW
Camera, sound, editor

TIME
Meeting + 2–4 hrs edit

IDEAL SHOTS

1 · Locked-off wide
The whole room, held all the way through. Your safety shot.

2 · Speaker mid-shot
From a second camera, chest-up on whoever is talking.

3 · Reaction shots
People listening or nodding, to cover cuts in the edit.

4 · Chapter close-ups
The agenda, a slide or whiteboard, to mark each section.

KIT

- A camera or phone on a tripod, plus a second if you have one.
- Good microphones. Clean sound makes the edit work.
- A backup recording and something to edit on.

BEFORE AND ON THE DAY

- Share the agenda with the editor. Agree what's on the record.
- Check who stays unnamed and do a test recording.
- Tell everyone at the start that it's being recorded.
- Note times of decisions, and back up before leaving.

GROUND RULES

Never change the substance
Edit out slips and dead time, not decisions.

Respect opt-outs
Anyone can ask to be left out. The lead checks the final edit.

Members' list only
Share by unlisted link. Treat raw footage as private.

FILMING TIPS

Lock it off
No zooming or reframing mid-sentence.

Cut cleanly
At the end of sentences, never mid-word.

Keep the full recording
In case anyone questions what was said.

08 · TYPE 4 OF 5 · PUBLIC

Public meeting stream.

8

A one-way live stream of a local or public meeting. No audience participation. Its job is to show the branch is active and get people to the next meeting.

WHO WATCHES
Public

CREW
Lead, camera, sound

TIME
Meeting + 1 hr setup

IDEAL SHOTS

1 · Top-table wide
The whole panel, held as the default shot.

2 · Speaker mid-shot
Eyes about a third of the way down the frame.

3 · Audience from behind
Shows a full room without showing faces.

4 · Title slide
Date and place of the next meeting, at start, middle and end.

KIT

- One or two cameras on tripods, and a laptop with streaming software.
- A sound feed from the venue's PA or your own mics.
- A reliable connection with a backup.

BEFORE AND ON THE DAY

- Confirm the venue and where cameras can go.
- Test the connection at the venue if you can.
- Arrive early and test the stream before it starts.
- Close with an invitation to the next meeting. Back up the recording.

GROUND RULES

Keep it one-way
Turn off comments and Q&A.

Favour wide shots
Avoid close-ups of the audience.

Keep details private
No attendees' details. Venue details through official channels only.

FILMING TIPS

Like local news
Steady and calm. Hold shots for 5 to 10 seconds.

Venue sound
Take the feed from the venue's own mics.

Watch the windows
Move the camera rather than fight a bright window.

09 · TYPE 5 OF 5 · MIXED

Big event broadcast.

A full live production: several cameras, remote guests and a written running order. Only try this once the simpler types are working well.

WHO WATCHES
Decide part by part

CREW
Full crew + deputy lead

REHEARSAL
Not optional

IDEAL SHOTS

1 · Master wide
The whole stage, always ready to cut to.

2 · Presenter mid-shot
At a slight angle, the same height on every camera.

3 · Remote guest
Full screen, then side by side for conversations.

4 · Audience reactions
Applause and listening, from behind or the side.

5 · Holding slide
Ready at all times to cover a fault.

KIT

- Several cameras and streaming software.
- A mixing desk, mics and PA, with a reliable connection and backup.
- A way to bring in guests, and transport for the kit.

BEFORE AND ON THE DAY

- Write a running order with timings, a shot list and a camera plan.
- Tech-check every guest and brief the whole crew.
- Hold a full rehearsal before the day.
- Record two copies and back up before anyone leaves.

GROUND RULES

The lead's call is final
No chatter on open mics.

If it fails, cut away
Go to the holding slide. Don't fix it on air.

Private parts gated
Staff the door. Guests get personal links only.

FILMING TIPS

Match the framing
Same headroom, distance and eye level for everyone.

Hold your shots
3 to 4 seconds minimum. Don't cut for the sake of it.

Count guests in
Clearly: “Live in three, two...”