Native and Digital Event Handbook

This document has been produced by the SRC to help clubs and societies become more visible online and how to make digital events more interactive, engaging and dynamic.

What is native?

Native is our digital events platform which enables students, your members and potentially new members to engage with your events in one place - the home of events at UofG.

It can be used for in person events, live streams and closed Zoom call events such as workshops.

There are multiple events to using Native for your events:

• Centralised point for students and your members to find your events

• Ticketing options to measure your engagement and base your activities around this

• Administrative support for your events

• Higher engagement for students to discover your society

• Live stream integration

The following document will go over some of the ways to use Native and also how to utilise free tools to create any online events you may be hosting.

How to get your event on Native

Initial Request

• Go to https://www.glasgowstudent.net/clubs/host-your-event/

• Fill in the event request form

• The SRC admin team will receive this, and upon approval will forward a follow up form for your event details

Follow up form

• The follow up form will include multiple details required for your event to be hosted

• A few of the details which require particular attention are as follows:

  • Cover image: Minimum size of 920 by 612 pixels (minimum size)

  • Location of event (in person, Zoom or livestream)

  • If online then the link to the event. There are multiple types:

    - Zoom closed event - send the Zoom invitation link

    - Facebook - send a link to your live page (www.facebook.com/SOCIETYNAME/live) or a link to the Facebook event where you will host the stream

    - YouTube - go to your live video or pre-recorded video page, click the share button, then embed and copy the link highlight in blue below shown below in the image. Do not copy the entire code.

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/
EUoY5ZLWiZU" frameborder="0"
allow="accelerometer; autoplay;
clipboard-write; encrypted-media;
gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

If you have any problems with getting your event on Native, or you need something updated or cancelled, please contact the SRC on events@src.gla.ac.uk

How to use Zoom for your event

Closed Zoom Session

For closed Zoom calls it is quite straight forward: open Zoom, hit schedule and then send the invite link to those joining.

The other options you can use are break-out rooms. These can be carried out by the host, and allow you to randomly sort people into rooms, move people around manually and broadcast announcement messages to all breakout rooms.

Using the screen sharing option is also useful for presentations etc but a button often missed is the "share computer audio" which will allow you to play audio and it automatically to stream through the call.

Streaming a Zoom call

There are a few steps to take to stream onto YouTube or Facebook:

• First, login to your Zoom account at zoom.us in your internet browser

• Go to account then preferences and scroll down until you find the live stream options. Here, select them all so they are all available.

• Now when you go into Zoom you'll find an option under "More" for the 4 streaming options

   • To stream straight to your personal Facebook account, click "Stream to Facebook" and it will automatically link up

   • To stream to a Facebook page or YouTube go to your scheduled live stream, and get three things: the stream key, the stream URL and the link to your live video (explained further down), go back to Zoom, select custom live streaming service and input these details, then click "Go Live"

Live stream the Zoom meeting to a custom service

Streaming URL

| Enter the streaming URL |

Streaming key

| Enter a streaming Key   Show |

Live streaming page URL

| Enter a live streaming page URL |

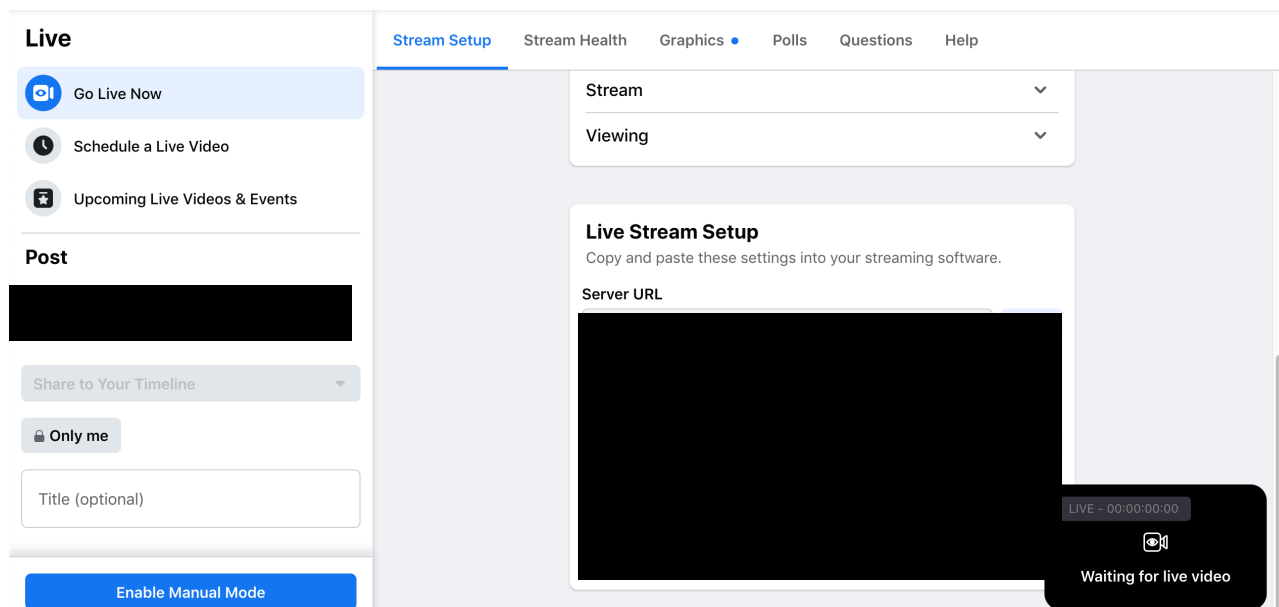Everyone who uses this link can watch the live broadcast

| Go Live! |

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How to schedule a live streamed event

Facebook Live

To set-up a Facebook live event, go to your society page, click on Live on the post section and it will open up the live studio and click "Schedule a Live Video".

From here, you can set the time, date, event title etc for your upcoming live event and save the details.

The details you'll need to live stream from zoom are as follows, and go into the fields when you click "Stream to custom streaming service":

• Stream URL: It is always rtmps://live-api-s.facebook.com:443/rtmp/

• Stream Key: Can be found from your custom live event when it is scheduled and will be unique to your stream

• Live URL: simply put in your society facebook link followed by /live

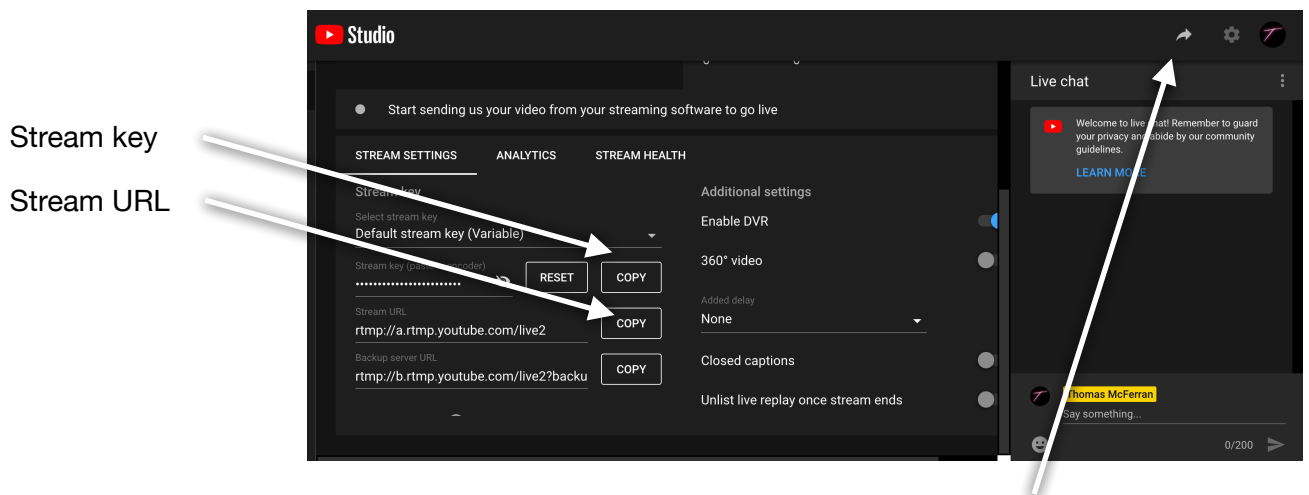   • EXAMPLE: https://www.facebook.com/glasgowunisrc/live

YouTube Live

To use YouTube live it takes approximately 24 hours to activate live capabilities on your account, so be aware of this prior to your live event.

First login to your YouTube account. You should have a create option at the top of the window where you can click "Live". Click this

This will take you to YouTube live studio, where similar to Facebook, you will be able to select schedule.

You can set a time, title and description, and from here you can collect the details to stream from Zoom, as shown below.

Stream key

Stream URL

Live URL accessible by the share button at the top

Useful free tools for online events

Q&As

- Mentimeter - a free online presentation tool which can be used for Q&As, polls etc and can be used for asking questions in particular for events such as AGMs and EGMs. You can use your student ID by going to mentimeter.com/join/universityofglasgow to get a premium account

- Sli.do - a similar platform to mentimeter and allows dynamic presentations for generating word clouds. It is free to sign-up for as well, and allows you to customise the presentation a bit more than mentimeter\

Microsoft Forms

Your student account gives you free access to Microsoft 365 and this includes Microsoft forms which has multiple uses

- Membership sign-up - you can easily create an MS Form to collect your membership data, allowing you quickly have an organised method of getting your members' student numbers, email addresses and other information

- Quizzes - MS Forms now has an integrated quiz function, where you can create sections for different rounds, set points for questions, add different question types with multiple choice, text answers etc and also include multiple answers. It also allow the creator of the quiz to go back and check any answers that may have been spelling mistakes. There benefit is it makes it more like a proper quiz with a scoring system, and also saves the effort of your society committee having to manually check everything.

OBS

If you want to try some more extensive tools for live-streaming, the go to is OBS. It is a free, open-source software that allows you to add graphics, music, multiple camera inputs and more for your livestream. A lot of information can be found on the OBS website and we may look into covering this more in future.