STREAMING FROM A ZOOM MEETING TO YOUTUBE

The purpose of this document is to help you to stream a lecture or similar presentation live from a Zoom meeting to YouTube. It also gives some recommendations on how to "stage manage" the live event.

It is assumed that you have already looked into the various options for live streaming and decided to use this approach. These notes will not help you choose between the various other options available (for example Zoom Webinar, Zoom Meeting alone, direct webcast within YouTube etc).

Instead, it's a detailed step-by-step guide to enable you to connect and stream a lecture live from a Zoom Meeting to a YouTube channel.

The process is:

1. Create a stream on your YouTube channel
2. Create a meeting in Zoom
3. Connect the Zoom meeting to your YouTube channel
4. At the appointed hour for the lecture, "go live" on YouTube
5. Clean up after the live event

This document has instructions for each of those steps.   With so much detail, it runs to twelve pages but example screenshots take up a lot of the space. Experience shows that this makes it easier to follow, so please don't be put off by the length of the document.

The sample screen shots for YouTube were captured using a Firefox web browser and Windows 10 operating system. The Zoom screen shots were taken in the Zoom app. Please be aware that some screens and the text on some buttons may look different or appear in different places on your own device.

Some prior experience using Zoom meetings would be helpful but is not essential.

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PRE-REQUISITES

1. **Zoom**
   You will need a Zoom Pro account or higher. The basic free Zoom account does not allow live streaming. The Arts Society can offer you a Zoom Business Plan account/ licence which will allow live streaming.

   If you have a shared email address that other Committee members use, you could use that so other people can access your Zoom account.

   You could use {yoursociety}@theartssociety.org which is an email address assigned to you by The Arts Society.

2. **YouTube**
   You will need to have previously set up a YouTube channel.
   If you do not already have one, this link may help:
   https://support.google.com/youtube/answer/1646861?hl=en-GB

   YouTube is owned by Google so it also helps to have a Google account.
   If you do not already have one, this link may help:
   https://support.google.com/accounts/answer/27441?hl=en

   You must register and be "validated" by Google in order to use YouTube Studio for the first time in order to stream live. This process can take 24 hours.

   You can use the same login details for Google, Gmail and YouTube.

   These guidance notes assume that you have both a YouTube channel and a Google account.

1   CREATE A STREAM ON YOUR YOUTUBE CHANNEL

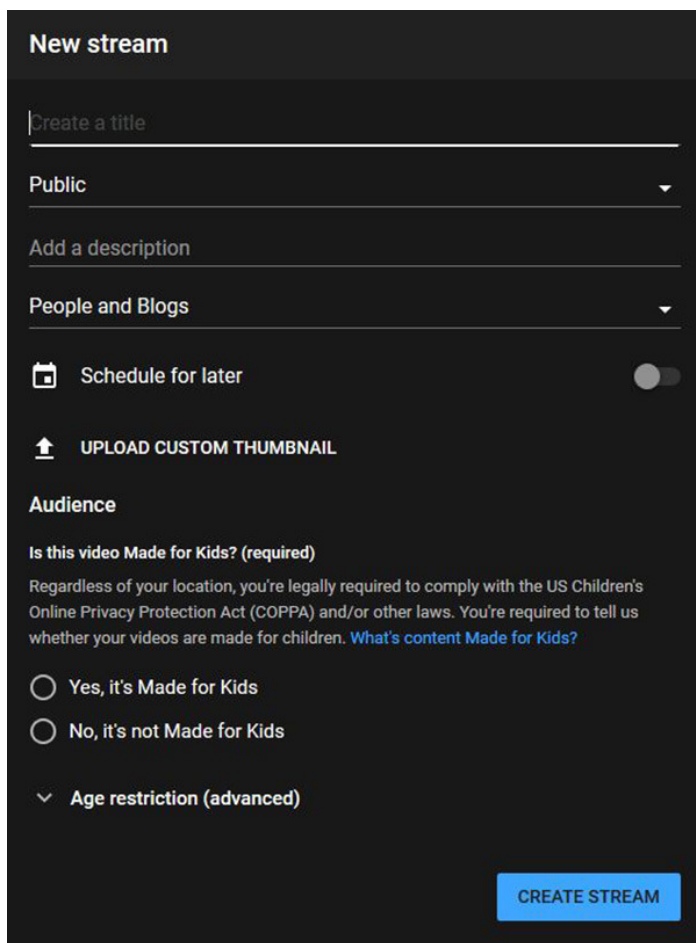1.1   Open your web browser and log in to YouTube at www.youtube.com

Near the top right of the screen, find the camera icon with a cross. When you hover over this, it displays the text "Create".

Click on the camera icon and then click on "Go live" in the drop down menu. The "Go live" icon is a dot surrounded by two brackets.

This will take to into YouTube Studio where you can start to create your stream.

1.2   The "New Stream" data entry screen will be displayed, as shown below:

1.3   Enter data for the stream as required:

Title
Description
Click the "No it's not made for kids" box

1.4   Change the drop down box from "Public" to "Unlisted" so that only those who have the link to the YouTube stream will be able to view it. Move the "Schedule for later" slider to the right.

1.5   You can, at this point, upload an image that will be displayed on YouTube before your live stream starts. To do this, click on UPLOAD CUSTOM THUMBNAIL text and follow the instructions to locate and upload your image to YouTube.

You can create this image beforehand using photo editing software such as Photoshop, and optionally include The Arts Society branding. This image needs to be the right size and format to avoid it being trimmed when YouTube displays it. An image in landscape format with a width of 1280 pixels and a height of 700 pixels should work.

1.6   Here's an example of a completed screen:
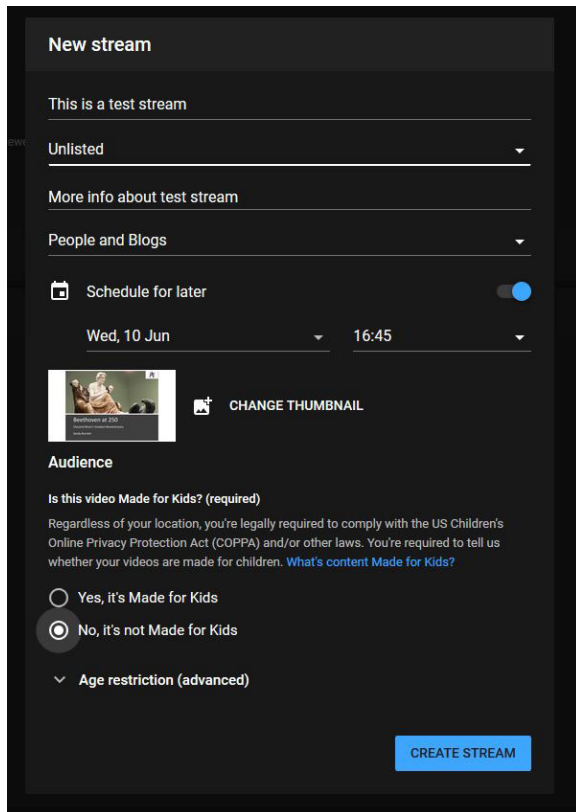
Click the CREATE STREAM button.

1.7   The resulting screen will display details of the stream. Most of the data fields can be left to default values. The important data you will need is contained in the left hand side of this screen. Here's an example of what you will see:
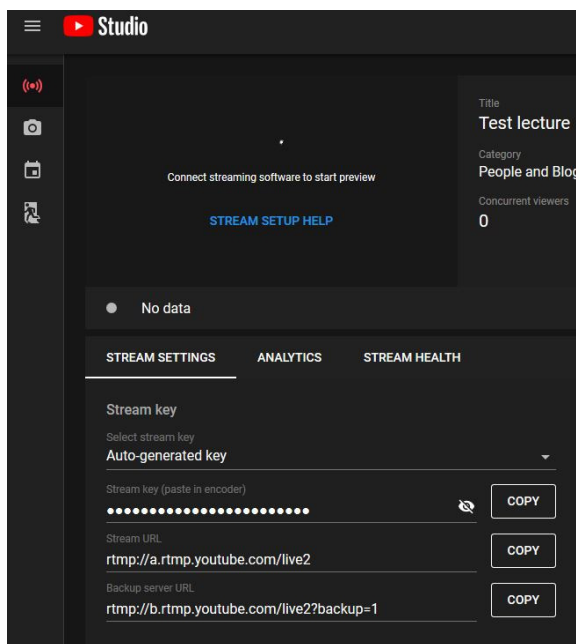
1.8   Leave the "Auto-generated key" option selected. There are three COPY buttons. Click the top COPY button to copy the "Stream key" (which is normally hidden on this screen). You must now save this data as you will need to enter it later into Zoom. So I suggest that you open a Word or Notepad document and PASTE the Stream Key (Ctrl + V keys in Windows) into it. The "Stream key" will be something like:
sap2-w9us-q54k-cge0-4ry5

1.9   Click the next COPY button to copy the "Stream URL". You will also need to enter this later into Zoom. Again, I suggest that you now save it as above.
It will be something like:
rtmp://a.rtmp.youtube.com/live2

1.10   You do not need to use the third COPY button.

1.11   Click the Share icon (a right pointing wavy arrow) at the top right of the screen and then the COPY button.
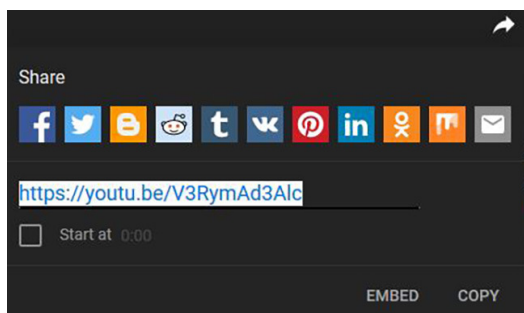
This is the public link to your live stream on YouTube.

In the screen shot, this is:
https://youtu.be/V3RymAd3Alc

Again, you must save this data as you will need to enter it later into Zoom.

IMPORTANT:
This is the web address (i.e. URL) that you must publicise to your members, for example by email, MailChimp, Facebook, Twitter etc. **Anyone who knows this link will be able to view the lecture in their web browser when you go live.**

Save the document into which you have copied these three important pieces of live stream data.

That's it for now in YouTube.

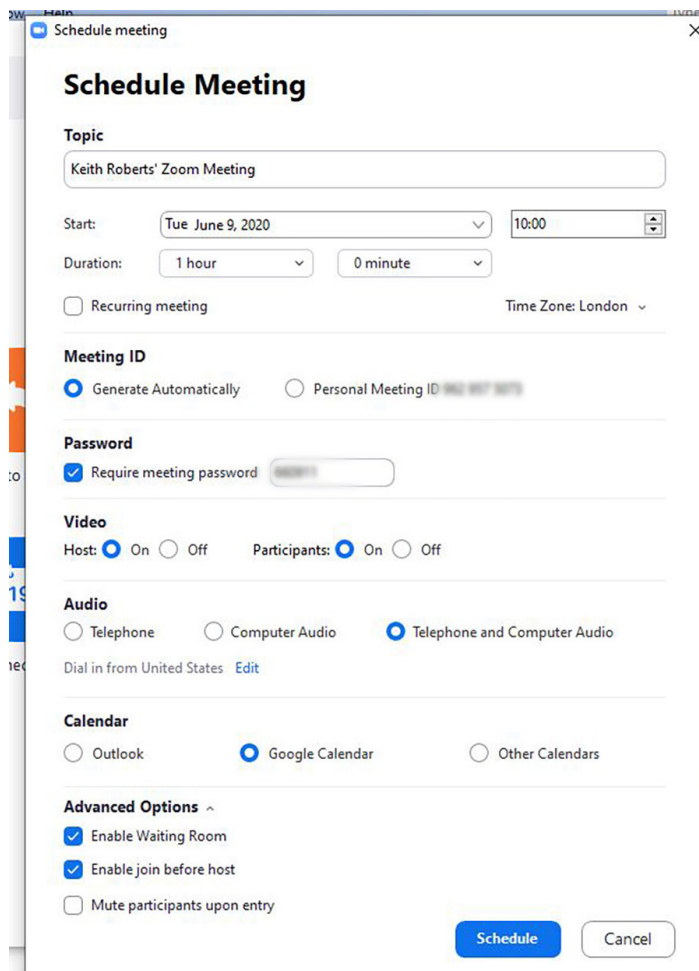# STREAMING FROM A ZOOM MEETING TO YOUTUBE

2   CREATE A MEETING IN ZOOM

2.1   The Zoom screenshots were created using the Zoom app. You can also use a web browser but the screens and some of the text/ buttons may appear slightly different.

In the Zoom app, the option "Schedule" is a tile on the Home page. Or go to the Zoom website https://www.zoom.us, click on My Account, log in to your account and click on "Schedule a Meeting".

I suggest that you set the start time for the Zoom meeting fifteen minutes before you want the streaming of the live lecture in YouTube to begin, to allow time for a short rehearsal.

2.2   Complete the form to schedule the meeting, setting Video on for both host and participants. Audio should be set to "Telephone and Computer Audio". Other data values can be left to default although you do not really need a password nor a waiting room for the meeting.

Click the Schedule button.

2.3   From the screen that is displayed, choose your Zoom account and continue to
       Zoom.

       Details of the Zoom meeting will be displayed.
       Save the meeting.

2.4   You must now invite those who will be "on stage" for your lecture to the
       meeting. In my case, this is the lecturer and local Arts Society chairman who
       will do the introduction, the Q&A session after the lecture and give a vote of
       thanks.

       There are various ways of doing this. If you are using the Zoom app, you
       should copy the web address (i.e. URL) of the Zoom meeting.
   It will look something like this:
       https://us02web.zoom.us/j/84651029987

       If you are using a web browser, you can "Copy Invitation" and then, in the
       window that appears, click on "Copy Meeting Invitation".

       Or you could just send an email with the meeting's web address inviting them
       to the meeting.

3   CONNECT THE ZOOM MEETING TO YOUR YOUTUBE CHANNEL

3.1   From Zoom, start the meeting with your video on, and click the More button
       (three dots) in the Zoom menu. Click "Live on Custom Live Streaming Service"
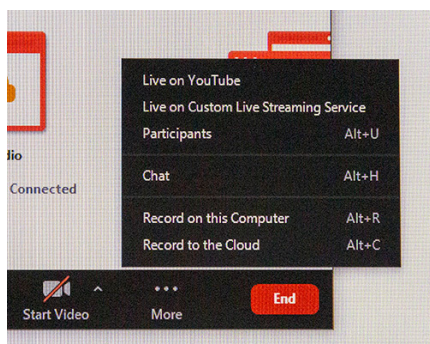
3.2   **Very carefully**, enter into the form the data that you have saved when you
       created your YouTube stream in section 1 above. **This is the most critical thing
       that you must get right or your live stream to YouTube won't work!** There
       are three data fields; make sure you enter the correct data into each. Enter
       the second data field that you copied (the "Stream URL") at the top. Enter the
       first data field that you copied (the "Stream key") second. Enter the third data
       field that you copied (the public link to your live stream on You Tube) at the
       bottom. Here's an example of this form with data entered correctly:

Live stream the Zoom meeting to a custom service

Streaming URL

rtmp://a.rtmp.youtube.com/live2

Streaming key

ttf7-fkj7-bhd7-hb0s-fm02   Hide

Live streaming page URL

https://youtu.be/V3RymAd3Alc

Everyone who uses this link can watch the live broadcast

Go Live!

Click "Go Live!"

3.3   If you have entered the all this data correctly, Zoom will now re-direct you to YouTube where you will see your public facing screen displayed. A note will say when the live stream is scheduled to start.

You must now go into the YouTube Studio to ensure it has been connected correctly and is receiving the live feed from Zoom.

3.4   To do that, click on YouTube home (top left), and then click "Your Videos"

☰   ▶ YouTube ^{GB}

🏠 Home

🔥 Trending

▣ Subscriptions

▣ Library

🕘 History

▶ Your videos
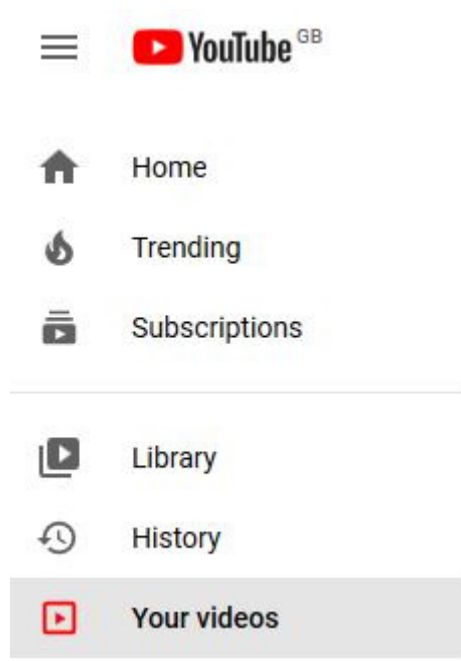
3.5   Click on YOUTUBE STUDIO

3.6   Click on "Videos" and then "Live".

3.7   You should see your live stream listed as "upcoming". Select the stream.

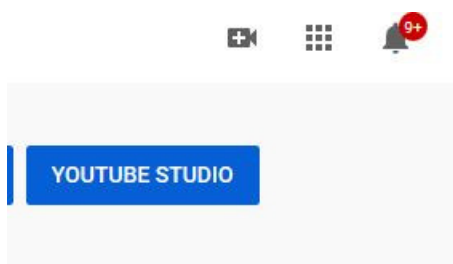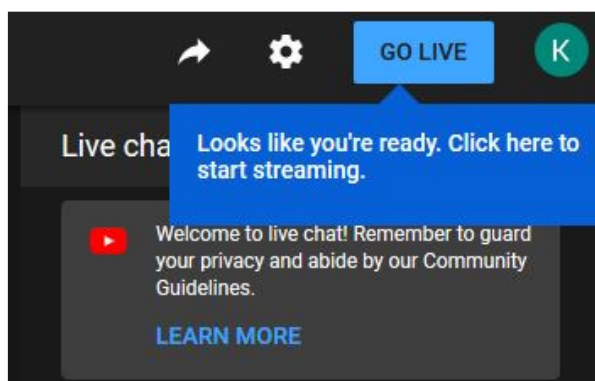Note that there are alternative ways of getting to this point in YouTube. This may seem a bit long winded, but it should work. After a short delay, if all is well, you should see the feed from Zoom appear in the preview window, the "Go live" button at top right of the screen should turn blue and you should see a message that says you are ready to start streaming.

Be aware that the YouTube broadcast will be delayed by about twenty seconds after the actual Zoom meeting. So if nothing seems to be happening at first in YouTube, don't panic just yet!

DO NOT CLICK THE BLUE "GO LIVE" BUTTON. This would start the live stream now in YouTube and you will not be able to re-start it later when you really want to stream your lecture.

3.8   If you don't see the live stream in the preview window, go back to Zoom and check that you have entered the stream data correctly (refer paragraph 3.2). It has to be exact.

3.9   **You can perform everything up to this point in the days ahead of the actual lecture.** Knowing that the connection between Zoom and You Tube is working should give you confidence that all will be well on the day of the lecture.

3.10 If all is well, you can now close the YouTube window. Go back to Zoom and end the meeting.

4   GO LIVE ON YOUTUBE

4.1   On the day of the lecture, fifteen minutes before the lecture is scheduled to begin, start your pre-scheduled Zoom meeting. Your "on stage" party should arrive in the meeting by clicking the link that you sent them previously.

4.2   Consider yourself to be the "stage manager". Have a rehearsal with your "on stage" party.

4.3   Ensure that, as host of the Zoom meeting, you have allowed all participants to share their screen. You can check this by clicking the Security icon on the Zoom menu and ensuring that "Allow participants to: Share Screen" is ticked:
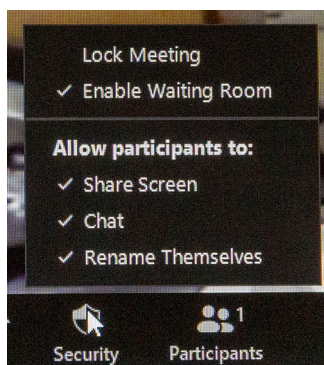
4.4   Check with the lecturer that they can actually share their screen. Note that you do not have to transfer hosting of the Zoom meeting to the lecturer. They only need to be able to share their screen. To do this, they should click the green "Share screen" icon on the Zoom menu and then select the application that contains their lecture. Normally this will be Powerpoint. Now is a good time for the lecturer to start screen sharing so their first title slide is the first thing that is displayed when the live stream starts.

4.5   Check that Zoom chat is on. You many wish to use this later (see paragraphs 4.14 and 4.17).

4.6   I suggest that the lecturer keeps their audio and video on all the time from now on and throughout the broadcast.

4.7   The chairman should mute their audio and switch off their video after they have introduced the lecturer. The stage manager should have both their audio muted and video off throughout the live broadcast. This avoids any "off stage" noises while the lecture is taking place.

4.8   Because there is a twenty second delay between Zoom and YouTube, the "on stage" party should stay in Zoom throughout the broadcast. They must not watch it on YouTube or it could become confusing.

4.9   When you are ready to start live streaming, go to the Zoom meeting, click on "More" then "Live on live streaming service" as you did when you were testing the connection (refer to paragraph 3.1)

4.10   The stream data that you entered previously should still be there, so click on "Go Live" (refer to paragraph 3.2).

4.11   Now go to YouTube and enter the URL of the public lecture. In our example, this is https://youtu.be/V3RymAd3Alc (refer to paragraph 1.11). The waiting message should still be displayed, with the start now just a few minutes away!

4.12   Repeat the steps that you used previously to test the stream, that is paragraphs 3.4 to 3.7. Essentially, find the live stream again in YouTube Studio. If all is well, the live stream from Zoom should start in the preview window and the "Go Live" button should turn blue.

4.13   This time, when it has turned blue, do click on the "Go Live" button. You're now streaming live to the YouTube world!

4.14   As "stage manager", you need to have previously arranged a way to tell the person "on stage" that they should start introducing the lecture now. I quickly switch back into the Zoom window and type "go" into Zoom Chat. This will be visible to the "on stage" party.

4.15   Hopefully, all will be well! I suggest that the "stage manager" now watches the broadcast in YouTube, just to ensure that all is going to plan. It might be useful to have the lecturer's mobile number just in case!

4.16   I suggest that the pre-lecture publicity to members should include the stage manager's phone number so that any members who have problems accessing the lecture on the day have a "support desk" to call.

4.17   While the live broadcast is happening, viewers can use either the Comments or Live Chat boxes in YouTube to type in their questions. The "stage manager" can "field" these questions and transfer them back to the Zoom meeting using Zoom chat. It's not perfect, but it does allow a selection of viewers questions to be put to the lecturer in a Q&A session at the end.

4.18   Unfortunately, both Comments and Live Chat in YouTube have some restrictions on who can use them. Viewers must have either a YouTube or Google account (for example a gmail address) so that YouTube can identify them before it will allow comments. You will need to inform your members of this before the lecture. In my view, the difficulty of having live feedback is the main limitation of the Zoom to YouTube approach. If you can find a better way of getting audience participation, I would be interested to hear it.

5   CLEAN UP AFTER THE LIVE EVENT

5.1   After the lecture, Q&A and vote of thanks, **you must close both the live stream in YouTube and the Zoom meeting**.

5.2   To close the live stream in YouTube, in your YouTube Studio, click the End Stream button.

5.3   To close the streaming from Zoom, return to the Zoom meeting, click the More button and click "Stop live stream". You are no longer streaming live.

5.4   Thank the "on stage" party and end your Zoom meeting.

5.5   For copyright purposes, you will probably want/ need to delete your video from YouTube. Returning to your YouTube Studio, find your live stream as before (refer to paragraphs 3.4. to 3.6). Click Options (that is the three vertical dots to the right of the video thumbnail; if you hover over it, the text "Options" is displayed), then click "Delete forever" and confirm.

5.6   You're done! Have a cup of tea. You deserve it.