

Tips and tricks for live streaming your Brave the Shave!

BEFORE YOUR BIG MOMENT

- Post social updates to let people know that you will be streaming soon.
- Set a count-down timer on your socials, or spread the word on WhatsApp so that everyone knows when to tune in.
- Wherever you share it, remember to use the hashtag **#Bravetheshave** and tag us **@macmillancancer**, we love to see your photos/ videos!

PREPARING THE SPACE

- Check that you have a plain background without too much clutter, so that everyone watching can see you nice and clearly. But don't forget to hang up your Brave the Shave bunting (found in your welcome pack)!
- Make sure your lighting's good (avoid standing directly in front of sunlight). You could even get yourself a ring light to make you look like one of the pros.
- Have all your shaving tools with you... depending on how long your hair is, you might need scissors, a shaver, and a towel. And if you're donating your hair to The Little Princess Trust you will need a hair band.
- You might want to have a mirror close-by so that you can capture your reaction as your hair is shaved off.

BEFORE YOU GO LIVE

- Place your phone in a steady position. Ideally this would be with a tripod, but if you don't have one then prop it up securely or have a friend or family member hold it in position for you.
- Have a think about whether there's anything special you want to say to the people watching before you take that first swipe with the shaver.

CAMERA'S ON. IT'S TIME TO GO LIVE

- Give it a minute or two to let as many people tune in as possible. As you begin to see people starting to watch you, you could give a friendly 'hello' and remind everyone how much of a big difference you Braving the Shave will make to people living with cancer. You could tell them how much you've raised so far and that it's never too late to donate.
- People will love to feel part of your big moment, so if there's anyone special watching then give them a shout out specifically and they can write back to you in the comments section.
- Don't forget to add your donation URL so it's easy for everyone to donate. You could even add a donation sticker – you can find out more about how to add these in our FAQ's section of the website.

THE SHAVE

- Now the moment has come to do your shave, so make sure that you're fully in shot.
- We know that this is a big moment, so don't be afraid to tell everyone how you're feeling... Excited, nervous, shocked! Keep talking as your shave is happening.
- Thank everyone for tuning in and give another reminder that there's still time to donate to your shave through your URL or donation sticker.

POST SHAVE

- Save the video file and spread it far and wide with your donation link. You could post to your other social channels, or even WhatsApp or email it to your friends, family, or colleagues.
- Keep an eye on your feed to chat to anyone who might be watching after your shave.
- You could post again in a few days with your new look as a reason to ask for any final donations and thank everyone who contributed.

Good luck from Macmillan!