



CELEBRATE THE INTERNATIONAL YEAR OF PULSES 2016 | WWW.IYP2016.org | #LovePulses
OFFICIAL UN SITE | [HTTP://WWW.FAO.ORG/pulses-2016/](http://WWW.FAO.ORG/pulses-2016/)

PULSE FEAST #PulseFeast

LIVE BROADCASTING INSTRUCTIONS

Pulse feast will be covered on social media with video updates provided by YOU! There are multiple video platforms which can be used to film the many wonderful events that you will be putting on. These include:

- **Periscope**
- **Vine**
- **Instagram**
- **Twitter**

We encourage you to choose the platforms which best suit your needs. This could be using only one platform, or using all 4. It is important to note that all platforms connect through twitter, which will make it easy for you to reach your maximum audience. Be sure to use #PulseFeast and #LovePulses so we are able to follow your events and post it to our website!

Please let us know which platform you will be using, so we can follow your events accordingly and share them on our Twitter account [@LovePulses](https://twitter.com/LovePulses) and iyp2016.org.

Below are important instructions in using each platform. Please read carefully as it will give you all information required to share your videos and connect them to the Pulse Feast webpage. We encourage you all to play with the apps before January 6th so you are familiar with how they work.

Periscope

Periscope is a mobile live-streaming video app. It enables viewers to see live-streamed video, while also giving them the opportunity to re-watch later for 24 hours. Viewers can also chat during your broadcast. Their messages will appear in front of the broadcasted video.

IMPORTANT: If you are using periscope, please let us know and make sure to use #PulseFeast so we will know where to find your feed.

How do I use it?

1. Download the app and Log-in with Twitter.
2. Click the camera icon on the bottom of the screen to open your "Broadcast Booth".
3. Enable all options (Camera, Microphone and Location).
4. Create a title for your broadcast. We suggest something like "Pulse Feast: Name of event, or name of location".
5. Click the small twitter icon to enable Twitter.
6. Click "Start Broadcast" to begin recording.
7. Swipe down to stop recording, double tap the screen to flip the camera.





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8. Once the broadcast is complete you have the opportunity to save the broadcast, as well as view some metrics on your viewers, duration, retention etc.
9. Periscope videos only last 24 hours, unless saved. When you finish broadcasting, you are given the option to “Save to Camera Roll”. Click this to save, and you are then left with a video file on your phones camera roll.
10. If you have a YouTube account, we suggest you upload the video to YouTube. If you do not have an account, email the file to iyp@emergingag.com.

For more information on periscope, and full instructions on use and sign up, [visit this article](#).

Vine

Available for iOS only

Vine is a video app which allows you to share 6 second videos on a loop. You can record a continuous shot, or many small shots, to make a brief video snippet. These videos are powerful as the length draws the viewer in, and leaves them wanting to watch more.

How do you use it?

1. Download the app from the apple app store.
2. Connect your Vine to your Twitter account when setting up your account.
3. To start filming, hit the green film camera icon on the bottom of your screen. Every time you touch the camera, it will record a clip. This allows you to shoot a continuous 6 seconds, or multiple short clips.
4. Add music by tapping the music note.
5. Add your location and a caption with the hashtags #IYP2016 and #PulseFeast
6. Click next and choose which additional social media platforms to share on, and a “channel”. We recommend “Food”.
7. Click “share post” to upload.

If you’re looking for inspiration, visit this [guide to Vine](#)! Here you can find tips for filming, as well as suggested techniques.

Instagram

Available for iOS and Android

You can share 15 second videos through your Instagram account. With the same concept as vine, you can record multiple shots in one, or you can record a single continuous shot. Instagram gives you the ability to add filters and effects.

How do you use it?

1. Press the camera button found on the center bottom of your screen.





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2. Click “video” found on the bottom right of your screen.
3. Hit the red circle record button to capture your videos.
4. Once your video is captured click “Next”.
5. Add your filters, cut any unwanted clips, and choose your cover frame before uploading.
6. After clicking “Next”, add your caption with the hashtags #IYP2016 and #PulseFeast and tag @LovePulses. Add your location and choose which other social media platforms you wish to share on!
7. Click “Share” to upload.

Visit [this article](#) for tips and tricks when filming on Instagram.

Twitter

Available for iOS and Android

You can share 30 second videos directly on Twitter by using your phone’s camera.

How do you use it?

1. In Twitter, click the “Compose message” button on the top right corner of your screen.
2. Click the picture icon, and then click the camera icon to record new video.
3. Touch the camera button on the bottom of your screen to record clips. This can be a series of short clips, or one continuous shot.
4. You can change the sequence of your video by dragging and dropping the clips in your preferred order.
5. Click “done” to add your caption with the hashtags #IYP2016, #PulseFeast, #LovePulses and tag @LovePulses.
6. Click “Tweet” to upload.

For more tips and tricks, [visit this website](#).

Contact us iyp@emergingag.com

