

Getting Started with Streaming

Initial Setup

Adding Users

 Plan for about 20 minutes (more if you're adding lots of users)

Begin by [adding your team members to Amplify](#) to ensure the right people have access from the start! Establishing users and permissions early protects sensitive information, keeps responsibilities clear, and ensures each person has access to the tools they need to do their role effectively.

Things to Keep in Mind:

- **Unique contact information is required.** Each user must have a unique email address and phone number for the Multi-Factor Authentication (MFA), this helps to protect your organizations account.
- **Access should match responsibilities.** Consider which permissions each user truly needs. You can update access at any time. Specific role-based permissions will be assigned in each Amplify module once the user has been added.

After assigning the appropriate module access, you'll send an invitation for each user to join your organization's Amplify account and complete their setup for login.

Initial Set Up

 Plan for about 30 minutes

Before scheduling streams, take a moment to review your [settings](#). Confirm that your site name, contact information, and organization details are correct. These settings help your streaming environment run smoothly and support integrations across the platform.

Additionally, confirm that your Time Zone is set correctly before scheduling any events. The time zone controls when your streams go live and how scheduled events appear in your dashboard.

Selecting the correct time zone helps prevent streams from starting at the wrong time and keeps your service schedule aligned with your congregation.



Getting Started with Streaming

Pro-Tip: Ensure that your [Giving settings are enabled](#). This will allow your viewers to stay engaged and give in the moment without having to navigate away from your livestream. You can also [customize](#) your giving settings to suit the look and feel of your ministry.

Configuring Equipment Settings

 *Short sessions over a few days (varies by setup type and experience)*

Begin by preparing your streaming equipment so your camera has a reliable path to the internet from the start. A proper setup gives your ministry a stable, consistent stream that people can trust every week. Click [HERE](#) to learn what setup is best for your ministry's needs.

Things to keep in mind:

- **An encoder gives your ministry stability.** Your camera alone cannot stream in real time. An encoder converts your video into a format that keeps your stream steady, clear, and dependable for every viewer who engages with your services online. Click [HERE](#) to learn how to set up your encoder.
- **Choose the setup that supports your volunteers.** Amplify works with both software encoders and simple hardware devices. The right choice can reduce training time, simplify Sunday mornings, and make it easier for volunteers to serve with confidence.
- **Correct routing protects your message.** Selecting your camera and microphone in your encoder once ensures your stream always looks professional and your sermon audio is clear. This helps your online congregation stay focused on the message, not technical issues.

Pro-Tip: Run a quick [internet speed test](#) to ensure your connection is strong enough for streaming.

After completing your setup, streaming becomes simple each week! Turn on your gear, start your encoder, and your service reliably appears in Amplify for your congregation and community.



Getting Started with Streaming

Going Live

First Stream

 *Plan for a couple of test runs (about 20 minutes each to check audio and video)*

Run a few test streams to ensure that audio and visuals are working. You can use a test channel via your encoder so that you don't need to worry about broadcasting your test.

Schedule your first live stream by creating a one-time event or a recurring series! Taking the time to set it up correctly reduces the risk of technical issues that could interrupt your service or message. A reliable, well-planned stream helps your audience stay engaged and focused, while allowing your ministry to reach people wherever they are consistently.

You also have the option to **schedule a simulated live stream**, allowing you to reshare messages, pre-record announcements, or daily devotions and schedule them to go live on a specific date and time.

Pro-Tip: **Integrating with Facebook and YouTube** is a convenient way to maximize your reach.



Getting Started with Streaming

Elevating Your Stream

Set Your Streaming Schedule

By creating a recurring stream or using the Frequency setting in Amplify Streaming, you can keep the same schedule week after week, whether it's Sunday Services or a midweek ministry. This helps ensure everything stays consistent each time you go live, without starting from scratch.

Recurring streams also keep your setup reliable behind the scenes:

- Your stream settings and destinations stay in place week to week
- Encoder details remain consistent, reducing last-minute changes
- Less room for error when launching Amplify Streaming each time

Customize Your Stream Experience

Now that your streaming is set up, you can personalize the look so it reflects the heart of your ministry. Start by creating [Pre and Post-Roll Videos](#) for your livestream. Even something as simple as a welcome slide or a brief ministry highlight video can make the entire experience feel more polished and intentional.

If you're using slides for your event, you can create [rotators](#) and incorporate them into your livestream for a more engaging experience.

Pro-Tip: For even more personalization, check out the [Design Livestream Page](#) quick link on your Streaming Dashboard. This is where you can update your colors, upload logos, or images.

You can also [create a Giving Banner](#) that matches your ministry's style. This feature allows you to customize colors, add logos and QR codes, and create a cohesive, branded experience. The giving banner helps inspire giving while making it simple and accessible for viewers, even when they are not physically in the room.



Getting Started with Streaming

Connecting with Your Audience

Share Your Stream

Sharing your streams helps extend your ministry beyond the room and makes it easy for people to engage whether they're watching live or later!

You can quickly share your livestream link on your website, social media, or through email and text messaging, so your community always knows where to join. Many ministries embed their stream directly on a dedicated "Watch Live" page to create a consistent, easy-to-find experience.

If your church connected [Facebook or YouTube](#) in the Going Live section above, those integrations can still be used for broader reach. Many ministries pair them with a website embed, so their site remains the main destination for live and on-demand viewing.

Pro-Tip: [Downloading recorded services](#) gives your team a dependable way to keep a local copy for reuse, editing, sharing, or repurposing content across other ministry channels without relying on an internet connection.

Use Chat Features

Chat features in Amplify Streaming allow your ministry to interact with viewers in real time, helping online attendees feel welcomed, seen, and included during the livestream. Whether someone is joining from home, traveling, or attending for the first time, chat creates a space for community and conversation during the service.

You can use chat to greet viewers, answer questions, share important links, and encourage prayer requests through the [Prayer Request feature](#), allowing your team to respond, follow up, and care for online attendees in real time.



Getting Started with Streaming

Connecting with Your Audience

Using Chat Features brings meaningful value:

- Creates real-time engagement and connection with online viewers
- Helps first-time guests feel welcomed and included
- Provides a simple way to answer questions and share important information live
- Encourages active participation through prayer requests, responses, and interaction

When ministries actively engage through chat, viewers are more likely to stay connected, participate consistently, and feel a part of the ministry experience, not just observers.

Pro-Tip: Assign a dedicated chat host during each stream to create a more welcoming and responsive experience for viewers, especially when managing prayer requests.

