

Rainbow Table | Create a Virtual LGBTQI2S Community

A Guide for Connecting LGBTQI2S Seniors Online

[Rainbow Table](#) is a virtual space connecting LGBTQI2S seniors during the COVID-19 pandemic and beyond. Rainbow Table provides a platform to engage in important and relevant topics that impact your community. With exciting guest speakers, community members and useful resources, Rainbow Table provides LGBTQI2S seniors with a virtual space that is truly their own.

This guide is a resource for those looking to create their own Rainbow Table community or discussions. To learn more or connect with our [Rainbow Table community online](#), visit egale.ca/rainbowtable to see past videos, speakers, and topics. See below for tips and tricks to create your very own Rainbow Table!



1 Research

Choose a topic discussion for your community, we chose topics affecting LGBTQI2S seniors.



6 Acquire Guests & Talent

Communicate with your confirmed guests on timing, technology, and expectations.



2 Logistics

Find a streaming platform that works for your project! Rainbow Table was hosted on Facebook Live and YouTube Live.



7 Week-Of Logistics

Confirm that all your guests/team have the proper information, streaming links and call-times to make your episode a success.



3 Episode Structure

How will your episodes look? How long are they? How many guests do you want to have on?



8 Community Engagement

Ensure you are engaging with your audience before the day of airing; plan events, publish resources and useful information to get the conversation going.



4 Media & Communications

Formulate an email outreach strategy, create promotional graphics to showcase your project, and get the word out there!



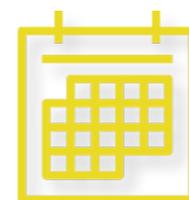
9 Lights, Camera, Action!

All your hard work comes down to now, your session is LIVE! Make sure the show goes smoothly and runs as rehearsed.



5 Build a Community

Find a social platform that your audience can engage with. Rainbow Table used a Facebook Group to communicate with our online community of 700+ "Rainbow Tablers".



10 Plan the Upcoming Episode

What steps need to be taken today, so that your next episode is a success?



Step 1: Research

Start off by thinking about the topics and communities you'd like to discuss and engage with. Research a potential host/facilitator for your show – it could be you! Given the topic that you are focusing on, who is a great candidate to lead the digital discussion? Look into work being done in not only your community, but those across your city, province/territory, and Canada.



Step 2: Logistics

Now comes the nitty gritty. What steps do you need to take in order to make your vision a success? Create the roadmap from ideation to a polished tangible product. Your own Rainbow Table can be produced using a number of platforms ([Zoom](#), [Facebook Live](#), [Google Hangouts](#), and more). Pick one that works best for your audience.



Step 3: Structure Your Episodes

What is your vision for the episode layout? Rainbow Table had a 10-episode structure, each with an allotted time of +/- 60 minutes. We consistently aired at 3:00 PM EDT. Rainbow Table planned for 3 – 4 guests per episode, with 10-15 minutes of air time per guest. Each episode had a subtopic, while always relating back to LGBTQI2S seniors and allies; some of those subtopics included mental health, sexual health, faith and spirituality, rural issues, etc.



Step 4: Media and Communication / Outreach

Get the word out to the community about your project. Formulate an email outreach strategy to send out to potential guest speakers, community partners, and viewers. Create promotional graphics to showcase your project, and get the word out there! This could include headshots of the upcoming guests and host, text of your show title or episode topic. Share these on the appropriate channels (Facebook, Instagram, email, etc.).



Step 5: Building a Community

After the word is out there, foster a community for those that answered your call. We used Facebook Groups to keep our audience engaged and informed of future episodes and resources. This resulted in us creating a group of more than 700 “Rainbow Tablers” that consistently watched week after week. This could also look like weekly email flyers sent out, social media posts, and more!



Step 6: Acquiring Guests

Now comes the meat of the episodes – your guests! Who is the guest appearing on your show? Make sure your speakers are well informed of what to expect. Ask for a headshot, biography, contacts, and pronouns.

Pro-tip: Pre-Recording

If a guest you want cannot attend the session, ask them to pre-record their interview with your facilitator/host. You can then stream that recording during your live show.



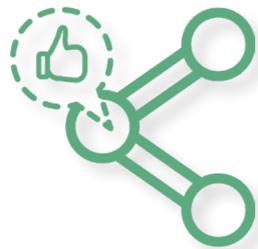


Step 7 : Week of Logistics

Confirm that all your guests and team members working behind-the-scenes have the proper information, streaming links, and call-times to make your episode a success. Minimize any confusion by sending everyone the same information. Make sure to advertise this week’s episode with promotion. Things are often forgotten easily – so advertising consistently leading up to the show is crucial.

Pro-tip: Lighting & Sound

Confirm with your guests that they have clear lighting and sound, so that your show looks as professional as possible. We accomplished this by scheduling a tech run in the days leading up to the live show.



Step 8: Engage with the Community

Community engagement never stops! Ensure you are connecting with your viewers by sharing events, engaging with them in dialogue, and facilitating a conversation amongst them. Higher engagement could mean higher turnout for your episodes. This step is essential to the success of your overall project, and must be always attended to throughout the entire process.

Step 9: Lights, Camera, Action!



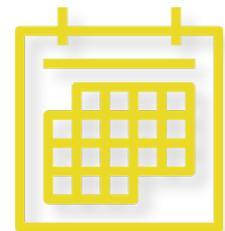
It’s the day of the LIVE show! Confirm all guest speakers have the correct “backstage” link (Rainbow Table ensured our guests had the proper Streamyard link). Additionally, ensure all viewers have the correctly advertised destination link (Facebook, YouTube, Zoom link, etc.). Sending follow up emails after the show is a sign of courtesy and thanks for showing up to the episode.

Pro-tip: WIFI & Backups

WIFI - Strong internet connections will minimize any chances for losing a connection and making an awkward cut on your show. However, sometimes this is out of your control. Create a “technical difficulties” graphic you can put in place during these cuts.

Backups - Especially when doing “Live TV”, things can and will go wrong. If a guest is having trouble making it to the live show, you may need to schedule up a later guest who is already there waiting.

Step 10: Plan for the Upcoming Episode



Our show producers often connected with next week’s guests and made sure we had a solid plan for the upcoming episode so as to minimize any last-minute surprises (like topic/guest changes). This is also a time to debrief the day’s episode that just finished, and to make any notes/raise any flags moving forward – it is a continuous learning process.

Do you have more questions on how we produced Rainbow Table? Email us at rainbowtable@egale.ca! The most important thing to remember when making your own Rainbow Table is to have fun and connect with others in your community!

