



Live Streaming

10 Tips for PR Success

- 1. Determine whether Live Streaming is right for you.** Live Streaming can be dynamic, authentic and engaging. Some marketing and PR pros use it to help them create an online identity. Others use it to generate interest (in a brand, company, or client,) or simply to engage. However, some marketers may conclude that Live Streaming doesn't align with their strategic goals, particularly if the type of content they produce doesn't lend itself to real-time communication.
- 2. Get acquainted with Live Streaming apps.** Periscope, Livestream, StreamNow, Facebook Live, Instagram Live Stories, Broadcast Me, Alively, Twitch TV and Streamago are among the more popular apps for live streaming.
- 3. Keep your content fresh.** Just as with your blog and other social media profiles and/or fan pages, you've got to create compelling content to keep your audience engaged so that they come back for more. Your live audience is interested in relevant information and discussion. Give any featured guests ample room to share their perspectives, promote their product or brands, and tell their stories.
- 4. Promote your Live Stream via other digital channels.** For Live Streaming on social media, announce what time you're going live and give prospective viewers a hint about the content. Write a compelling description to accompany the stream.
- 5. Live stream to more than one platform.** Publishing your Live Stream to multiple platforms such as YouTube and Facebook Live, is an excellent way to reach more viewers with minimal effort. Businesses can increase their impact without increasing the time and resources it takes to produce a Live Stream by streaming to multiple platforms with simulcasting. Streaming (simulcasting) to multiple channels from one platform is the most efficient way to expand your reach and bring new viewers to your content and it requires less bandwidth from your network compared to streaming to each platform separately.
- 6. Use your equipment wisely.** When Live Streaming with your phone, match your framing, lighting, sound, and surroundings to your intended scenario. For more "spur of the moment" broadcasts, hold your phone with your hand, use the built-in mic (or wear your headphones with a mic), and find a quiet spot where you can still capture the context. For a prepared presentation, use a tripod for your phone and a lapel mic (if available) and ensure that the lighting highlights you or what you are trying to show.
- 7. Use checklists (setup checklists, rehearsal checklists, and show rundowns).** Too much is happening quickly in a Live Stream environment; you'll be able to think more clearly about what needs to be done beforehand. Preparation in the days prior is critical.
- 8. Listen closely.** Self-produced content isn't the only material to show up in your Live Stream. It also includes what your audience is saying so bring the audience into the broadcast by reading and answering comments. Be on the lookout for inbound chatter and demonstrate your ability to both pay careful attention and offer insightful replies.
- 9. Have fun!** This is real-time video, so mistakes and mishaps are bound to happen. It's okay to acknowledge slip ups and keep recording. This is an exciting opportunity for you to share something you're excited about with the world.
- 10. Get more out of your Live Stream after the broadcast.** Consumers are naturally drawn to live video because it offers immediate real-time insight in a way that text and image cannot achieve. And companies love it because it gives them a chance to humanize their brand. However, it's not over once you stop filming. Video content – live or not – can be a valuable asset for any brand. You can stream content on almost any platform!

BOTTOM LINE:

With a little research, planning, and effort, Live Streaming can become an optimal solution for public relations and marketing professionals seeking maximum productivity – and greatest impact – from their social media endeavors.

CONTACT US

For a free consultation, or to find out more about Burrelles media relations planning, monitoring and measurement services, please [contact us online](#) or at: Burrelles.com | [800.631.1160](tel:800.631.1160)