

# **STREAMING VIDEO**



**Cisco predicts 85% of  
consumer internet  
traffic will be video by  
2019**

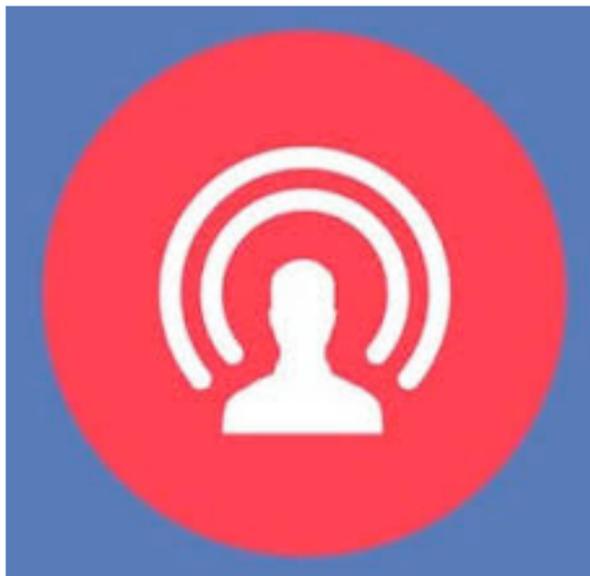


**Posts with video get 10 times the likes, shares, and embeds, and viewers stick with a post longer if it contains a video**

# The Two Live-Streaming Apps To Focus On



**Periscope**



**Facebook Live**



# Periscope

- **Periscope lets you broadcast live to Periscope and Twitter users.**

- **You can save the broadcasts on your Camera Roll**

Skip



Periscope

Periscope lets you explore the world by watching and creating live video broadcasts.



# Periscope Growth

- **1,000,000 users within 10 days of March 26 launch**
- **It took Twitter 2 years to reach 1,000,000 users**

Skip



Periscope

Periscope lets you explore the world by watching and creating live video broadcasts.



# Periscope Growth

- **10,000,000 users by Aug. 15**
- **15,000,000 users by Sep. 15**
- **Now over 25,000,000 users**

Skip



Periscope

Periscope lets you explore the world by watching and creating live video broadcasts.



# Periscope Stats

- **100+ years of video content watched EVERY 24 HOURS!**

Skip



Periscope

Periscope lets you explore the world by watching and creating live video broadcasts.



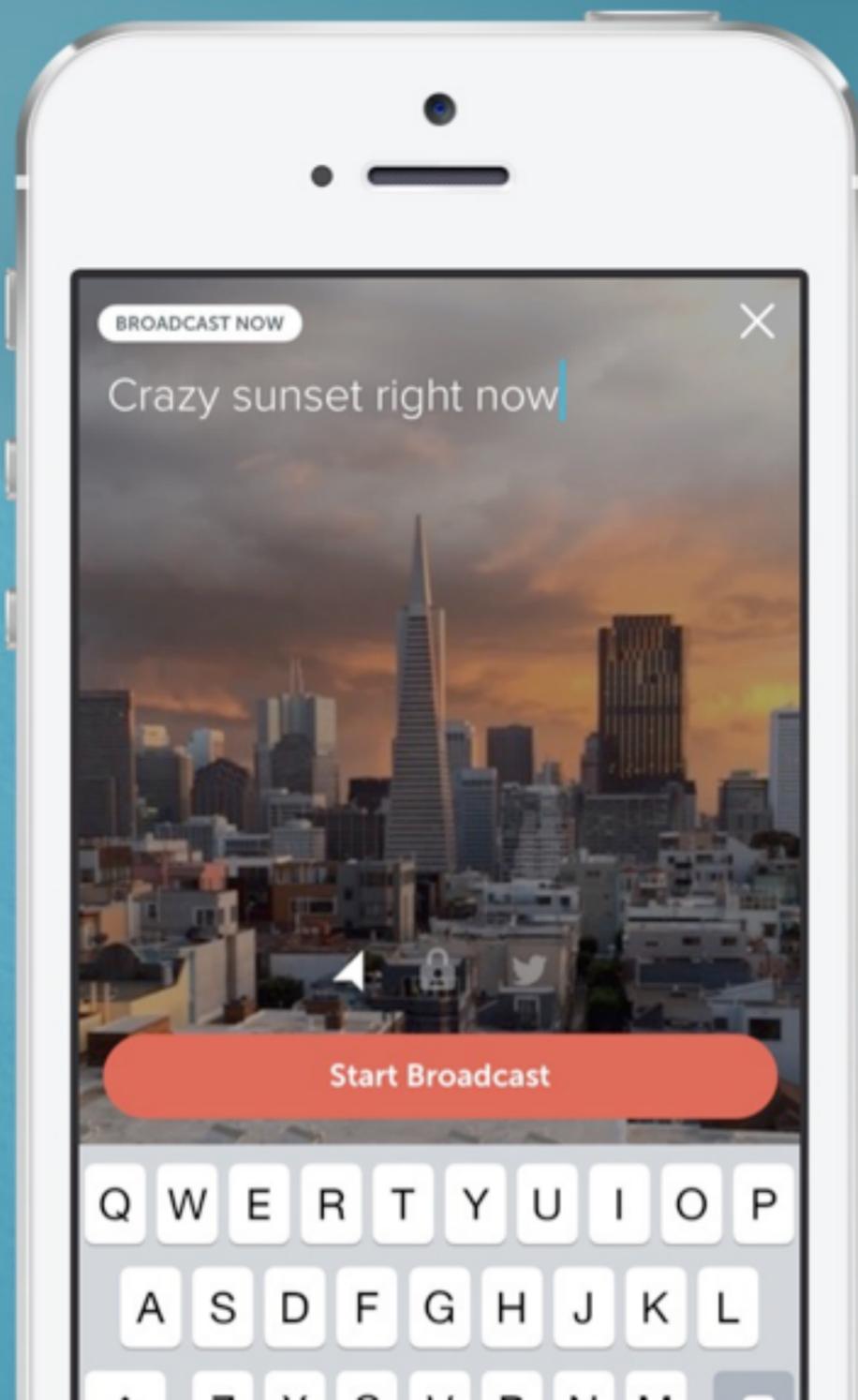
# Bold, Tweetable Statement!



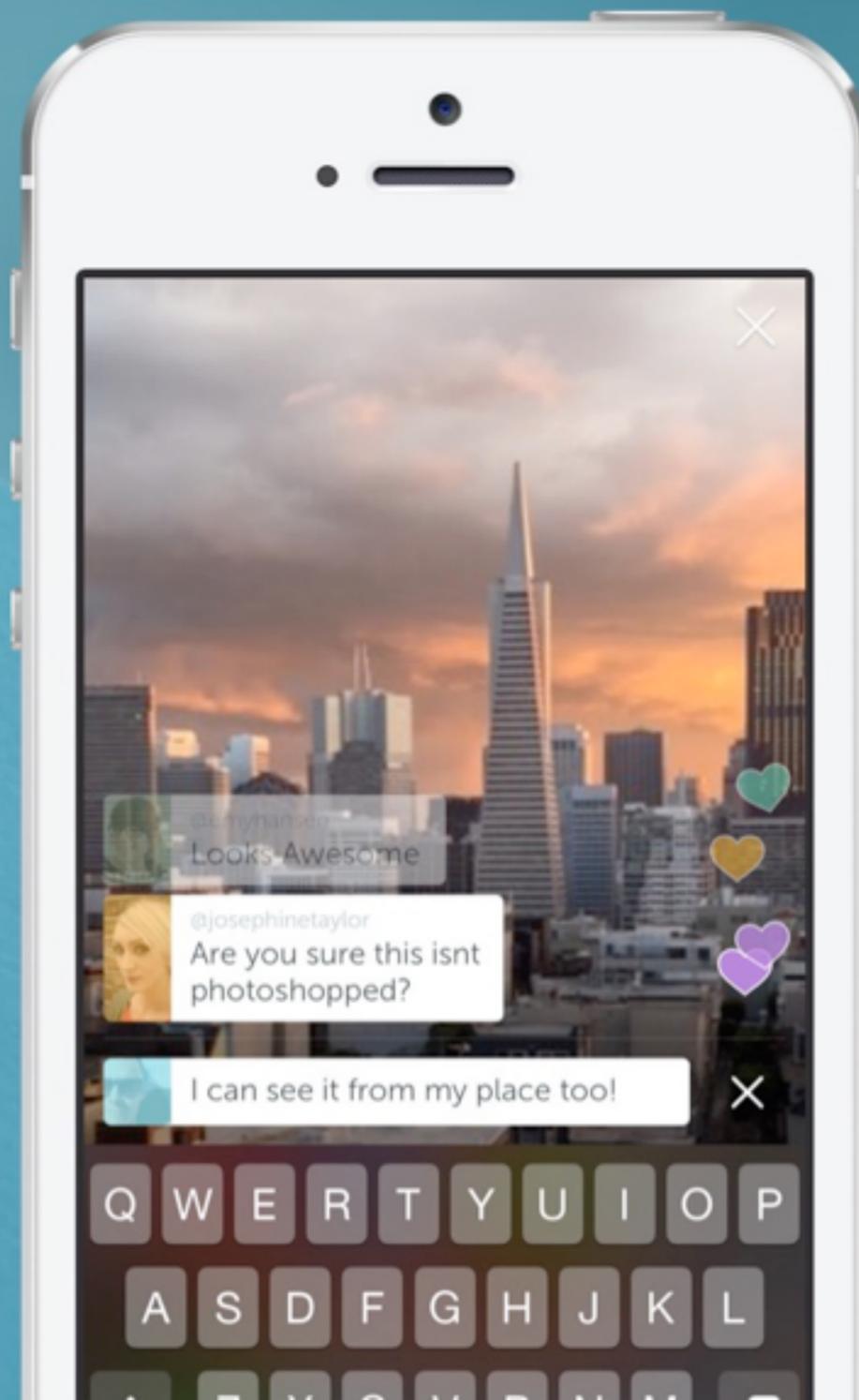
● **Live streaming is THE MOST powerful social media capability ever!**

**It is worth making a MAJOR effort for.**

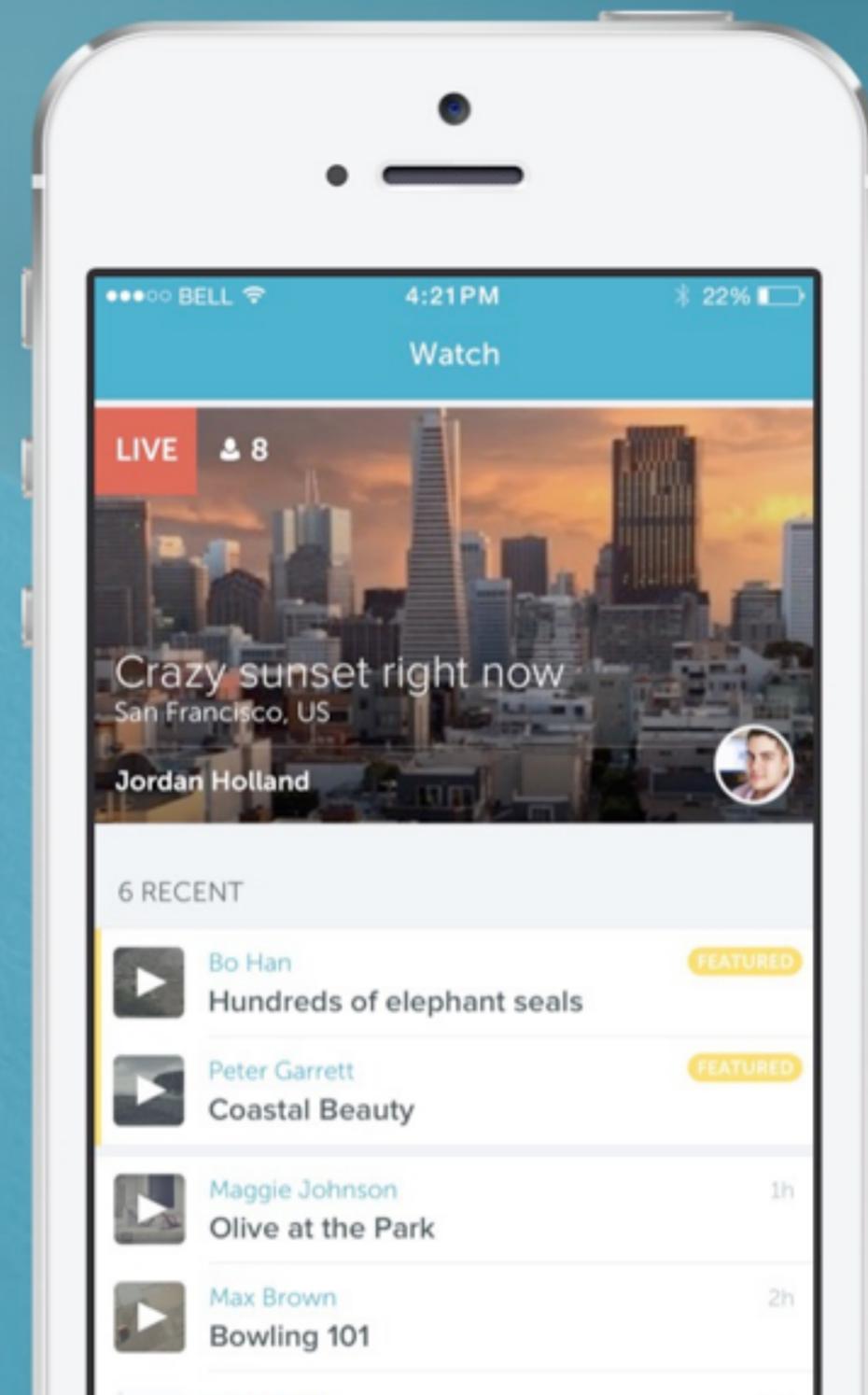
# Broadcast Video LIVE from Anywhere



# Watch and Interact with Messages and Hearts

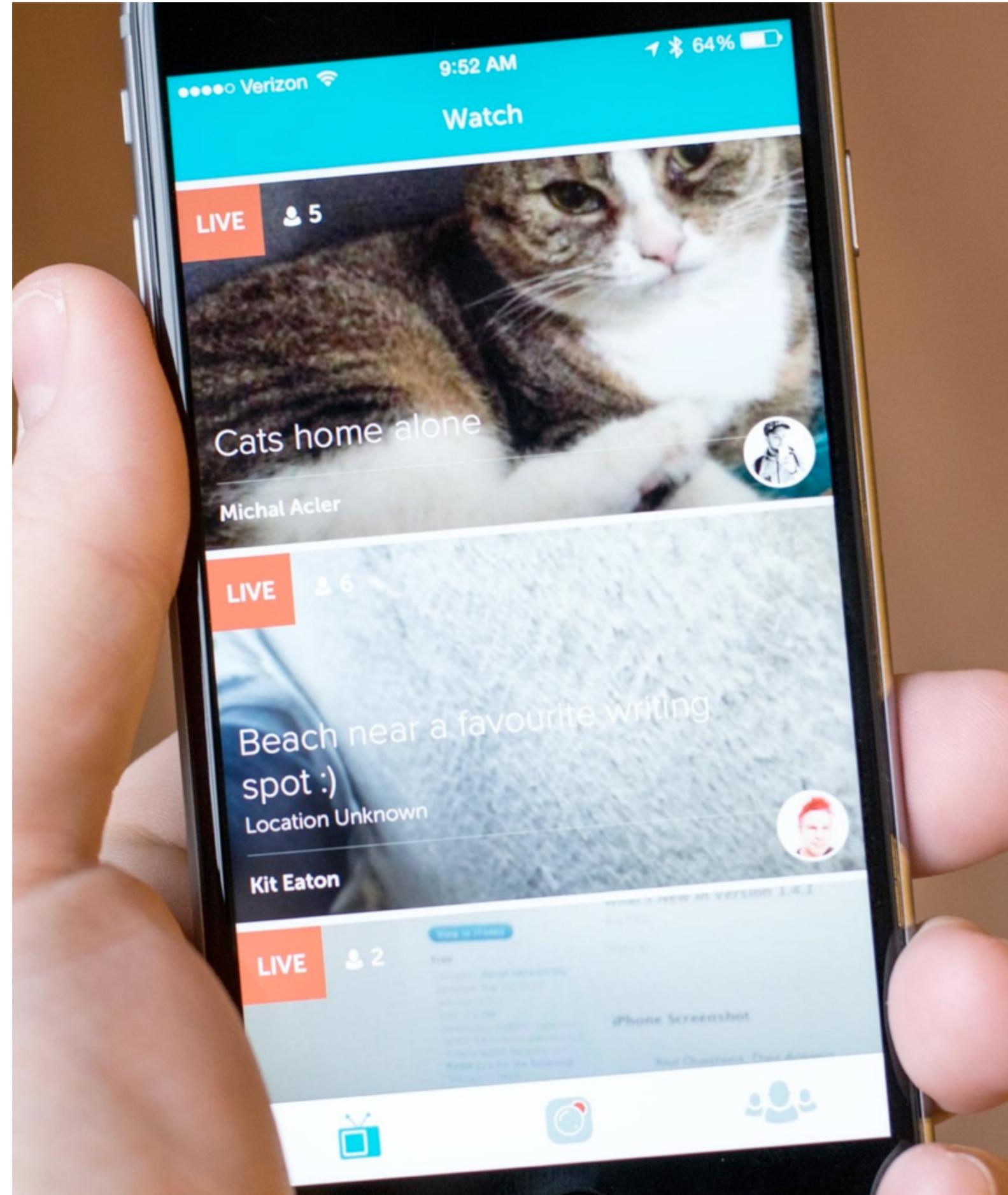


# Browse LIVE or Recent Broadcasts



# Periscope

- Viewers can make on-screen text comments during your broadcast
- You can respond to them verbally



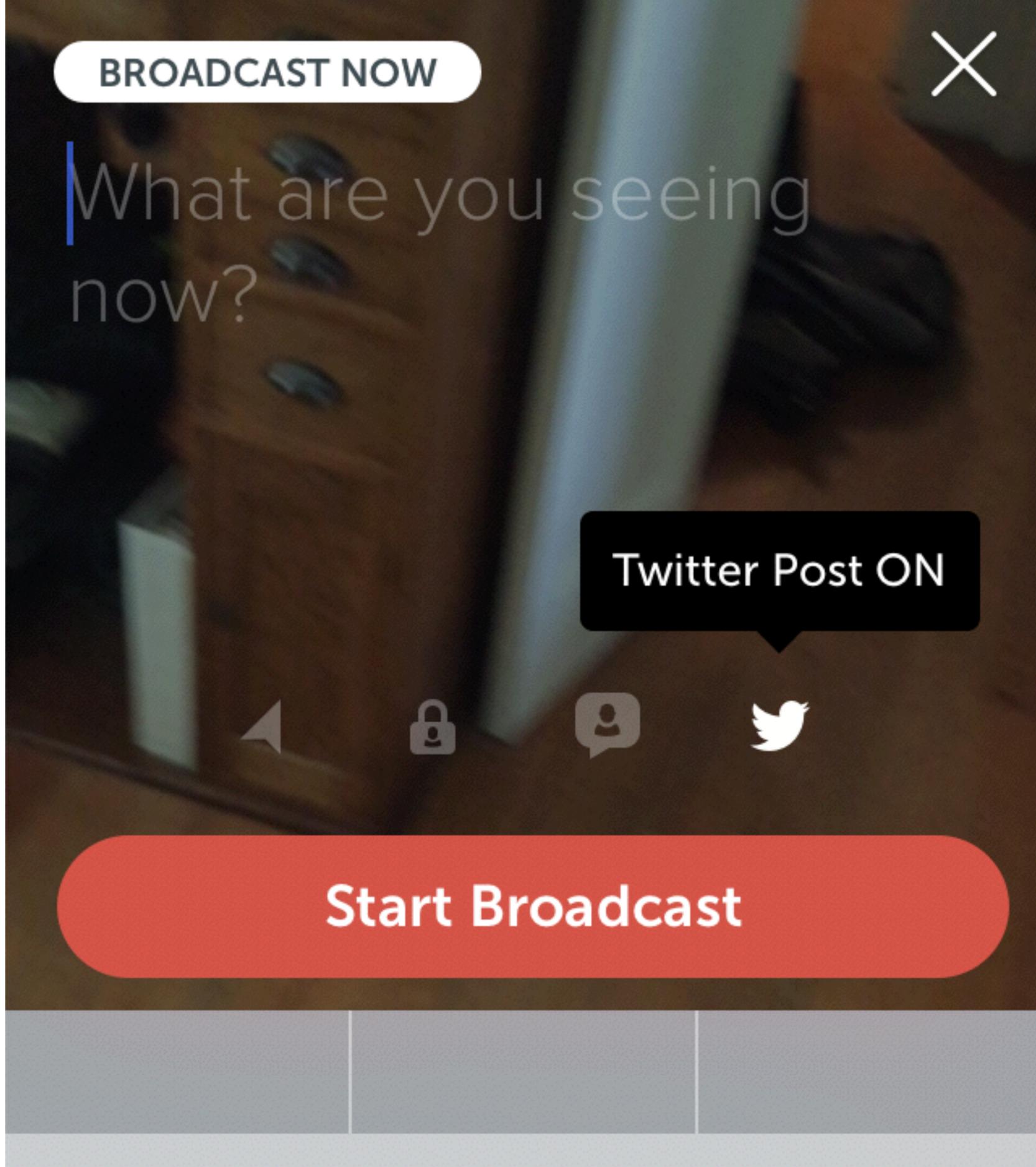
# What Is Periscope?

- **The replay lasts for 24 hours  
([Periscope.tv/your username](https://periscope.tv/your_username))**
- **You can save the broadcasts on  
your Camera Roll**



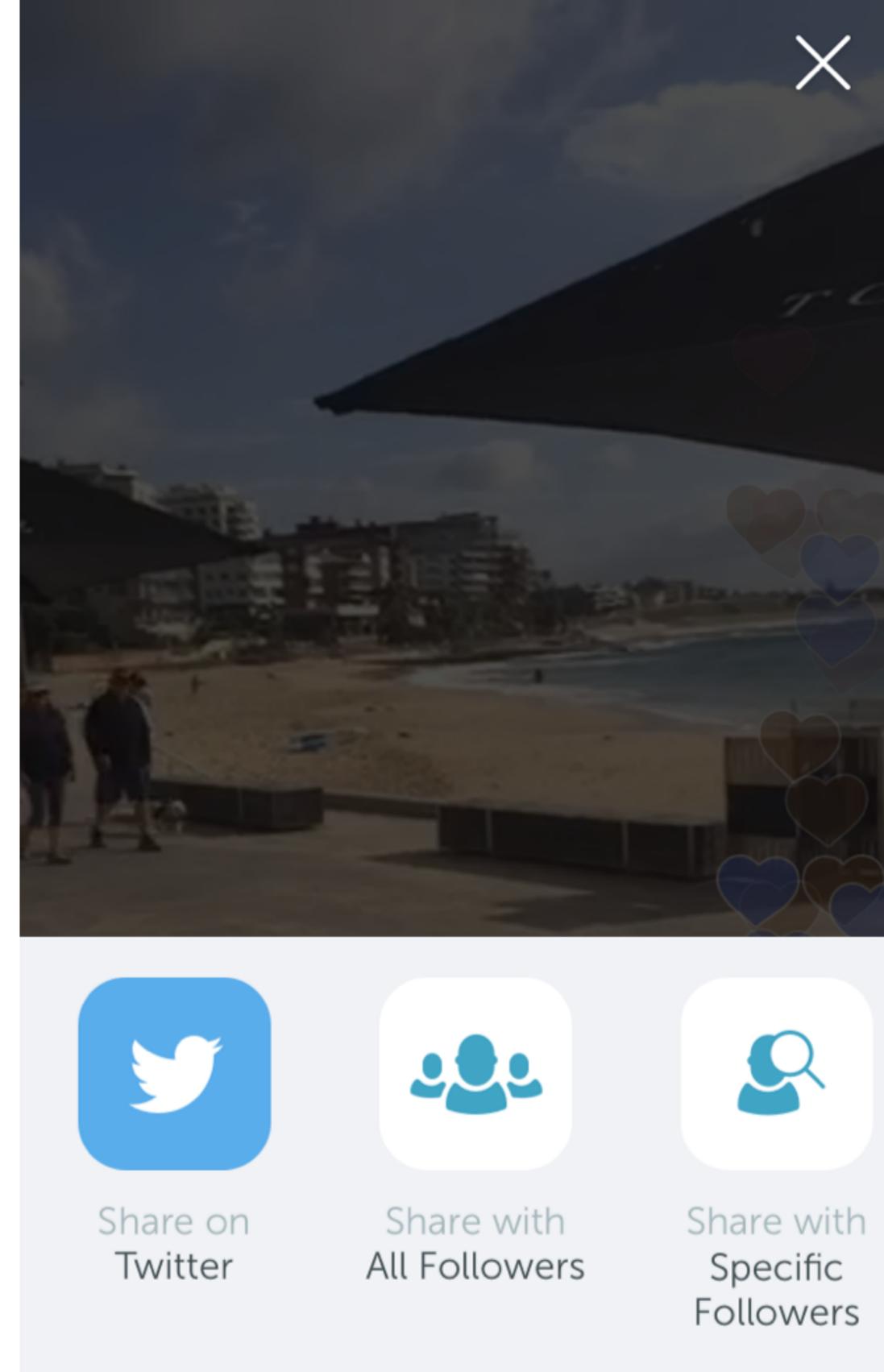
# Periscope

- **Periscope is connected to Twitter, so you have the opportunity to notify your audience and other viewers via hashtags in your title**



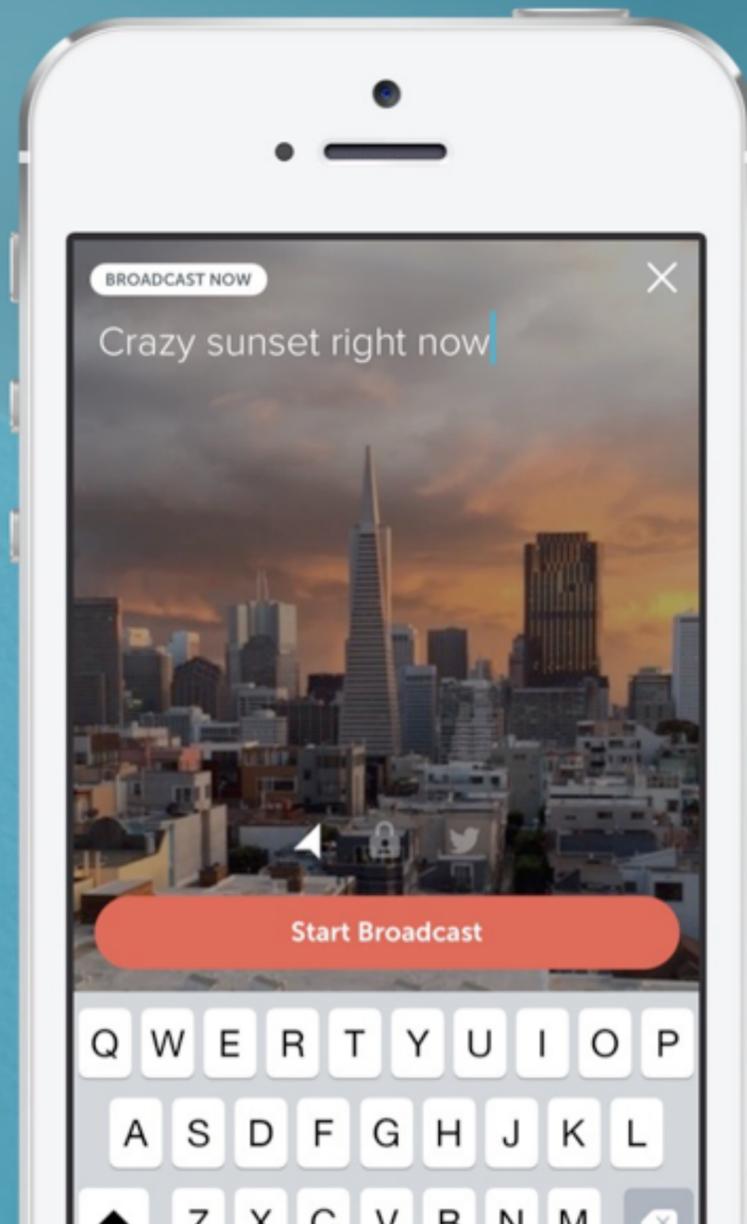
# Periscope

- Users are able to share your broadcast with all their followers, their Twitter followers only, or their Facebook followers

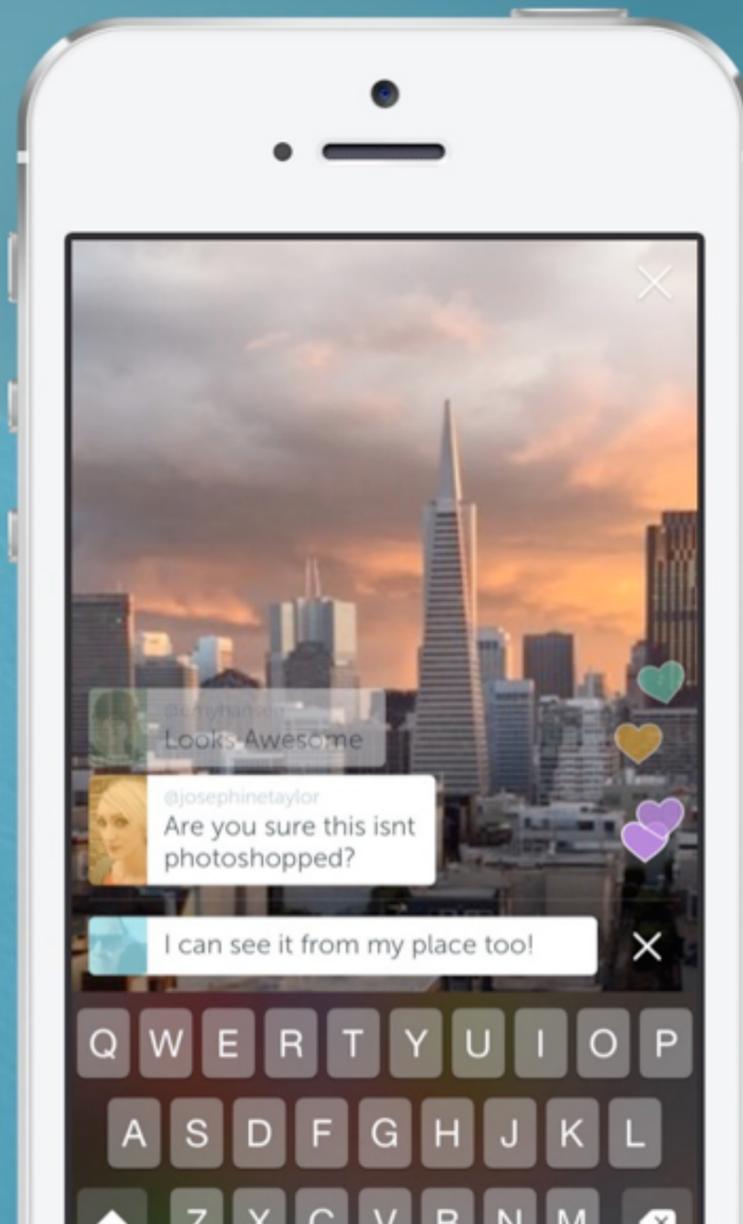


# Here's How Business Uses It

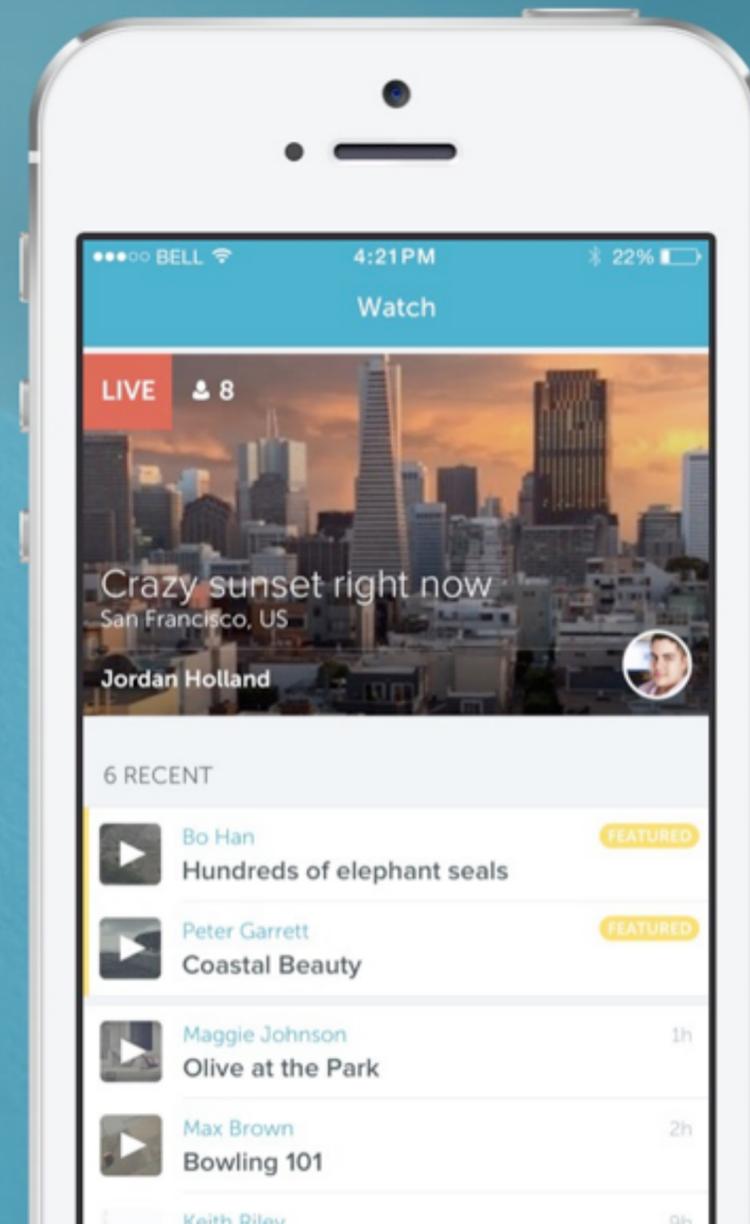
Broadcast Video  
LIVE from Anywhere



Watch and Interact with  
Messages and Hearts



Browse LIVE or  
Recent Broadcasts



# **Periscope for Business**

- **Differentiate themselves in the market**
- **Establishes their authority/expertise**
- **Allows potential customers to know, like and trust them**

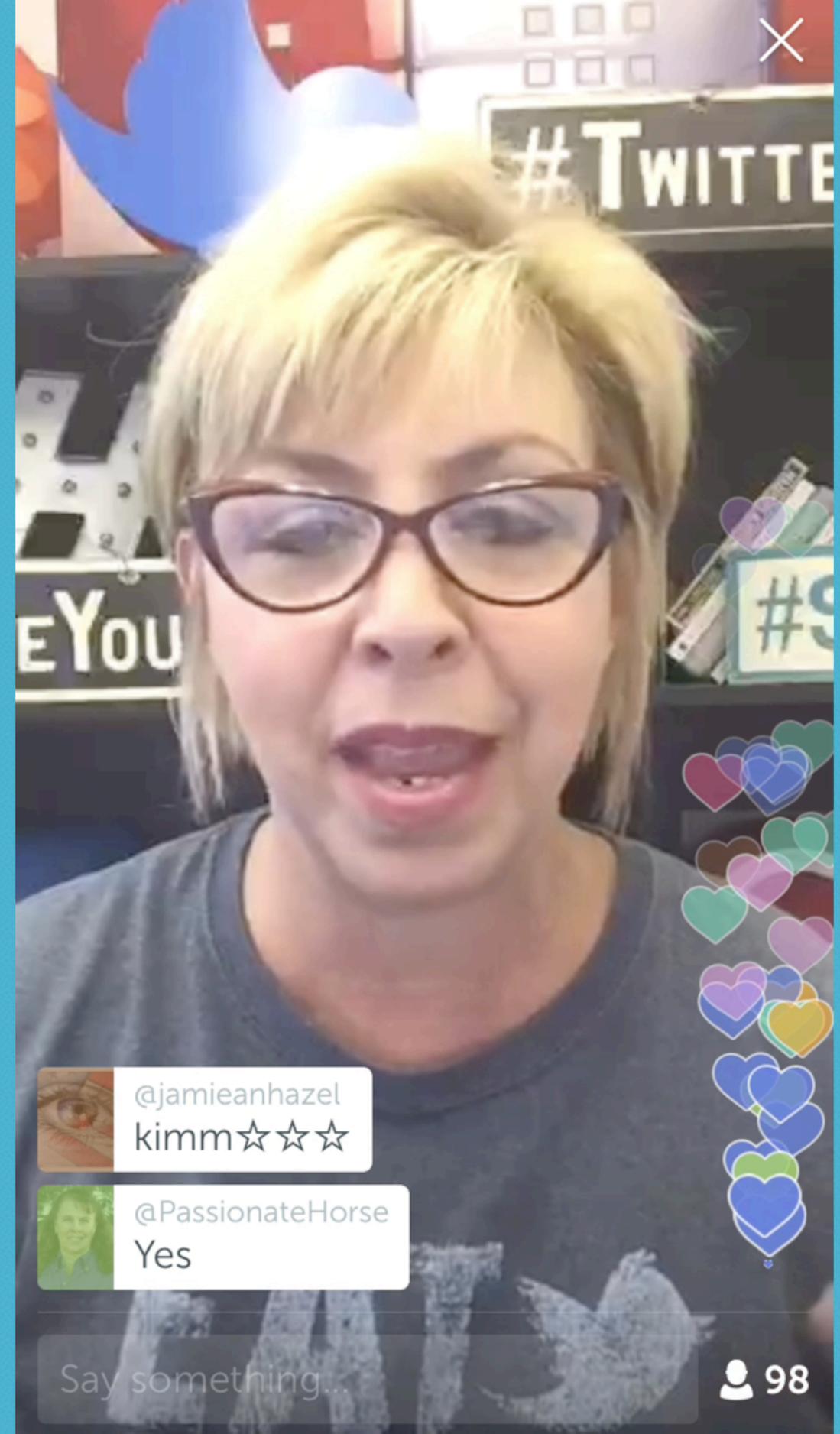
# The Story of Chocolate Johnny

- **Chocolatier with a shop in Sydney, Australia**
- **Began on Periscope as Chocolate Johnny**
- **Is now known internationally**





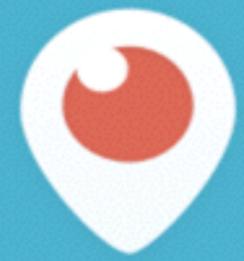
# Social Media and Marketing Strategist Kim Garst





Periscope

**1) Allows you to connect closely with those whom you serve**



Periscope

**2) More powerful than a  
standard social media post**



**3) Allows you to show what you do daily in a high-impact, personal way**

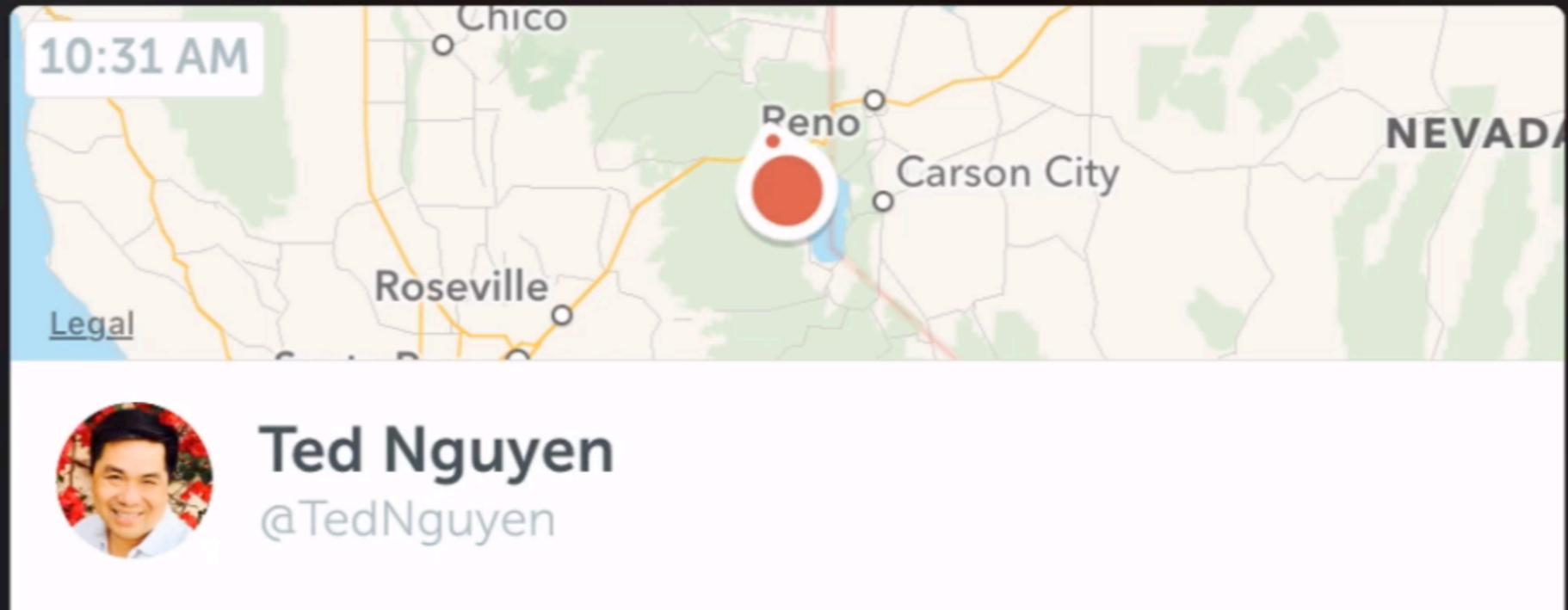
**Calgary, Alberta  
Canada**

**Music on the “C”  
Train for Juno Week**



# California Association of Public Information Officials (CAPIO)

What's up with @TedNguyen at  
@CapioTweets #Capio2016



**Daniel  
Berlant**

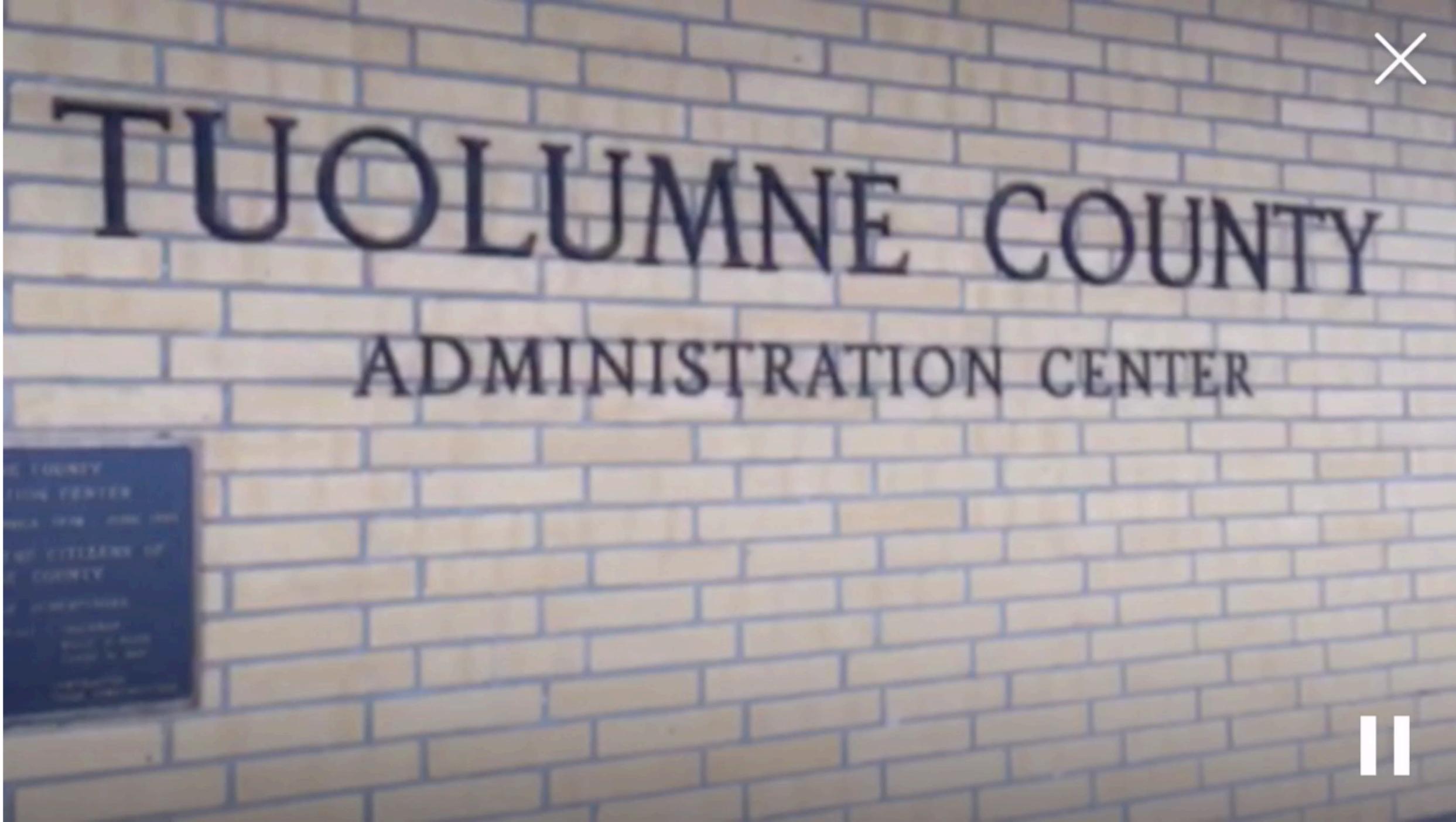
**CalFire**



# City of Jacksonville Florida



**California  
State  
Association  
of Counties**



**Ontario, BC**

**Truck Rollover  
Accident**

This is what happens  
when you take an exit  
too fast



**ENDED** 5 hours ago

188 REPLAY VIEWERS

 207

173

More Replay Viewers

737 LIVE VIEWERS



**Press & Hold** the video to skip ahead



# Sacramento Fire Department

## Auto Extrication Training

Sacramento Fire  
Probationary

Firefighter drill: Auto  
extrication.

**ENDED** 5 hours ago

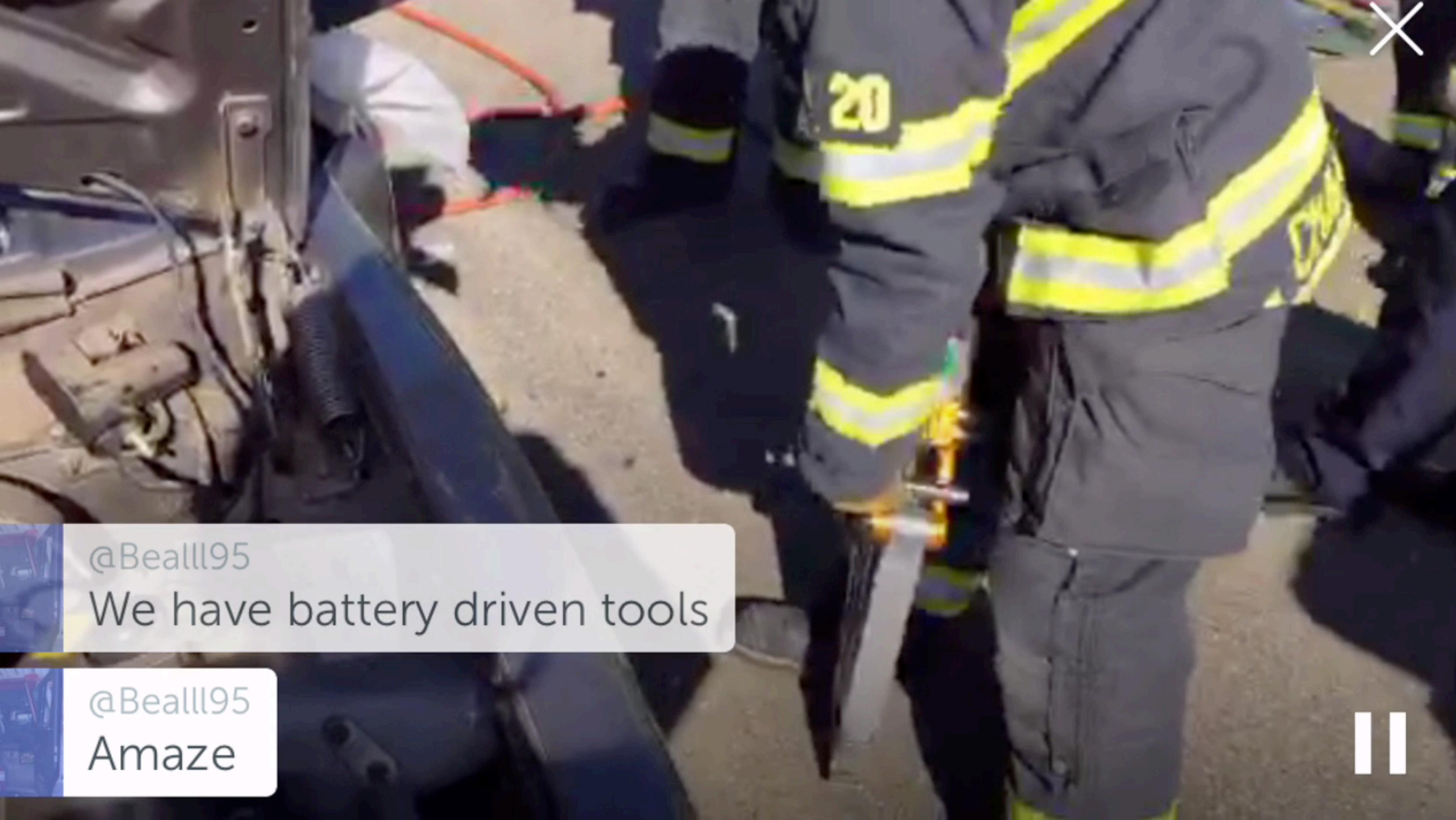
448 LIVE VIEWERS



**JUSTIN BALLARD**



**Koltsmom**



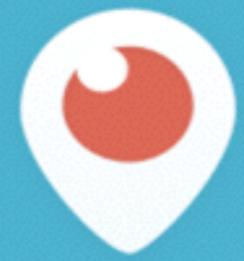
@Beall95

We have battery driven tools

@Beall95

Amaze





Periscope

**What you MUST do to be  
EFFECTIVE in your agency's  
Periscope broadcasts**

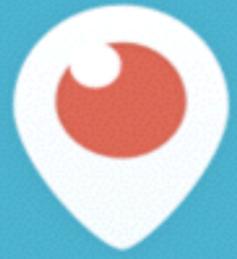
# How To Do An Effective Scope

1) You must **HOST** the broadcast

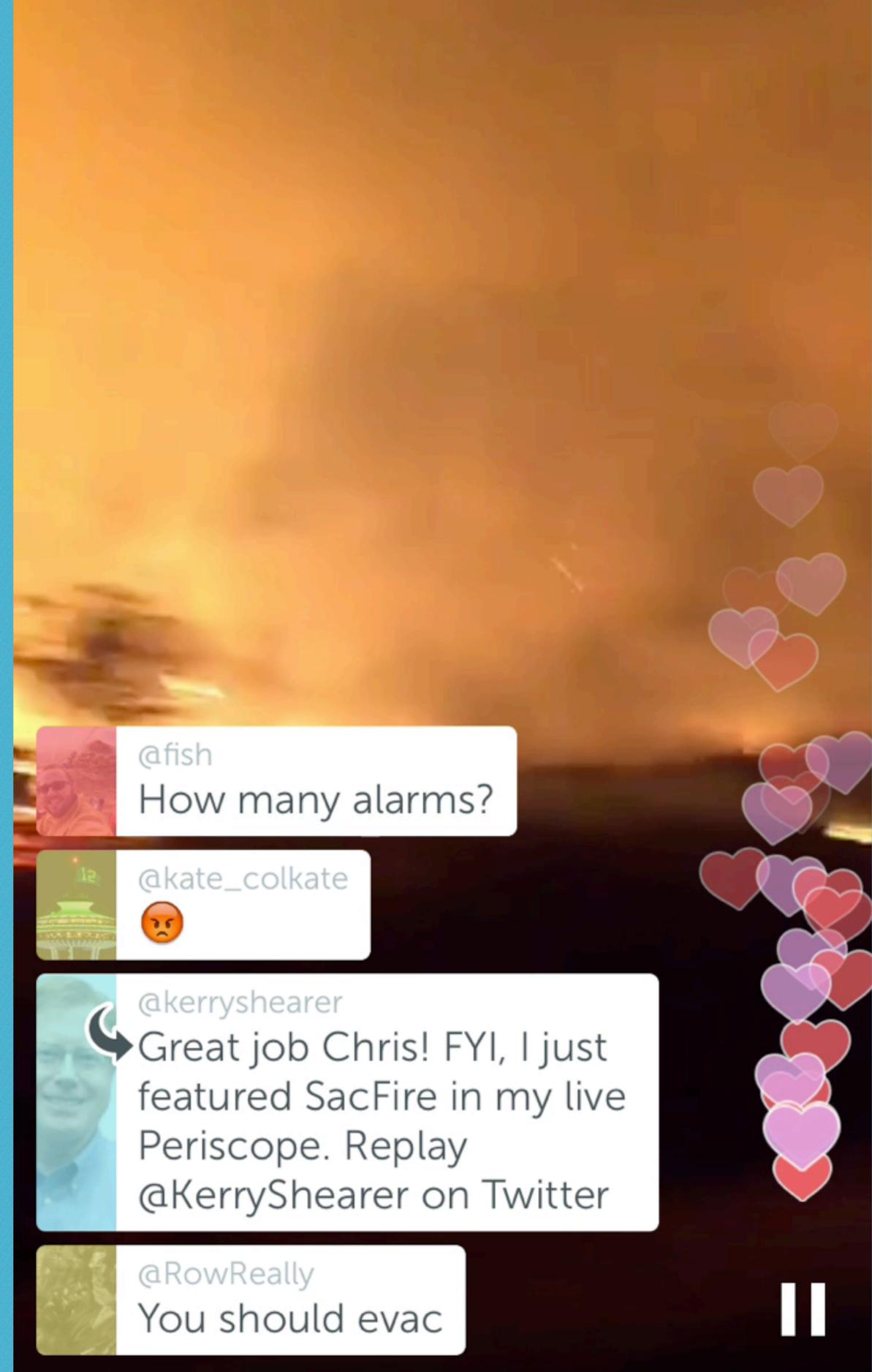
-Personality -Authenticity -Bullets, but no script

2) You must offer **UNIQUE CONTENT**

-Behind scenes -Special interviews



# Periscope



 @fish  
How many alarms?

 @kate\_colkate  
😡

 @kerryshearer  
↪ Great job Chris! FYI, I just featured SacFire in my live Periscope. Replay @KerryShearer on Twitter

 @RowReally  
You should evac



# How To Do An Effective Scope

3) You must **INTERACT** with viewers

-Acknowledge them   -Engage them   -Ask & answer Q's

4) You must have **GOOD TECH**

-Plug-in mic   -Good lighting   -Steady shot

# Key Elements to Remember

- **Catchy headline** with hashtags
- Opening shot needs to **get attention**
- Intro self, **welcome viewers**, tease topic
- **Cover 3-5 points**, then recap and end
- Give a **call to action** (next steps)



**Movo PM10  
Wired Lavalier Microphone**



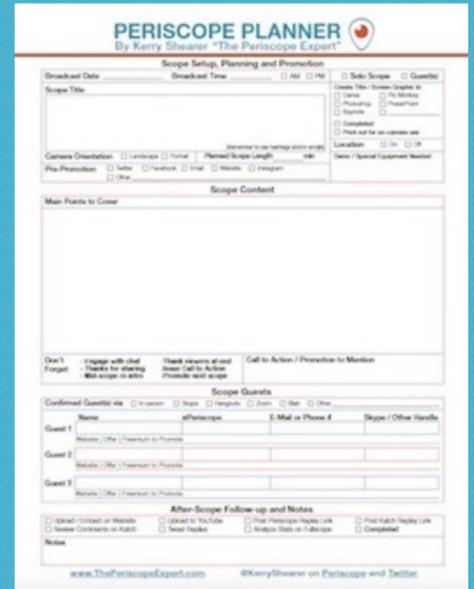
# Periscope

**Text**

**PERISCOPEPOWER**

**to 33444**

**to get my PDF tip sheet**



**Go to**

**PeriscopePlanner.com**

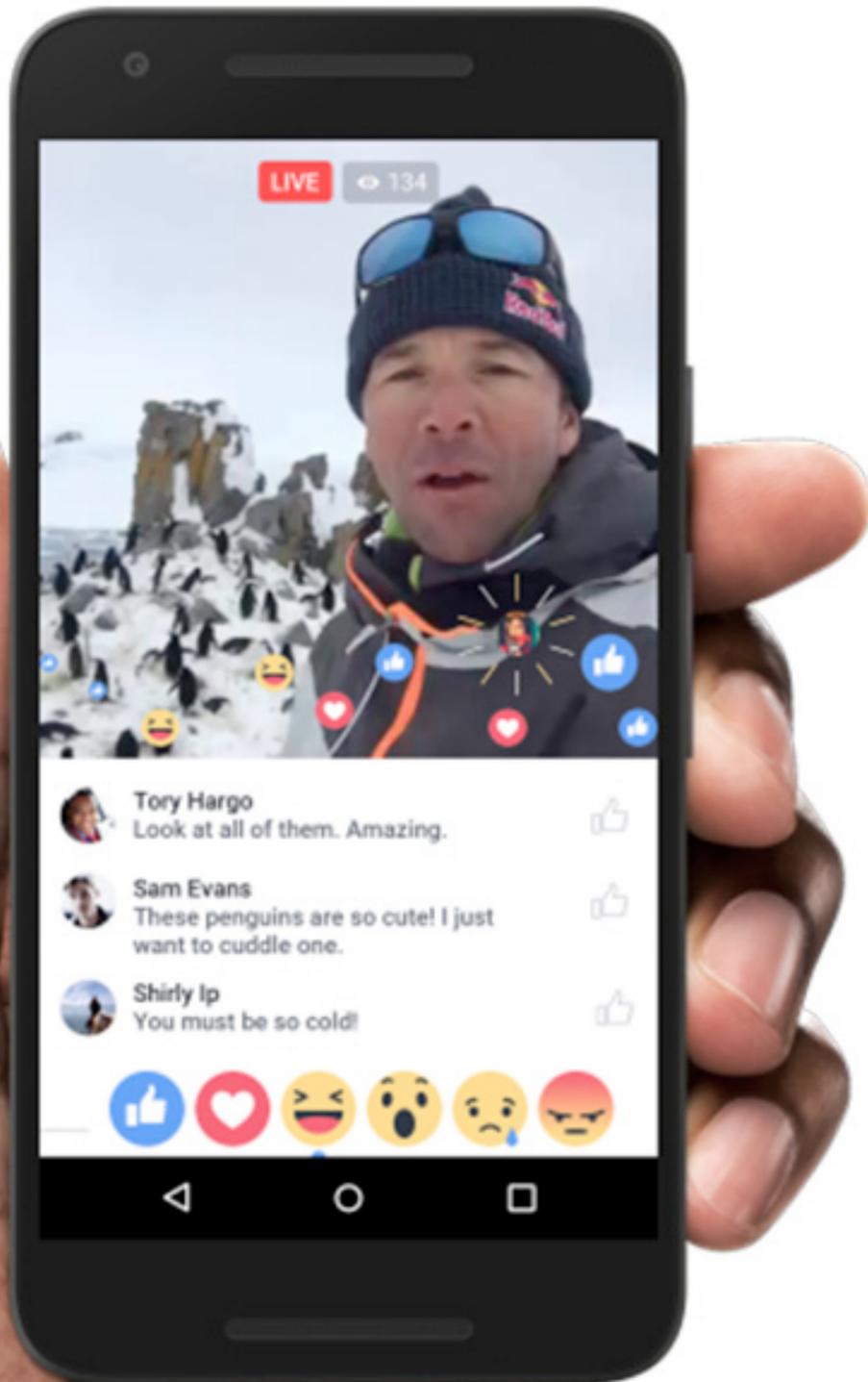
**to get my free**

**printable PDF**

**planner tool**



# Facebook Live



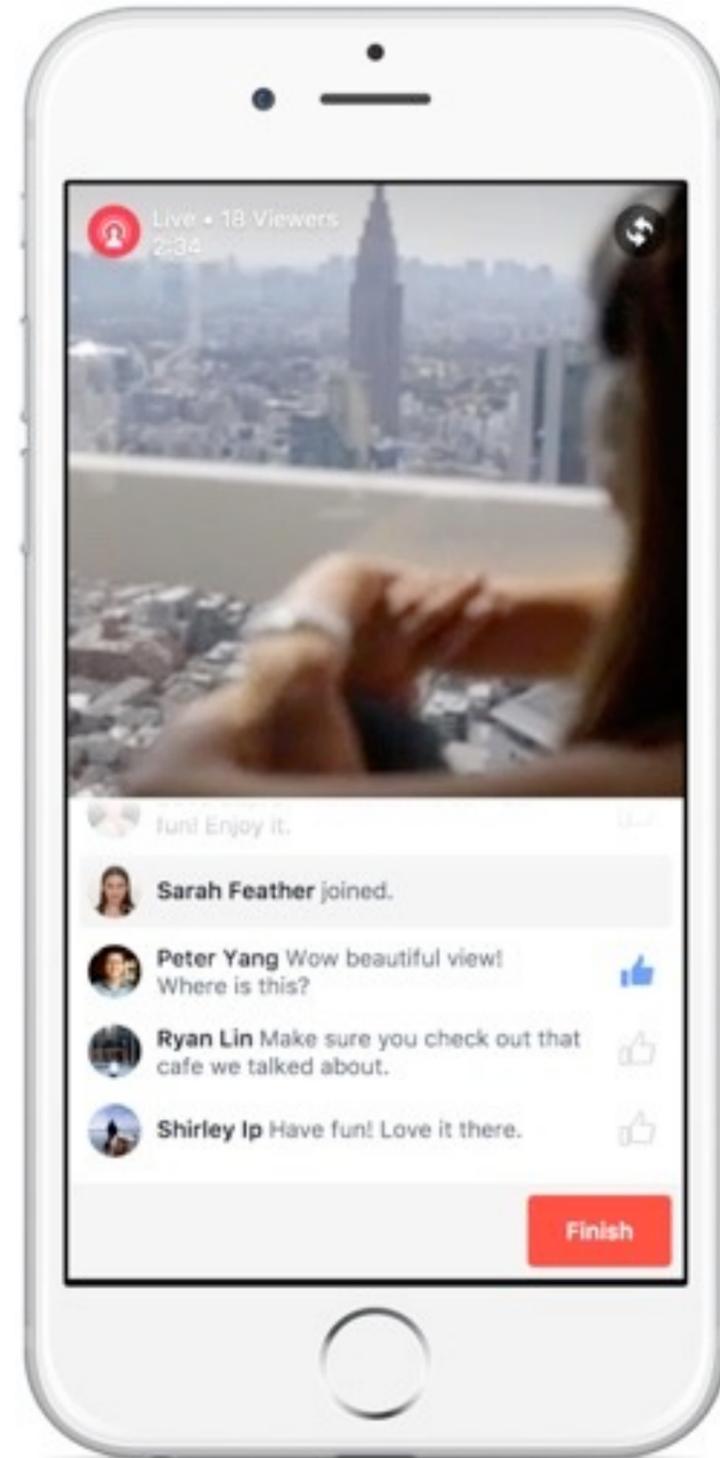
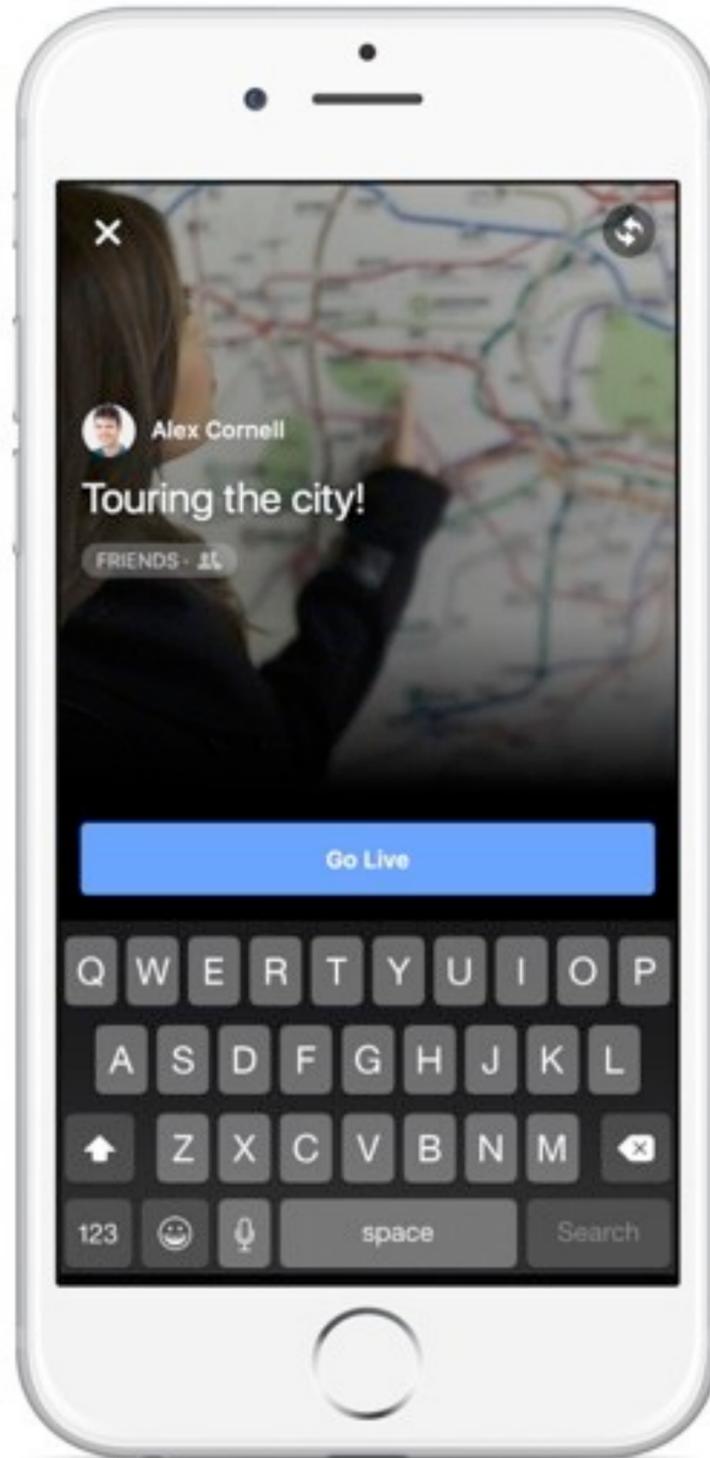
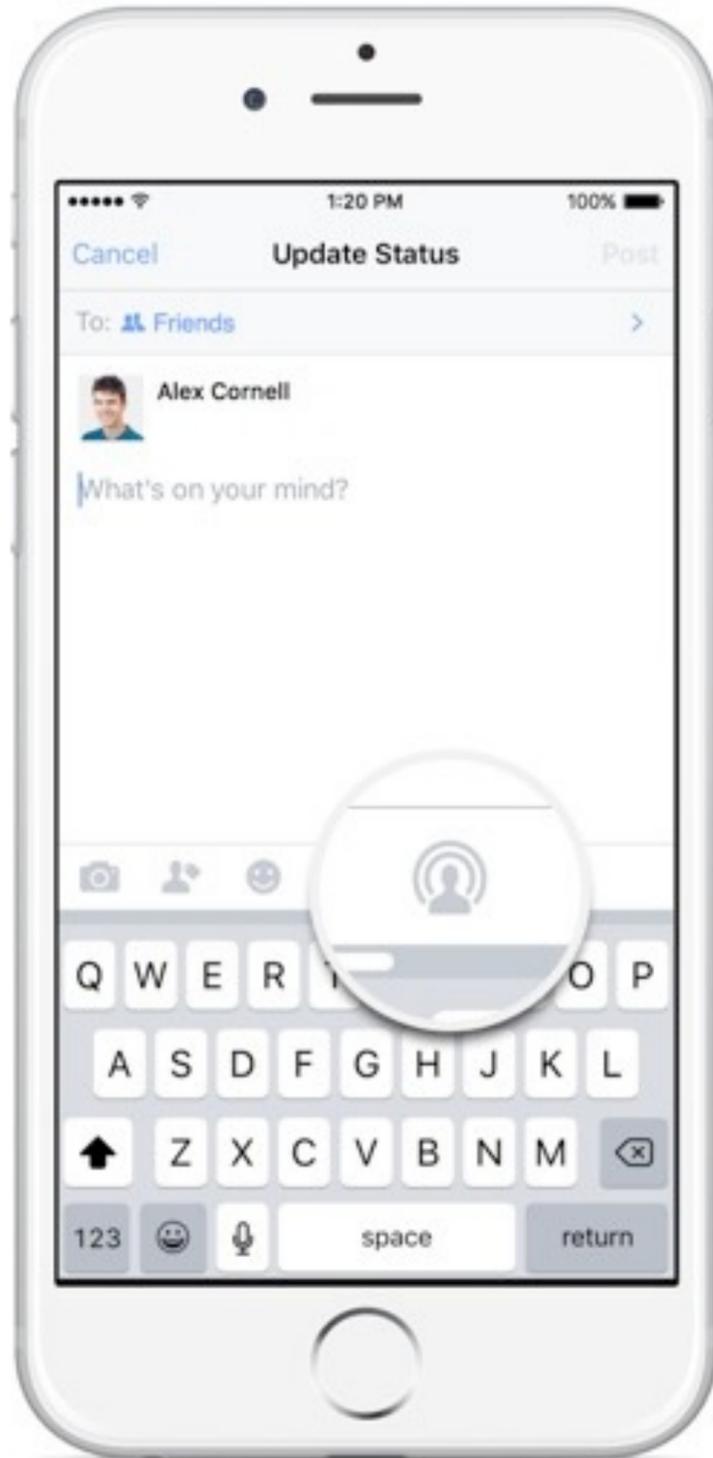
**Aug. 2015** Mentions app for celebrities

**Jan. 2016** U.S. profile pages

**Mar. 2016** On business pages

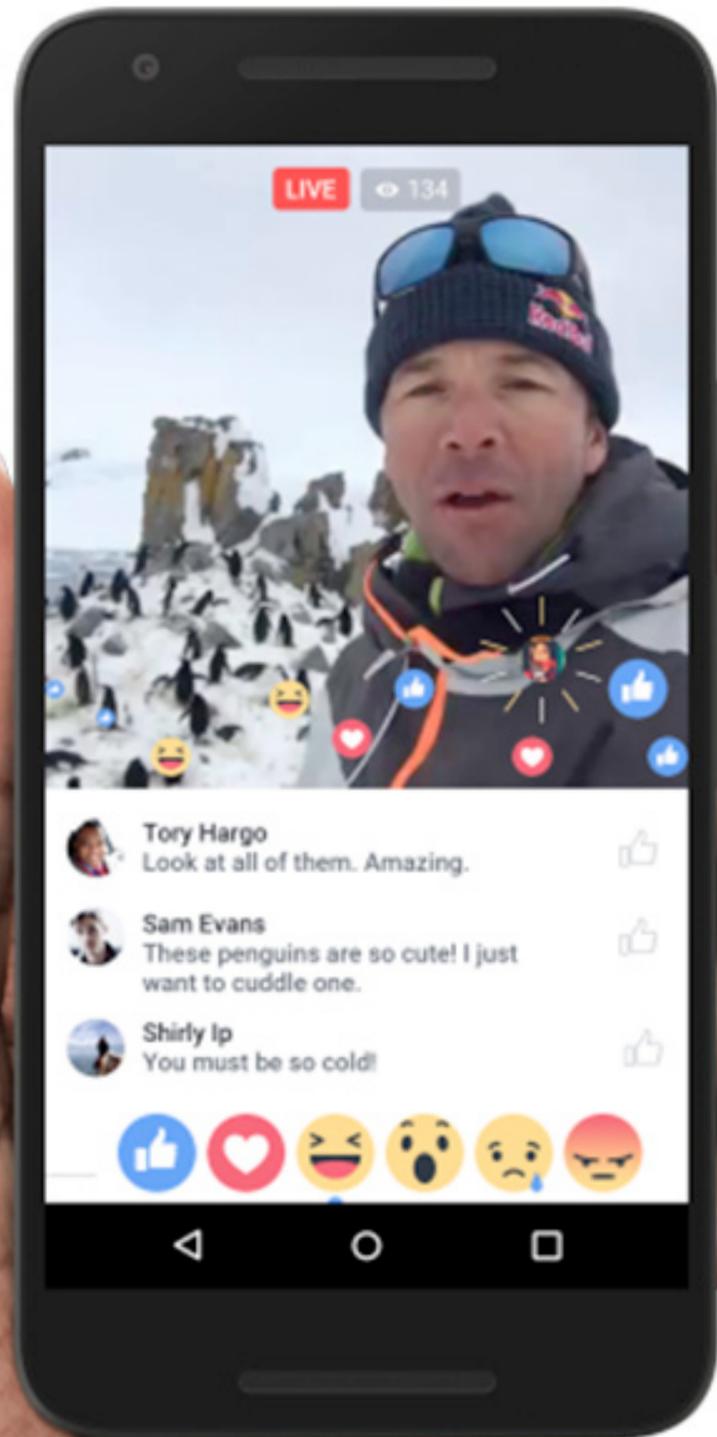
**Apr. 2016** In Facebook Groups

# Facebook Live





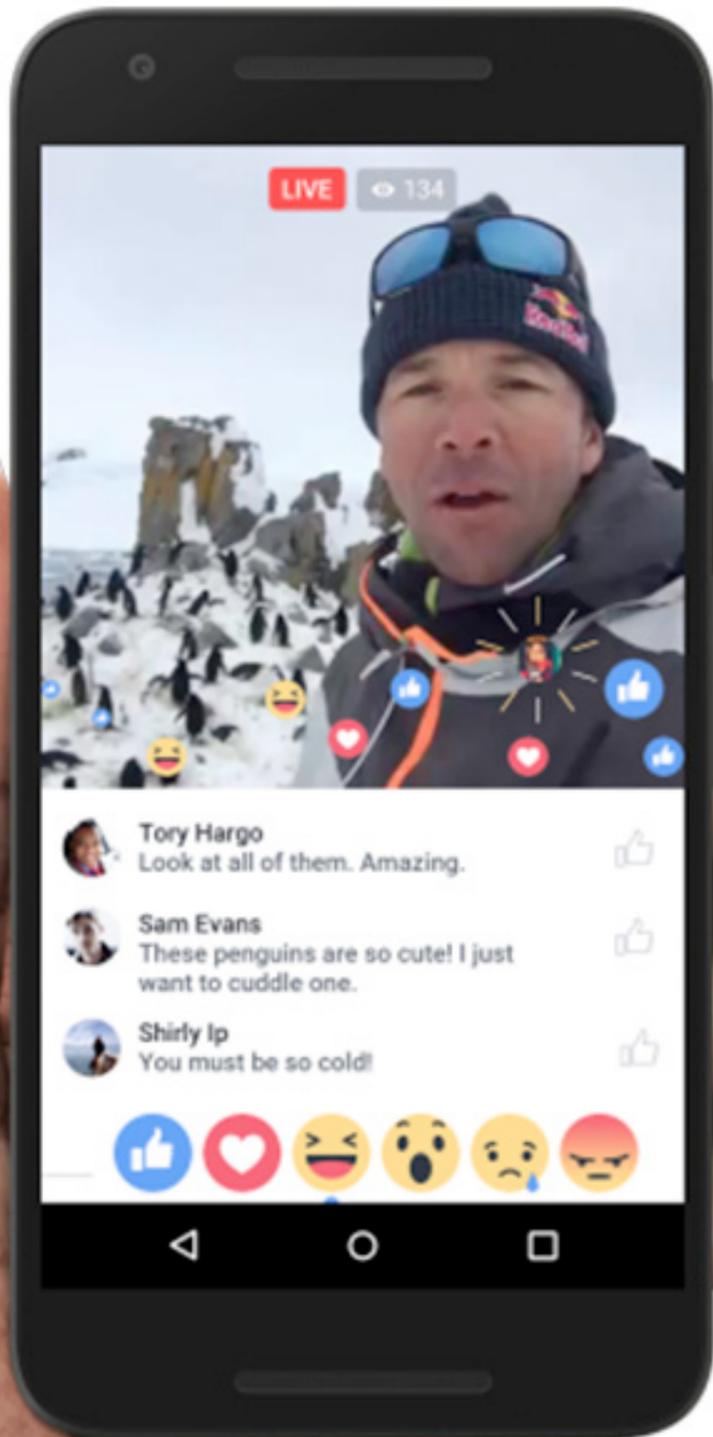
# Facebook Live



**Broadcast live on your profile page, business page, or group using your smartphone or tablet. (And more options are coming soon!)**



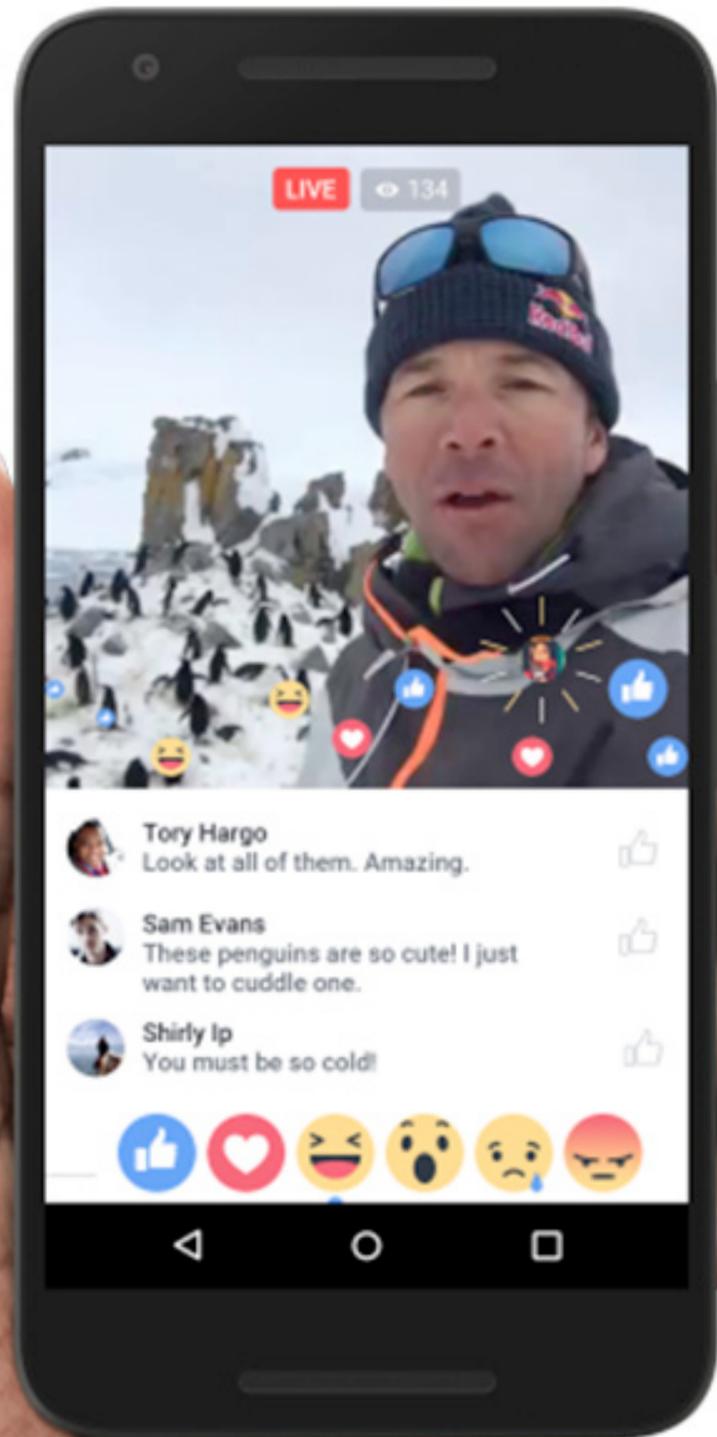
# Facebook Live



**Enter a title and start the broadcast. You'll see a 3-second countdown.**



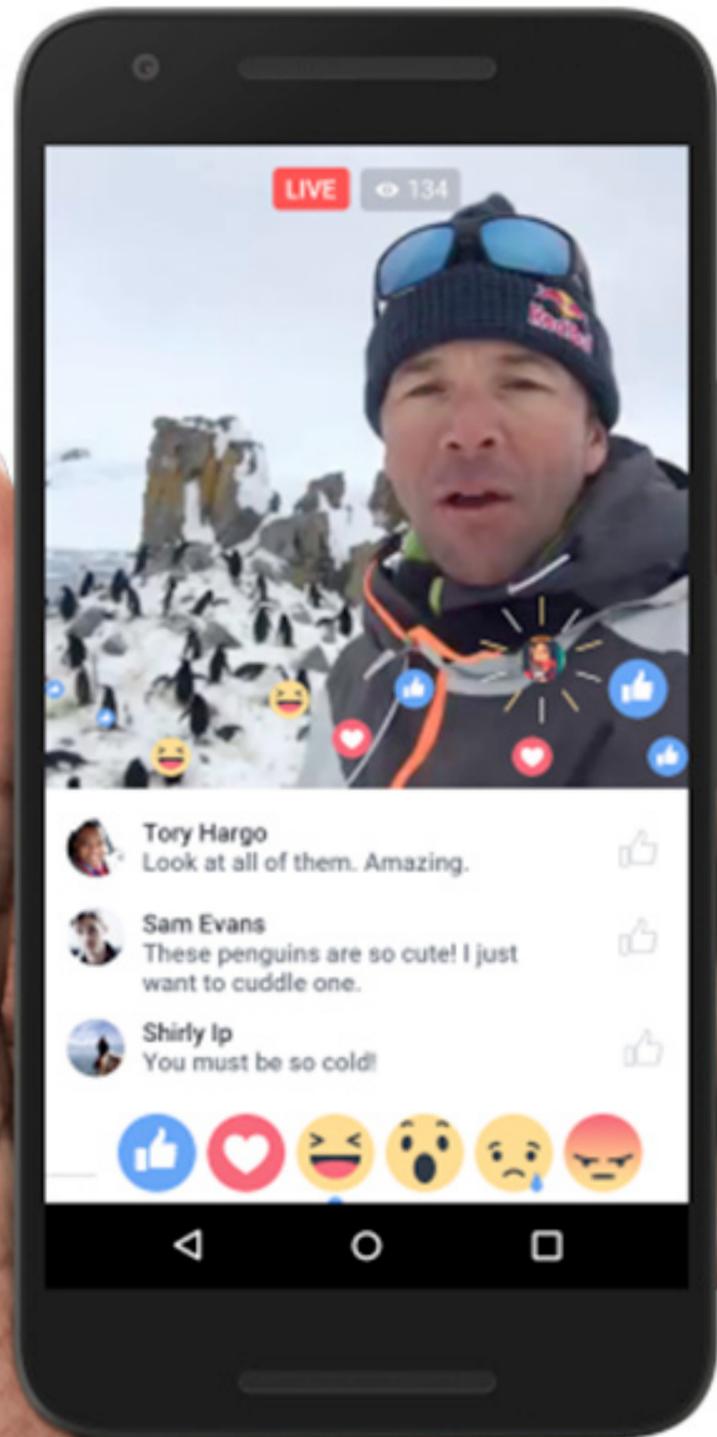
# Facebook Live



**Viewers can subscribe to your live broadcasts. When you go live, they'll be notified.**



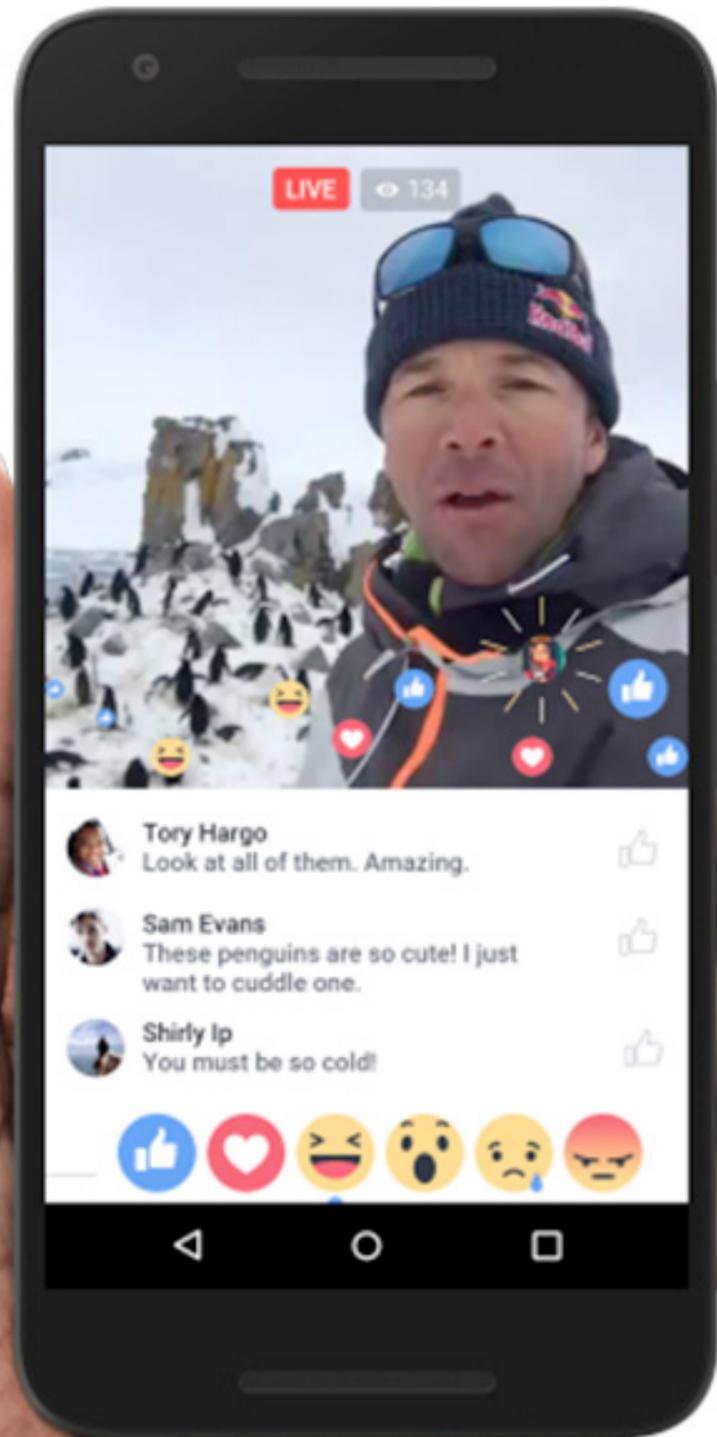
# Facebook Live



**Facebook favors live videos in the newsfeed, so more people will see your live broadcast than a standard social media post**



# Facebook Live



**You will be able to see the number of live viewers who are watching your video**



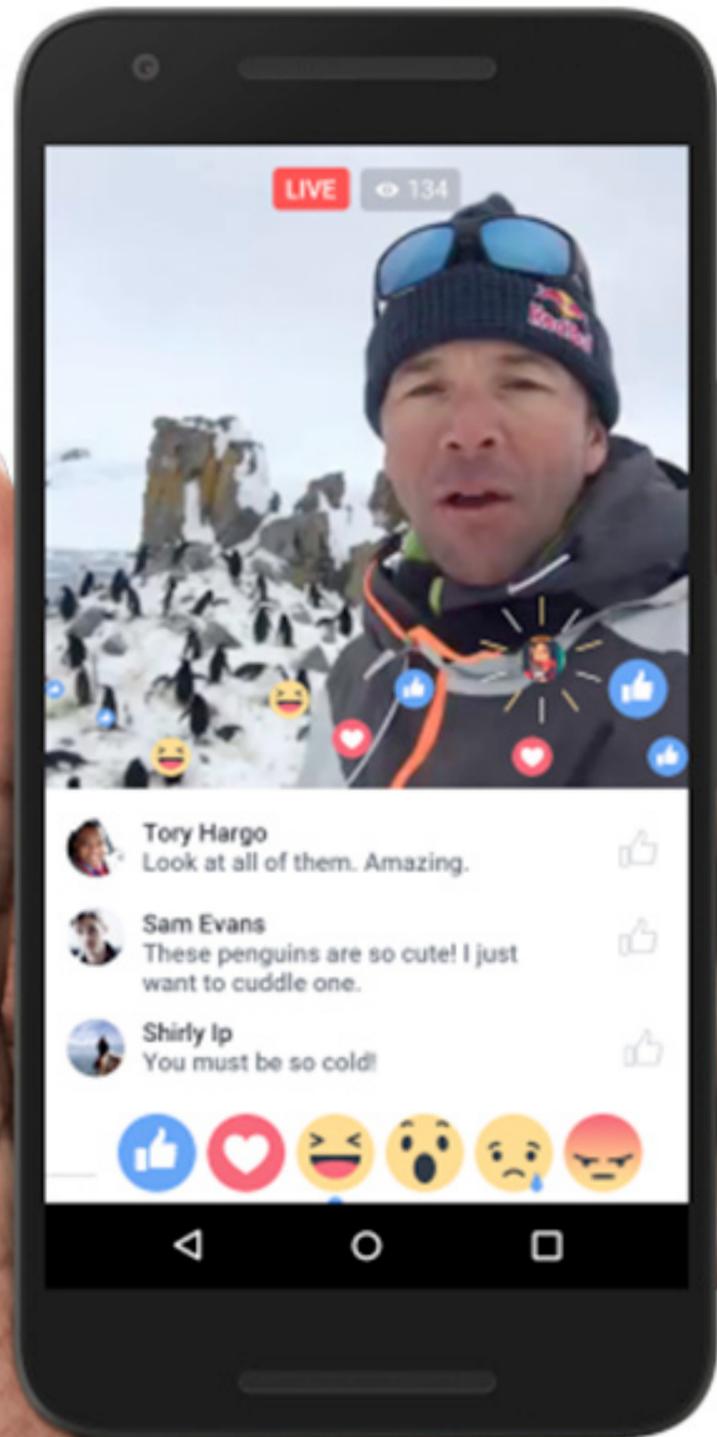
# Facebook Live



**You can read and verbally respond to viewers' comments as they appear in the chat while you broadcast**



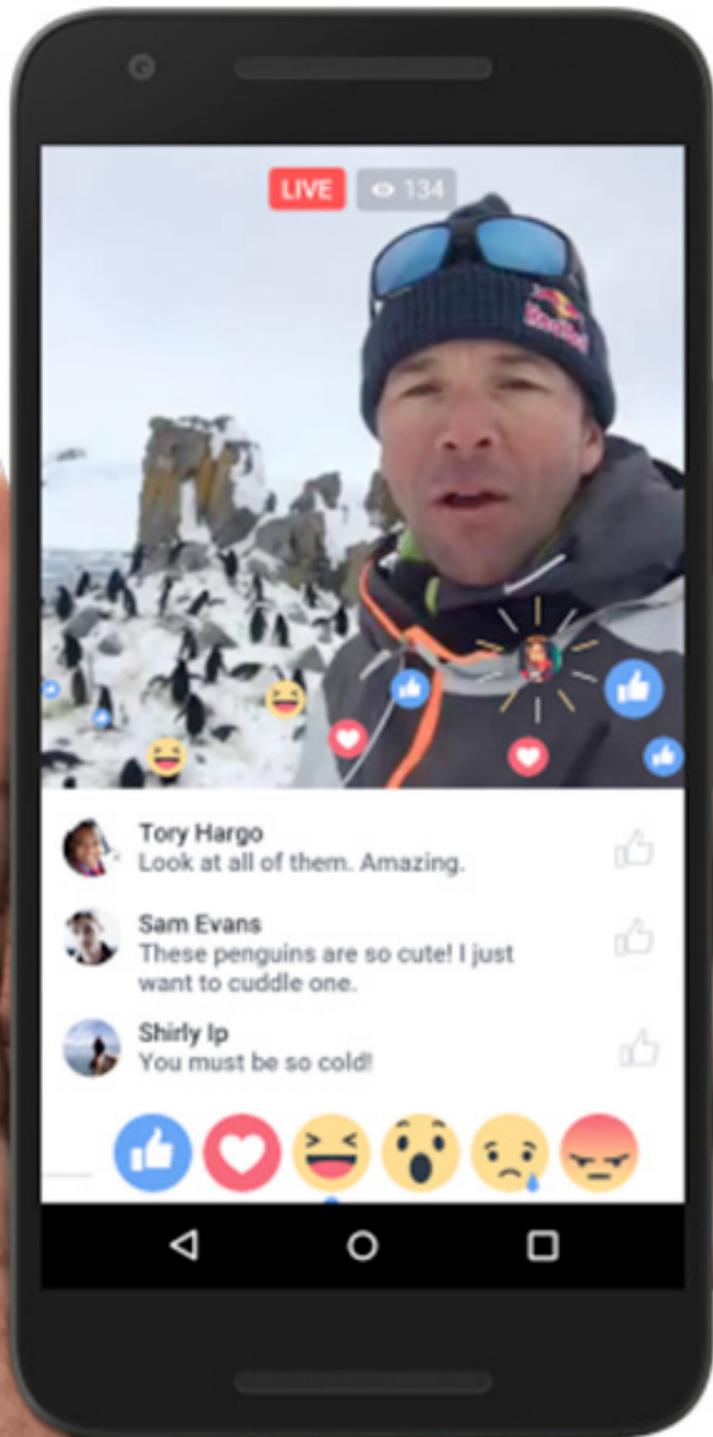
# Facebook Live



**Facebook has added filters and the ability to draw on screen to illustrate things you are demonstrating or showing**



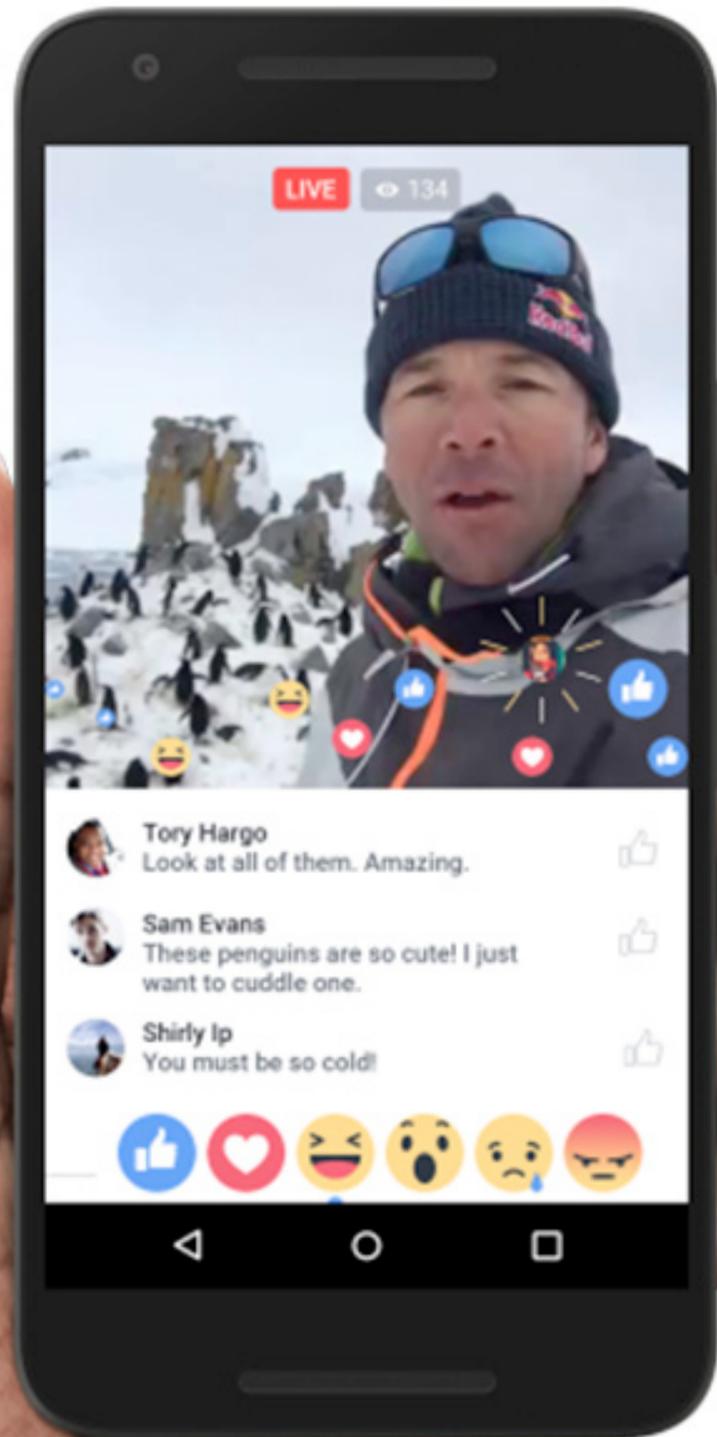
# Facebook Live



**Viewers can share your broadcast with their followers, extending your reach and impact!**



# Facebook Live



**Replays remain on your page forever so you can get additional views, likes, shares and comments on your content**



# Facebook Live Limitations



- Broadcasts can't exceed 90 minutes**
- Video is square when shot on phones and tablets**
- Your Facebook audience may not initially realize you are broadcasting live**



# Facebook Live Broadcasts

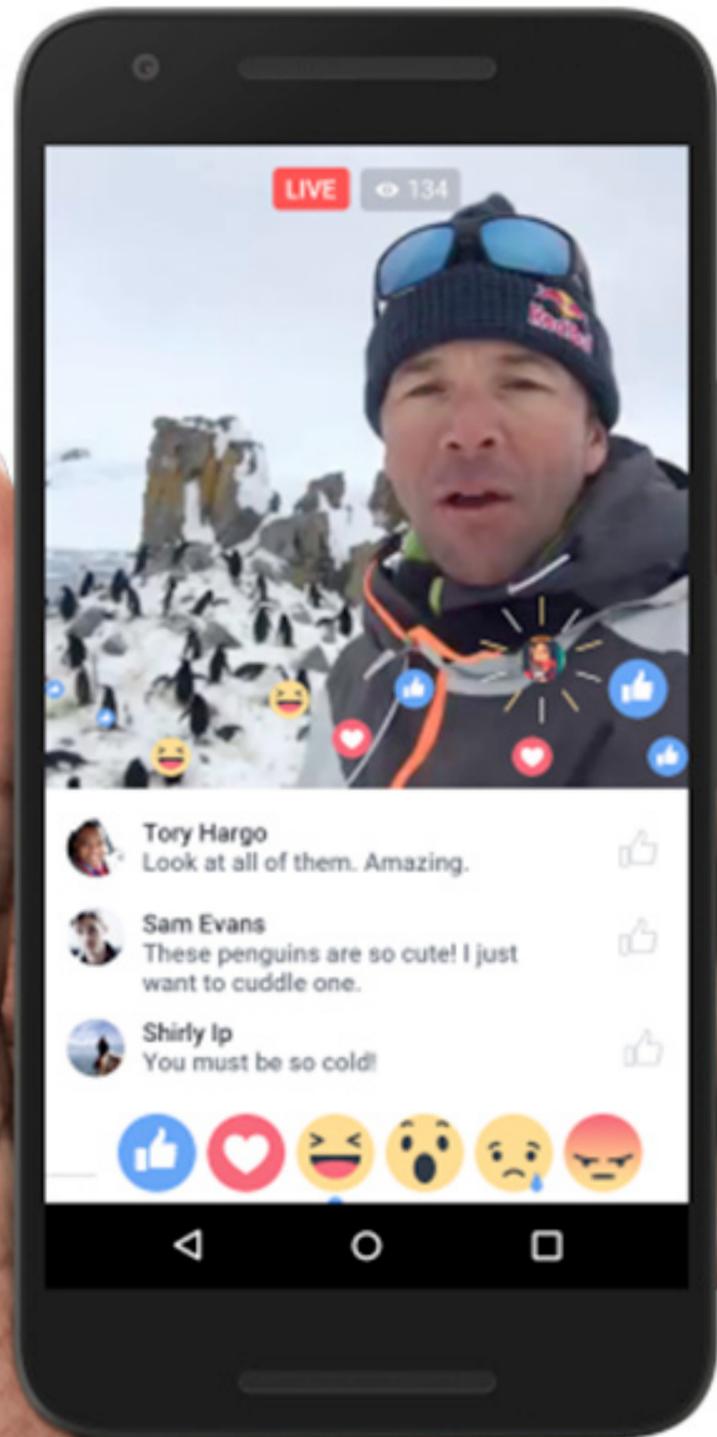


**-Cover your points clearly and concisely, with energy and enthusiasm (as appropriate for the topic).**

**-Use hand props, visuals, graphics whenever you can**



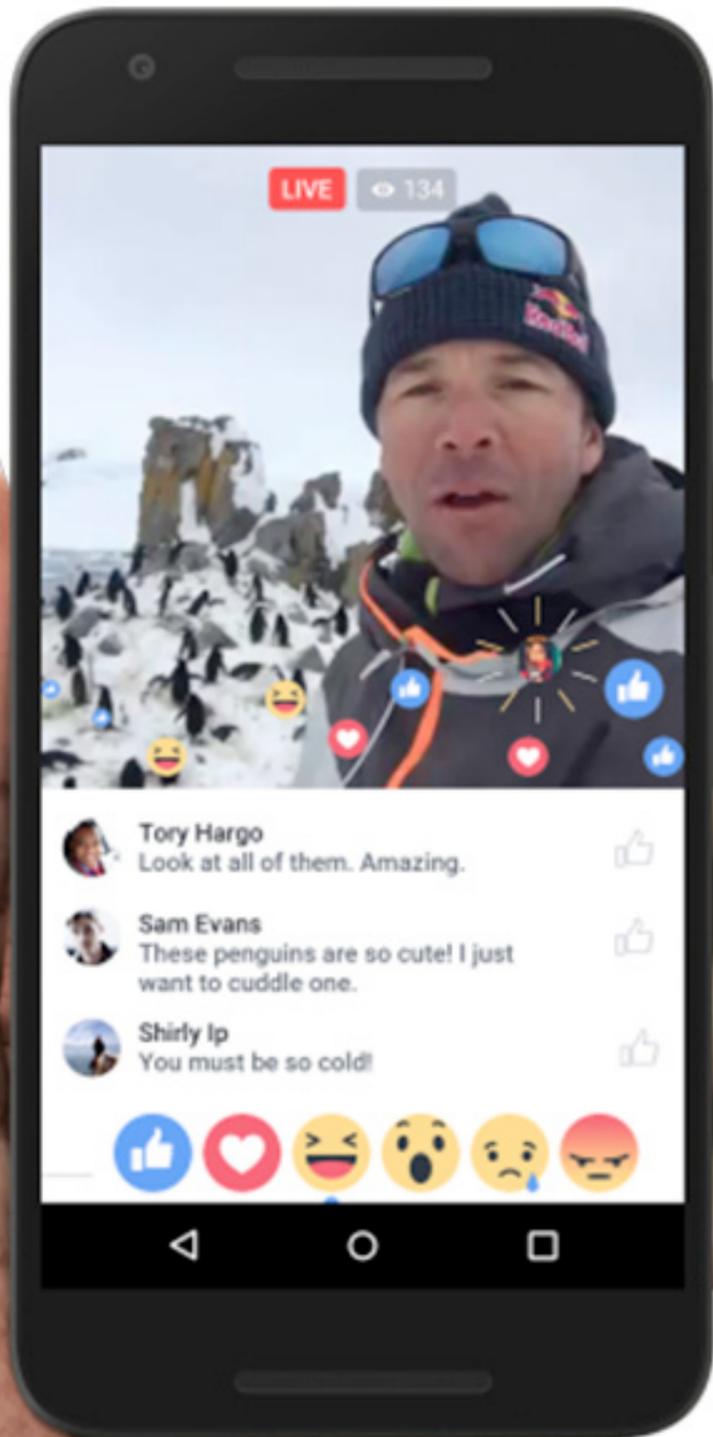
# Facebook Live Broadcasts



**-Actively involve viewers in the broadcast by responding to comments. People want to be recognized and included.**



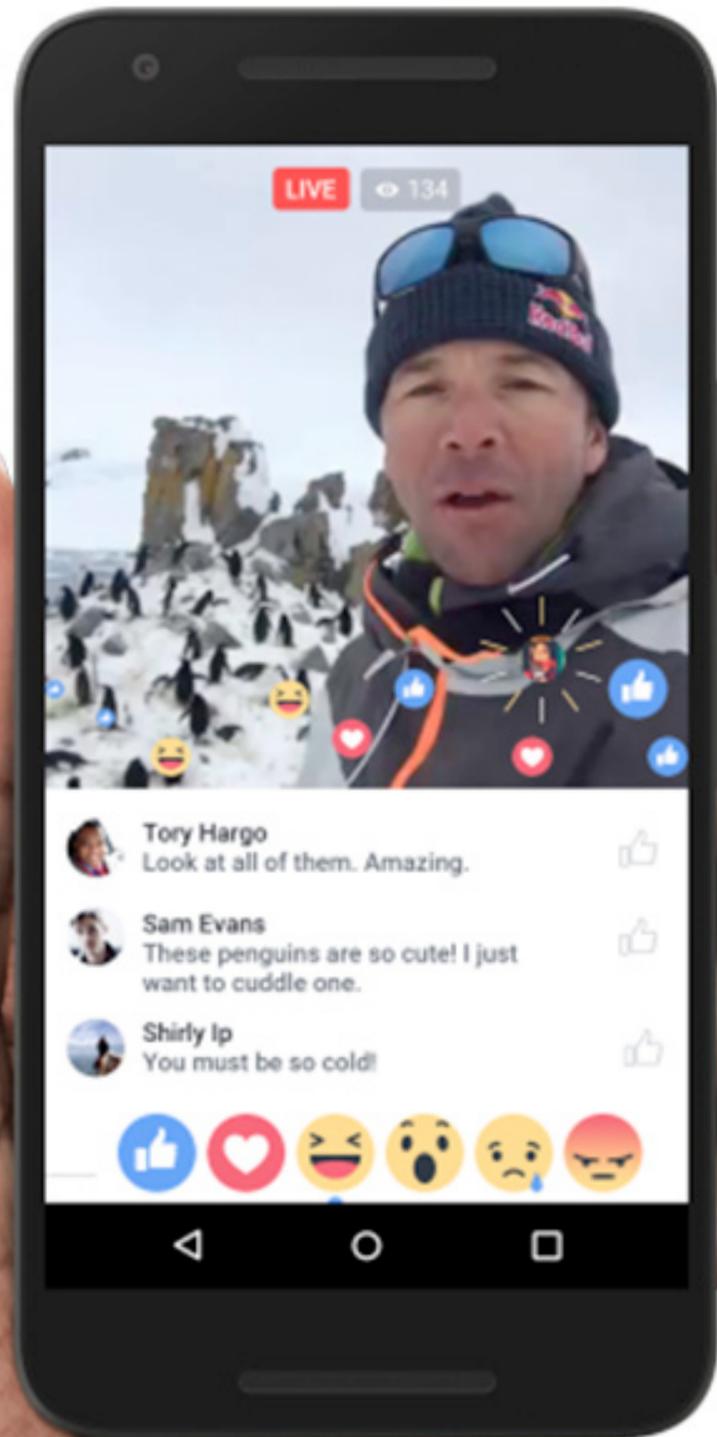
# Facebook Live Broadcasts



**-Only make your broadcast as long as it needs to be to cover the material and answer questions**



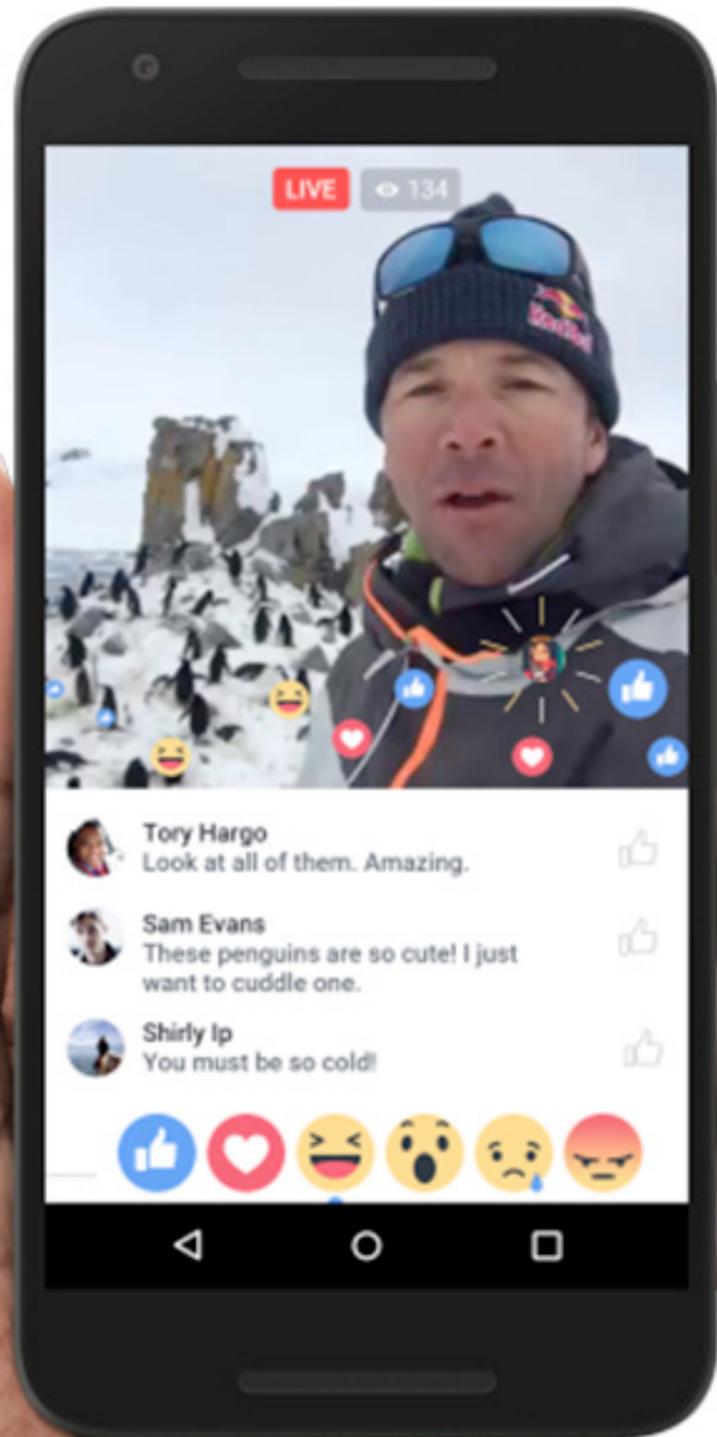
# Coming Soon to FB Live...



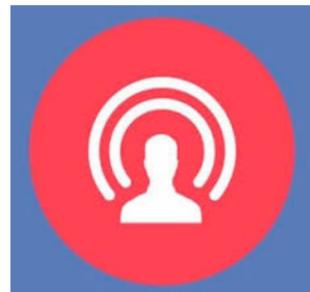
**Third-party video apps will let you broadcast right to Facebook Live. Telestream Wirecast just launched this capability.**



# Coming Soon to FB Live...



**Third-party video apps will let you broadcast right to Facebook Live. Telestream Wirecast just launched this capability.**



# Coming Soon to FB Live...



**The Mevo 4K camera will let you do multi-camera video shoots...with just one camera! Your smartphone becomes the video switcher and streams right to Facebook Live.**

# Facebook Live Demo