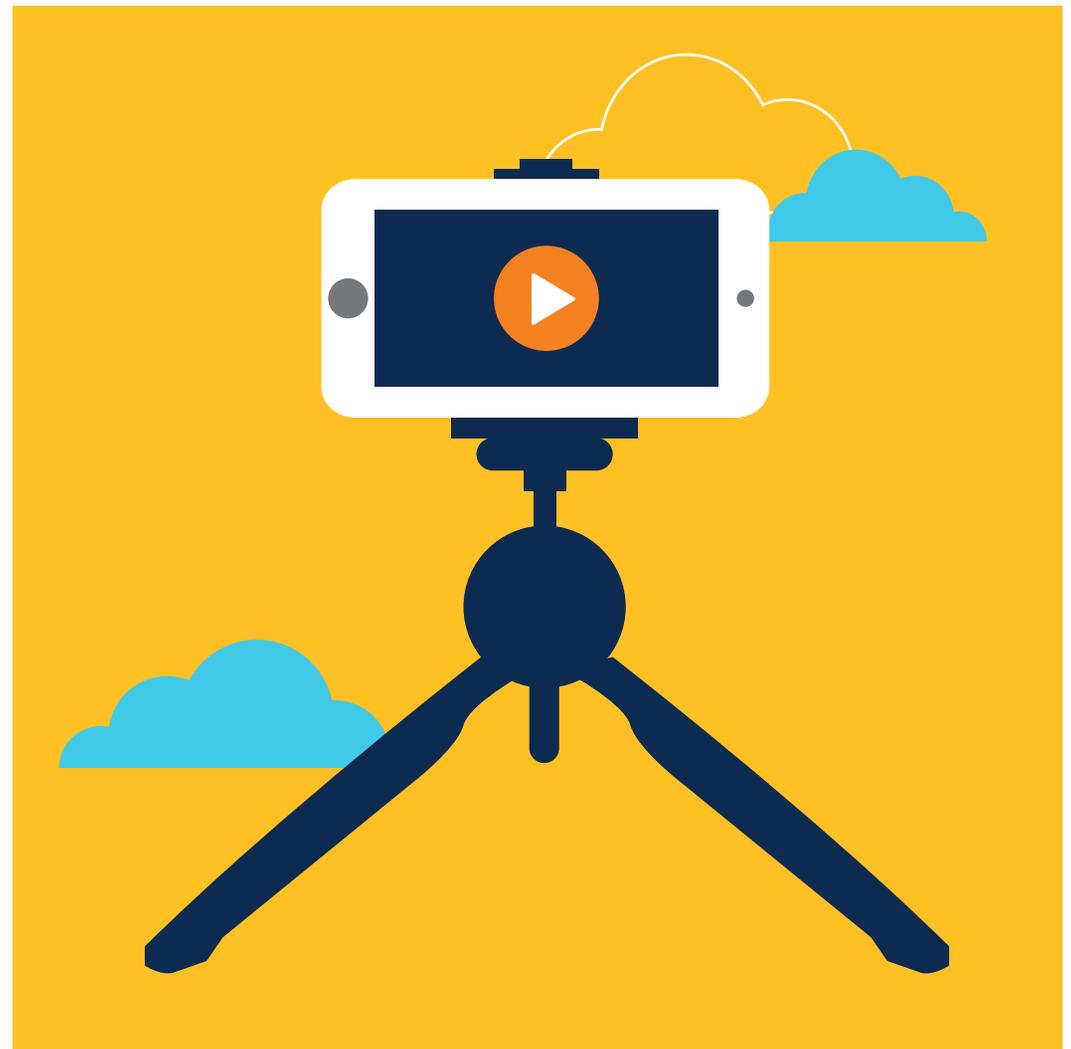*Live streaming has become popular with the availability of streaming platforms like Facebook, Instagram, Twitter, YouTube, LinkedIn, Twitch, Vimeo and more.*

It allows video content to be produced more efficiently without having to take hours to edit a video. Live streaming also projects a sense of authenticity.

The biggest benefit to live steaming may be found in the sense of community that it cultivates. There is also an opportunity for interaction when live streaming. Content can be viewed that has never been shared before—and might never be shared again (depending on your platform). This is attractive to many.

Live streaming also comes with challenges; for as simple as it is to click on to a live stream, it is just as easy to depart.

Unlike a prerecorded video where all viewers view the content from the beginning, a live stream can be entered at any time and you cannot rewind. **An average live stream will have less than 10% of its peak audience engaged from the start so you need to recap throughout the whole stream.** If you're seeking to bring people along on a journey with a defined start, middle and end, a recorded video might be the way to go.

LIVE STREAMING
TIPS & TRICKS

Here are a few tips that can help you succeed with a live stream event:

- Have a detailed plan of what you would like to accomplish in the live stream.

- To generate more interest, get the date, time and content subject out to people earlier rather than later. And, promote, promote, promote.

- Research and invest in the proper equipment, then spend time preparing and learning how to use it.

- As you get closer to the start time add a countdown clock to your website. Go live with seven minutes left on the clock; this will give your audience some time to join the stream before the content starts.

- Help new viewers get up to speed, either by verbal recaps or a staff member managing the chat and providing recaps there.

- End the stream with a thank you and call-to-action, whether by announcing the next stream time or pointing them in the direction of a place to find more information.