

HOW TO CREATE A KILLER LIVE VIDEO SHOW



IAN ANDERSON GRAY

I'll be Covering

- 1. My Live Stream Story**
- 2. Why Live Video**
- 3. The Stats**
- 4. What are your barriers to live video? Some Tips!**
- 5. What you need!**
- 6. Going live from your desktop**
- 7. Scheduling your shows**
- 8. Promoting**
- 9. Warming up**
- 10. Tools**
- 11. Live Video Checklist**
- 12. Make your live video Evergreen**



MUSICIAN



MUSICIAN GEEK



Career Choice?



and then...

iag.me

2012

IAN ANDERSON GRAY

SOCIAL MEDIA, SEO & TECHNOLOGY CONSULTANT | WEB DEVELOPER



HOME ABOUT SOCIAL MEDIA CONTACT

Have you tried these Social Networks and Tools?


by [baritoneuk](#) posted on [February 24, 2012](#)

Phew, what a month. It's been a busy one that's for sure! Not that I'm complaining, it's just I've been working on so many projects and learning so many new things that I haven't had much time to blog, tweet or update my various social networks. I'm so grateful to [Buf-ferApp](#), [Google Reader](#) and [ifttt](#) which has enabled me to update and connect over the past busy month despite being so busy.

So much has changed in social media over the past year, but particularly in the past couple of months. It's very hard to keep up with all the new stuff that is happening, but I do my

See Our Trending [TWEETS](#)

Search

 **Mi piace** Piace a 738 persone. Iscriviti per vedere cosa piace ai tuoi amici.

Recommend on Google

 [Follow @iagdotme](#)

Enter your email

7 Reasons NOT to use Hootsuite

By Ian Anderson Gray | 624 Comments



G+ 196 Twitter 939 Facebook 632 @ 122 in 202 Dribbble 54 Email Total Shares 2.1K



hootsuite review



All

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News

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Search tools

About 480,000 results (0.32 seconds)

7 Reasons why you should NOT use Hootsuite

iag.me/socialmedia/reviews/7-reasons-not-to-use-hootsuite/ ▾

Hootsuite Review - 7 Reasons why you might not want to use Social Media Management Tool, Hootsuite.

10 Must Have Social Media ... - 7 Reasons Why You SHOULD ...

7 Reasons Why You SHOULD Use Hootsuite

iag.me/socialmedia/reviews/7-reasons-why-you-should-use-hootsuite/ ▾

Although I tried my very best to give a balanced view and to list the positives, it was, at the end of the day, more of a negative Hootsuite Review– a list of the ...

Hootsuite Reviews | G2 Crowd

www.g2crowd.com > ... > Social Media Mgmt ▾

★★★★★ Rating: 8.2/10 - 173 reviews

Read 171 Hootsuite reviews. Learn the pros/cons, pricing, integrations and feature ratings before you buy.

Spoke at The Big Social Media Conference

Manchester, UK, 2015



 SELECT PERFORMERS

 iag.Me
seriously social

-  @iandersongray
-  linkedin.com/in/iandersongray
-  facebook.com/iandersongray

 iag.Me
seriously social

WITH IAN ANDERSON GRAY

Digital Marketer, Web Developer & Co-founder of
Select Performers Internet Solutions



For all the latest tips and tricks, and cool social tools, check out iag.me



Spoke at SMMW



WHY **LIVE VIDEO**?

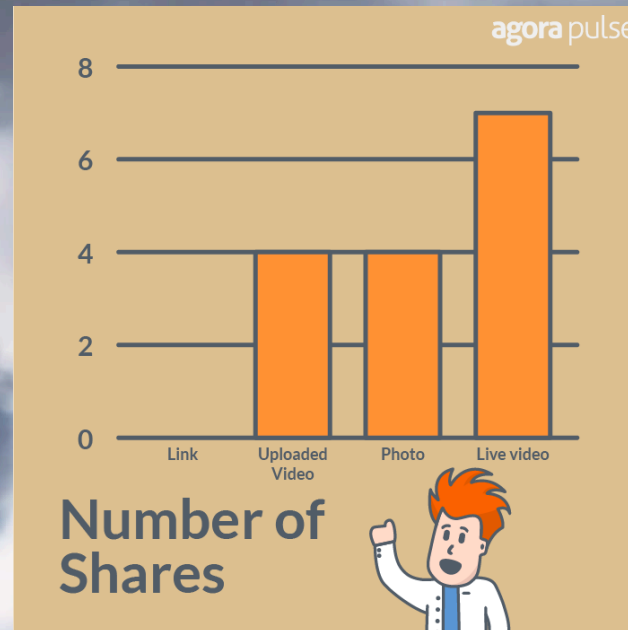
THE STATS

50%
of marketers
plan on using
Live Video
(Social Media Examiner Report, 2017)

Live Videos
receive

75%

more shares than
uploaded videos
(Agora Pulse, 2017)





Facebook Live videos
attract a **much higher**
number of comments
relative to overall interactions.

Around **25%**

(Buzzsumo, 2017)



YOUR **LIVE VIDEO**
BARRIERS?

3

BARRIERS



CONFIDENCE IN FRONT OF THE CAMERA?

CONFIDENCE WITH THE TECH?



CONFIDENCE WITH THE CONTENT?

DANCE WITH **FEAR**

I do not think you can get rid of the fear. I think that the harder that you push back against the fear, the louder it becomes. But I think you can dance with it and you can welcome it in. You can say “thanks for coming” because that means that I am on to something.

Seth Godin

**Don't try and remove fear, embrace it.
It is a Good sign**



PRACTICE WITH INSTAGRAM STORIES



YOU DON'T NEED TO BE ALONE...



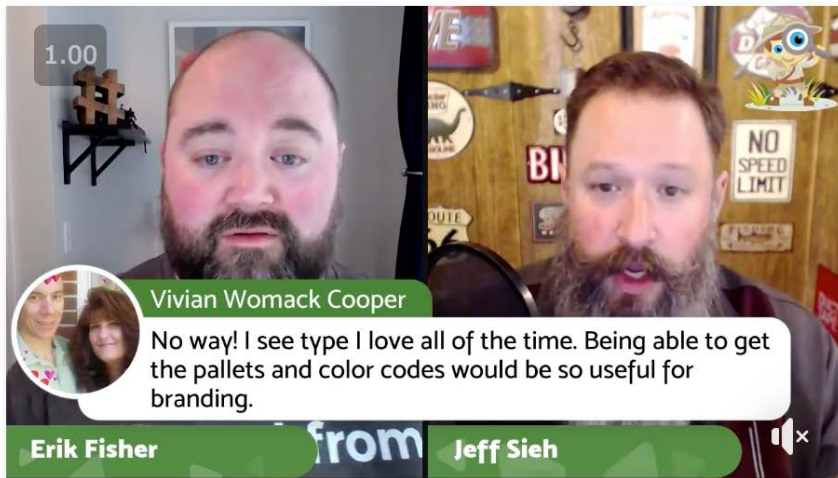
Social Media Examiner ✓
@smexaminer

- Home
- Events
- Videos
- Posts
- About
- Community
- Photos

👍 Liked ▾ 📡 Following ▾ ➦ Share ⋮

 Social Media Examiner was live.
February 21 at 8:09pm · 🌐

Tool Of The Week: Adobe Capture



5.9K Views

👍 Like 💬 Comment ➦ Share 🔄 Agorapulse 📄 Buffer 🇺🇸

👍❤️😱 Peg Fitzpatrick, Emily Crume and 74 others Realtime Comments ▾

CONFIDENT  LIVE

@iagdotme



LURIA PETRUCCI

LIVE Video Strategist



CHRIS DUCKER

Youpreneur.com/book

LIVE STREAMING PROS™



Ian Anderson Gray

Seriously Social



Julia Bramble

BrambleBuzz Social Media

The background of the slide features a dramatic sunset over a mountain range. In the foreground, the silhouettes of several people are shown climbing a steep, rocky mountain peak. They are holding hands and supporting each other as they ascend, symbolizing teamwork and overcoming challenges. The sky is filled with soft, golden light from the setting sun, creating a warm and inspiring atmosphere.

BE ACCOUNTABLE DO AN **X DAY** **LIVE CHALLENGE**

DON'T TRY AND BE PERFECT
BE AUTHENTIC

WHAT DO YOU NEED FOR YOUR **LIVE SHOW?**

KEEP IT SIMPLE!
BOOTSTRAP YOUR LIVE VIDEO STUDIO

2

THINGS

SMARTPHONE OR **COMPUTER?**

Memory: 8Gb Minimum
16Gb Recommended
CPU: Quad Core i7
Dedicated Graphics

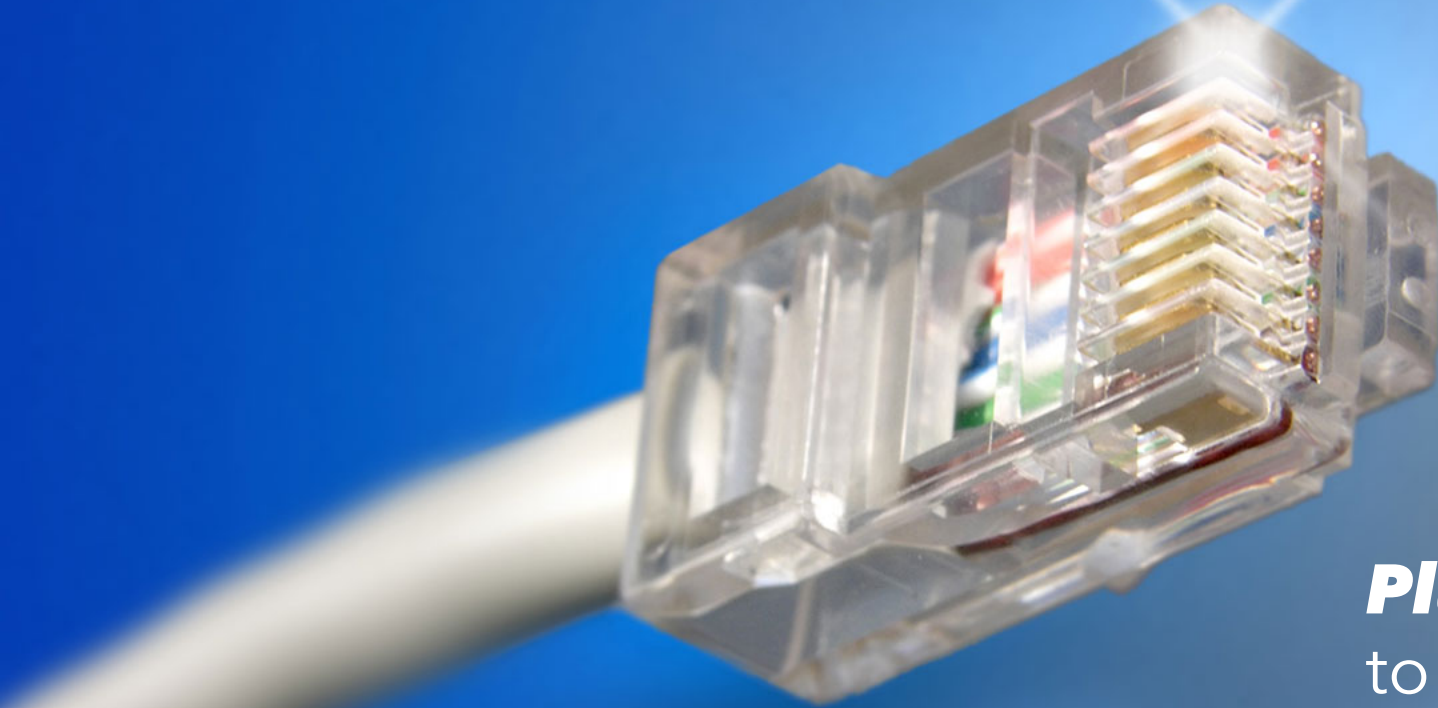
Android or iPhone

Modern & with good quality camera

FAST INTERNET



WIRES **RULE!**



Plugging in your computer to your internet connection via your **ethernet Cable** will give you **faster & more reliable speeds**

Check your
Upload Speed

Minimum:
4 Mbps UP

Recommended:
10 Mbps UP



Mac & PC
Free



TRIPMODE



tripmode.ch

A screenshot of the TripMode website displayed on a computer monitor. The browser address bar shows 'https://www.tripmode.ch'. The website header includes the TripMode logo and navigation links: Home, Features, Help, Blog, Testimonials. The main content area features the headline 'Save money. Browse faster.' and a sub-headline 'TRIPMODE 2. FOR MAC'. Below this, it says 'Easily block unwanted apps from accessing the Internet the second you connect to a hotspot. Save data. Save money.' There are two buttons: a green 'Buy Now \$7.99' button and a white 'Download' button. A 'Windows version' button is also visible. At the bottom left of the main content, there is a badge that says 'Available on SETAPP'. The background of the website is a scenic view of a city at sunset with a person sitting on a rock in the foreground.

Mac & PC
\$7.99



GOING LIVE FROM YOUR DESKTOP

Interview guests

More Professional set up

Use multiple webcams

Save & repurpose your lives

Share your screen

Add videos & graphics
eg lower thirds etc

Schedule your live videos

SCHEDULE YOUR LIVE SHOWS



Tell People when you are next live and where.

Allows people to be reminded

You can pre-promote by sending your audience to your live post

Via Facebook (for pages)
Or BeLive / Ecamm / Wirecast / vMix
(profiles, pages & groups)

The screenshot shows the Facebook Publishing Tools interface for a page named 'Free Range Social'. The 'Publishing Tools' tab is selected, and the 'Videos' section in the left sidebar is highlighted. A 'Create Live Video' dialog box is open, showing the 'Schedule Live' options. The dialog includes instructions on scheduling, a preview of the live announcement, and a 'Schedule' button. Red arrows point to the 'Publishing Tools' tab, the 'Videos' section, the 'Schedule Live' dialog, the 'Scheduled Start Time' field, and the 'Schedule' button.

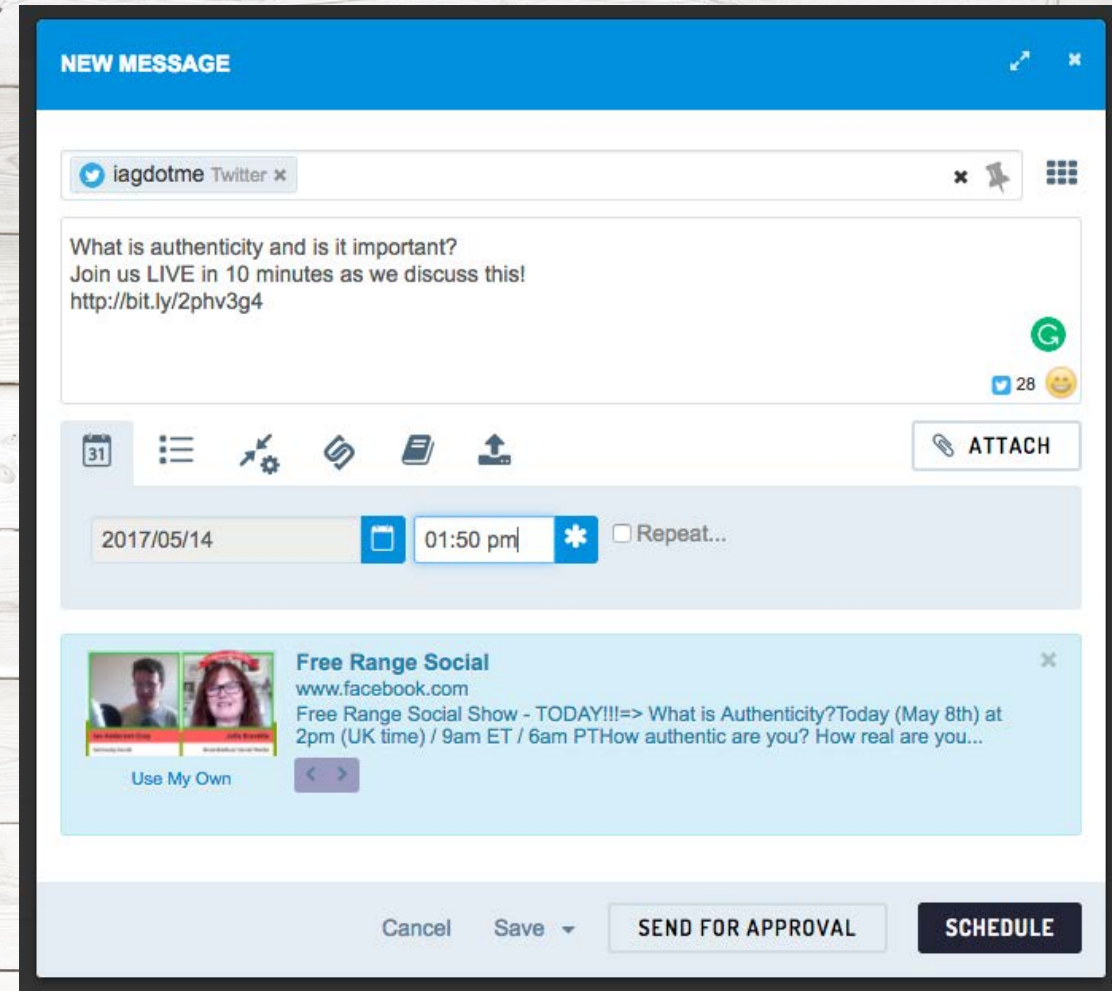
PROMOTE



Promote to your audience on
social using a
Social Media Management Tool

Schedule social media updates
before you go live
to create a buzz

Send to your email list



PROMOTE

The screenshot shows a social media scheduling interface. On the left, under 'Publish', there is a 'Select profile(s)' section with a search bar and a list of profiles: Seriously Social, Twitter (checked), FB, IG, LI, LI-Page, Free Range Social, Select Performers, and Personal. The main area is titled 'Your post' and contains the text: 'Join us next week for the Free Range Social Show - Is Twitter dying or is it an amazing business opportunity?'. Below the text is a link URL: 'https://www.facebook.com/FreeRangeSocial/videos/5666270436E'. There is also a 'Select a thumbnail' section with a plus sign and a thumbnail image. At the bottom, there are options to 'Publish now', 'Add to queue', 'Schedule' (selected), and 'Next'.

7 & 1 day, 1 hr before
& when live



7 & 1 days before
& when live



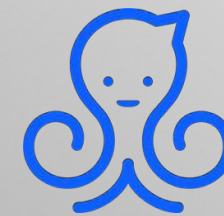
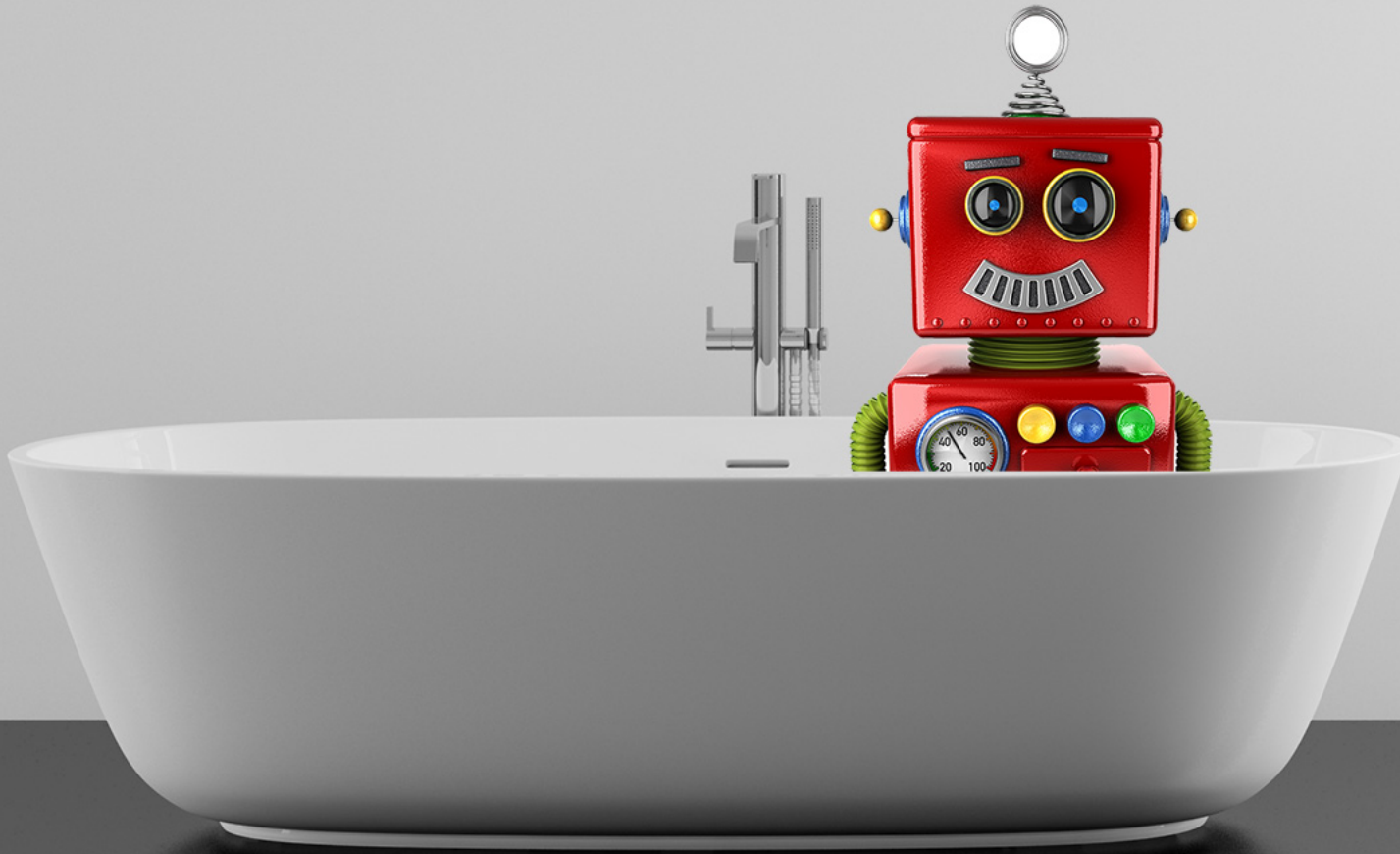
Groups, profile & pages.
Variable schedule.
Invite via Events



Day before.
Optional reminder 1hr
before



UNLEASH YOUR BOT!



ManyChat

UNLEASH YOUR BOT!

ManyChat Enter widget name

Ian Anderson Gray - Seriously Social

Choose Widget Type

Overlay Widgets

- Bar
- Slide-In
- Modal
- Page Takeover

Embeddable Widgets

- Button
- Box

Other Growth Tools

- Landing Page
- Messenger Ref URL
- Facebook Ads JSON
- Facebook Comments**

Facebook Comments

Ian Anderson Gray - Seriously Social

Dashboard

Audience

Live Chat

Growth Tools

Broadcasting

Automation

Flows

Settings

Settings Auto-response Opt-In Actions

Facebook Post For Comment Tracking

Select A Post

Track first-level comments only

When User Leaves A Comment, Send Message After

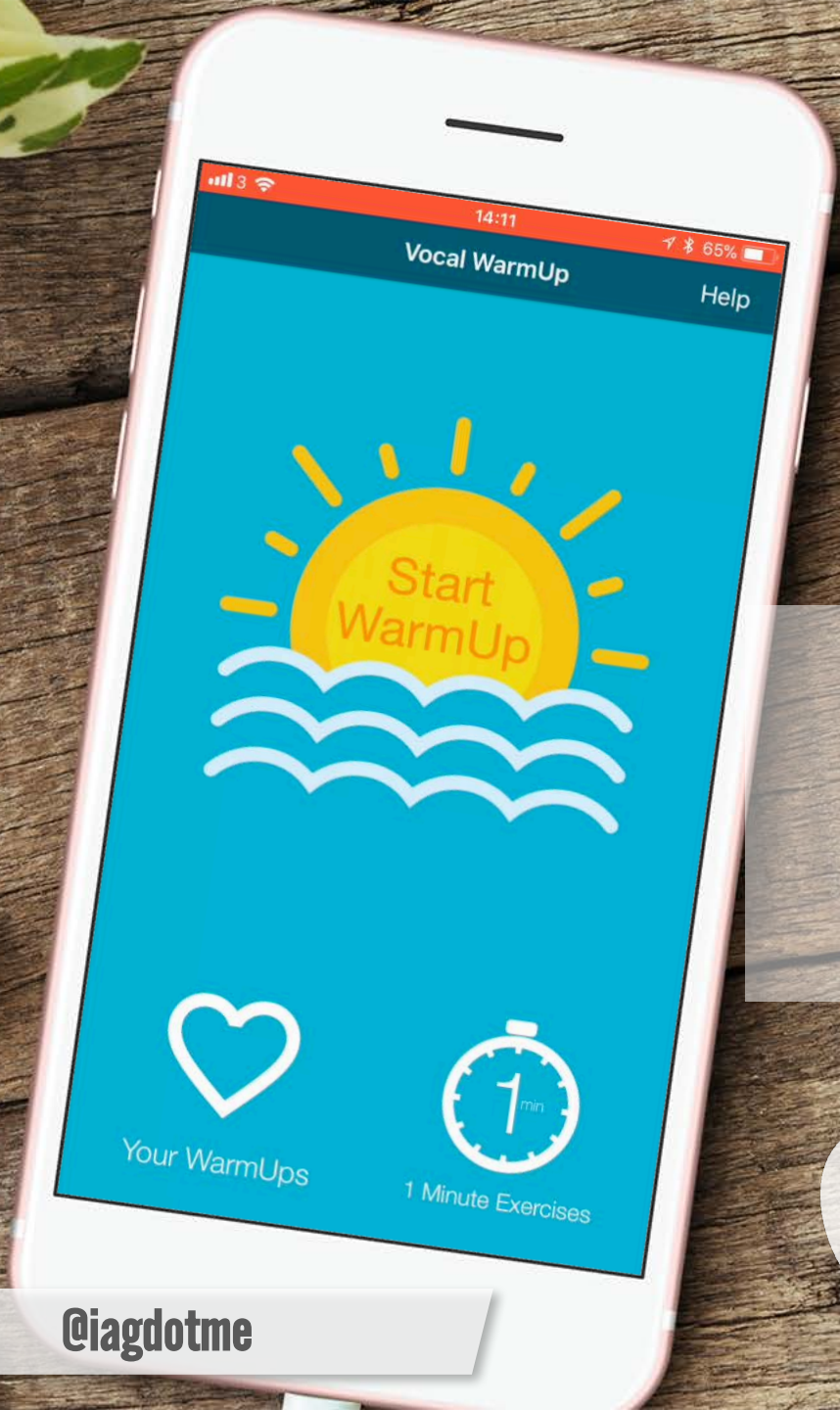
Immediately

Exclude Comments With These Keywords

Only Trigger For Comments With These Keywords

confident

Next > 43



One Minute Voice WarmUp



\$2.99

VOCAL WARM UP

✓ Pros

Free

Easy to use

Bring in guests easily (sometimes!)

View Facebook comments

Videos & graphics available in Facebook Creator App

FACEBOOK MOBILE APP

✗ Cons

Bringing in guests not always available

Can't Save Video

Limited graphics & branding

Can't highlight comments

Can't schedule live video

BELIVE.TV

✓ Pros

Inexpensive

Fairly easy to use

Add Branding, titles and lower thirds

Bring in guests easily

View & Highlight Facebook comments

Guest Green Room

Share Screen

✗ Cons

Facebook Live Only

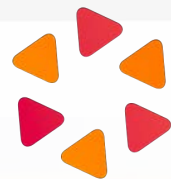
Can't Save Video

Not always reliable

Limited branding, lower 3rds & graphics

Can't add videos

Only one webcam & source at a time



Be Live

belive.tv

Free or \$20/mth

LIGHTSTREAM

✓ Pros

Free!

Fairly easy to use

Broadcast to Facebook, YouTube, Twitch

Bring in guests

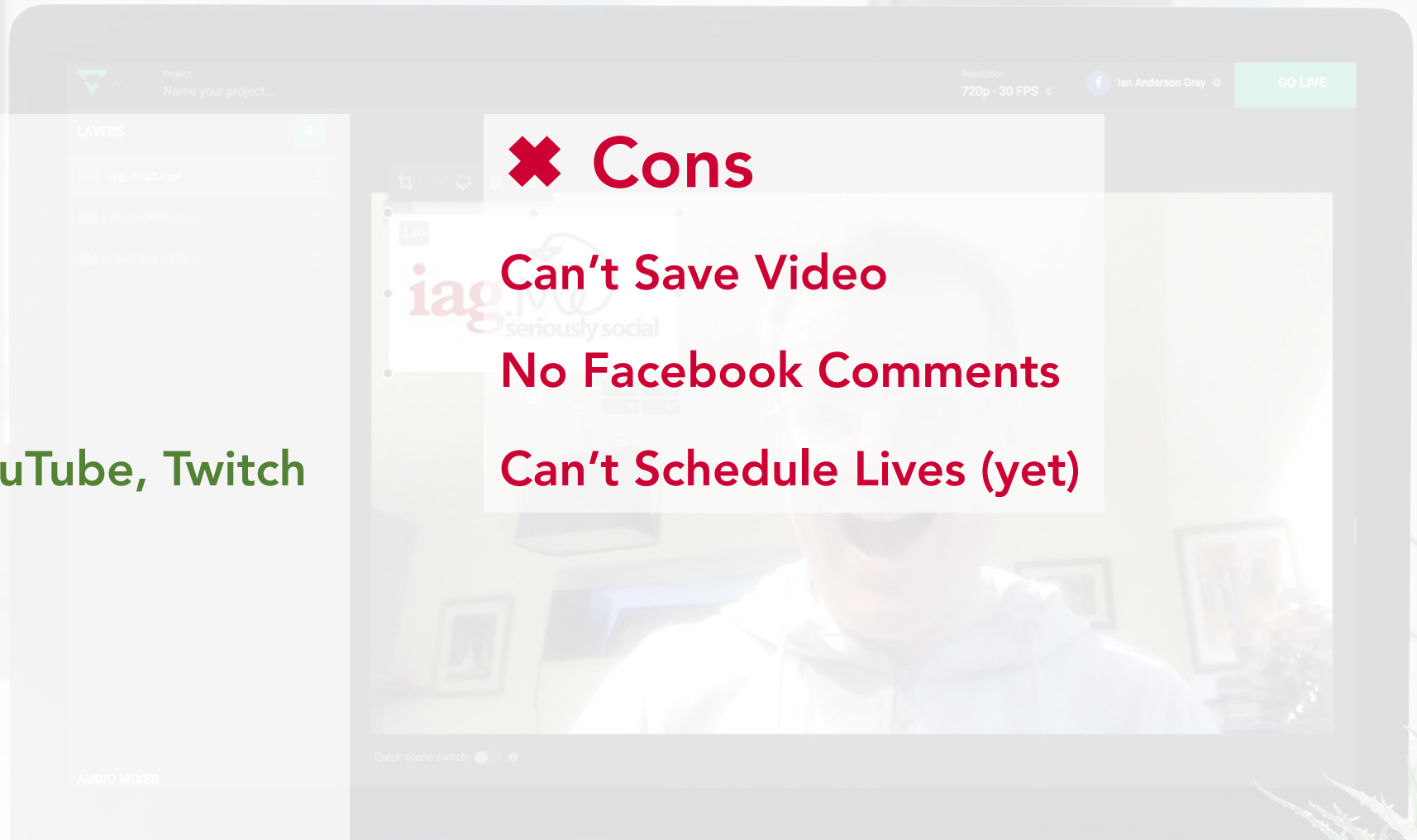
Share Screen

Add Branding

Multiple webcams & sources



LIGHTSTREAM



✗ Cons

Can't Save Video

No Facebook Comments

Can't Schedule Lives (yet)

golightstream.com

Free

WEBINAR TOOLS

ZOOM / CROWDCAST / WEBINARJAM

 **Troy Dean** was live.
Admin · February 6 at 11:02pm

Watch Troy build a prototype and break the internet



Troy Dean

20

12 Comments 250 Views

 **Jeff Sieh** was live.
Admin · February 14 at 5:00pm

Join us live for Open Office Hours. Come ask us your pressing social media questions. <https://www.crowdcast.io/e/...> (Password = ...)



180 Views

Like Comment

ECAMM LIVE

✓ Pros

Really Inexpensive

Really easy to use

Displays & Highlights Facebook Comments

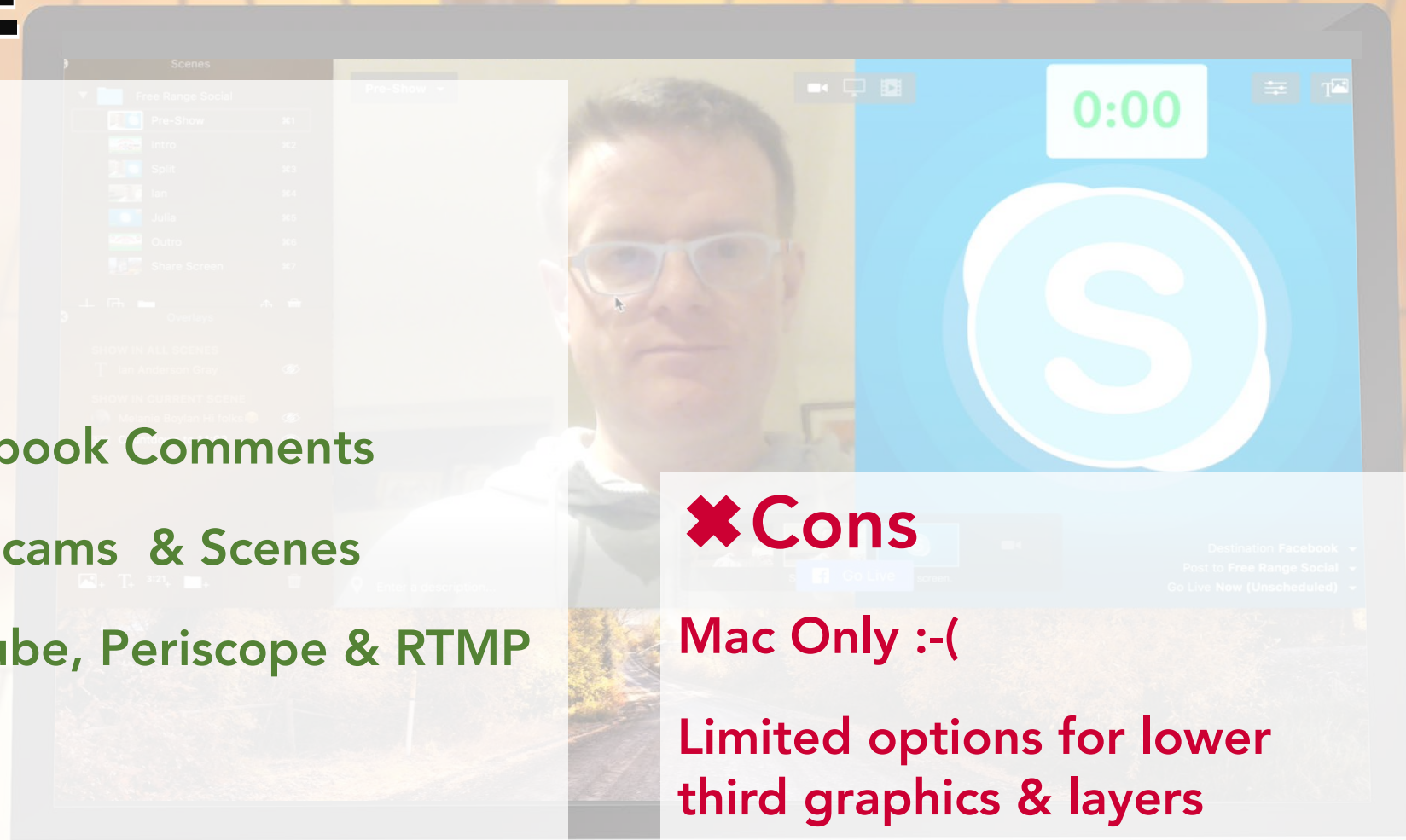
Share screen, multiple webcams & Scenes

Go live to Facebook, YouTube, Periscope & RTMP

Import graphics & Videos

Bring in guests via Skype

Save Video in HD



✗ Cons

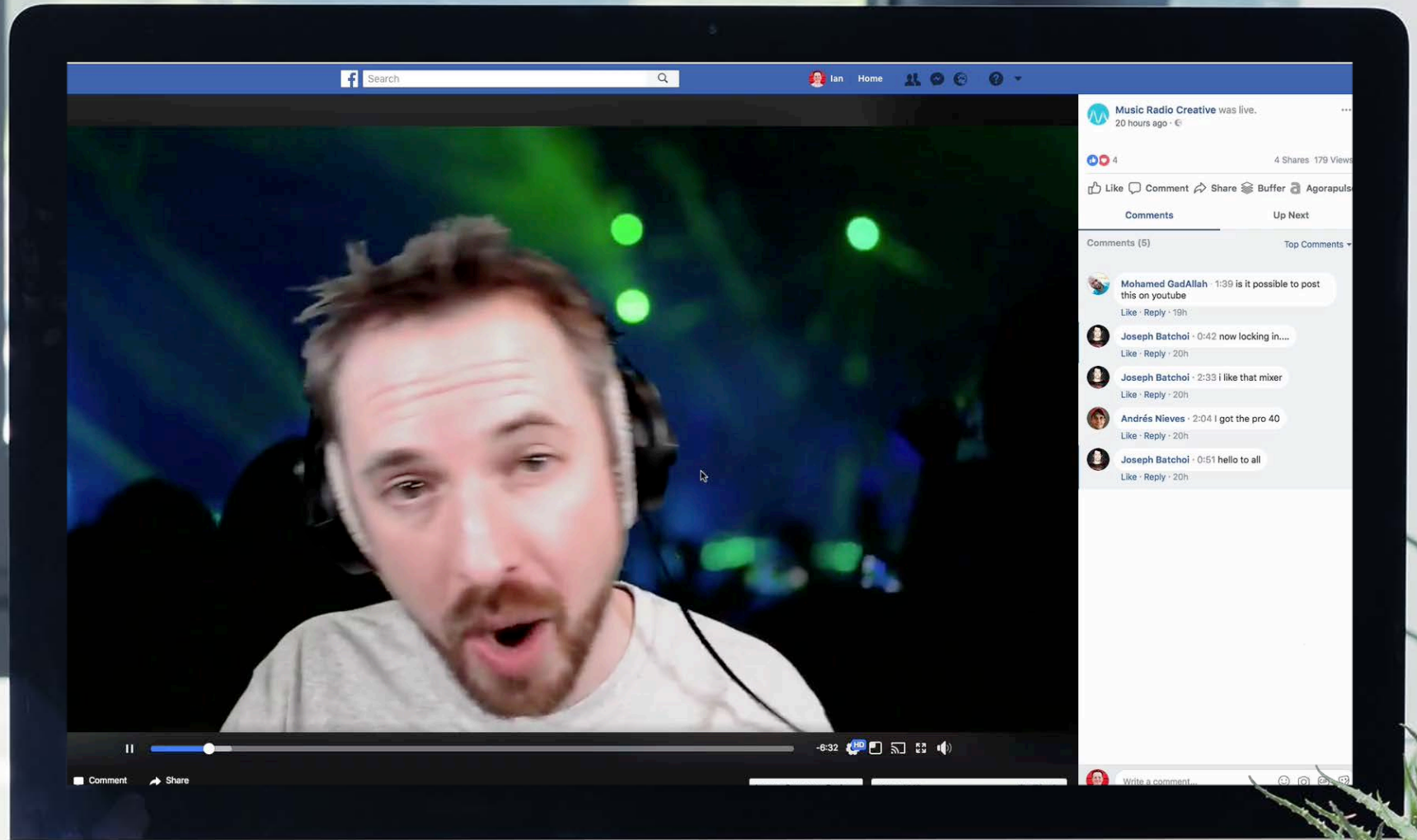
Mac Only :-)

Limited options for lower third graphics & layers



iag.me/go/ecammlive **\$79**

OBS STUDIO



obsproject.com

Free

OBS STUDIO

✓ Pros

Free & Open Source

For PC, Mac & Linux

Stream to Facebook Live, YouTube, Periscope & more

Multiple Scenes, webcams

Share multiple screens & apps

Broadcast videos & audio

Save video in HD

Highly flexible & lots of plugins

✗ Cons

Steeper learning curve

You need to get stream keys each time you go live to Facebook

Can only stream to one platform at a time (No multicasting)

Requires fairly powerful computer

No built in Facebook Live comments or highlighting



obsproject.com

Free

WIRECAST

✓ Pros

For PC & Mac

Supports multiple platforms

Multiple Scenes

Multiple webcams & devices

Share multiple screen & apps

Broadcast videos & audio

Supports multicasting

Save Video in HD

Bring in guests

✘ Cons

Expensive

Wirecast Rendezvous (for bringing in guests) is in its early stages

Requires powerful computer

Highlighting comments limited (requires extra software)



[telestream.com](https://www.telestream.com)

From \$695

LIVE TIME TRAVEL

Greet your Future
Replay Viewers first

Then your
current live viewers

SHOW START

Just Before: Check Posture.
Fire up your Energy! Smile. Laugh!
Don't delay. Don't ask if people can
hear you or if you are live!

Welcome your Replay Viewers first

Announce what you're going to talk
about and introduce you!

Welcome your Live Viewers, but not
for too long. Keep things flowing

Ask for engagement – Reactions,
Comments & Shares!



MAIN SECTION

Reward committed viewers – announce you'll give a special bonus at the end!

Get straight into the content!

Don't get distracted by comments. Say you'll get back to people

After main content, involve live viewers – highlight comments, answer questions, bring in guests

SHOW END

Summarize your content!

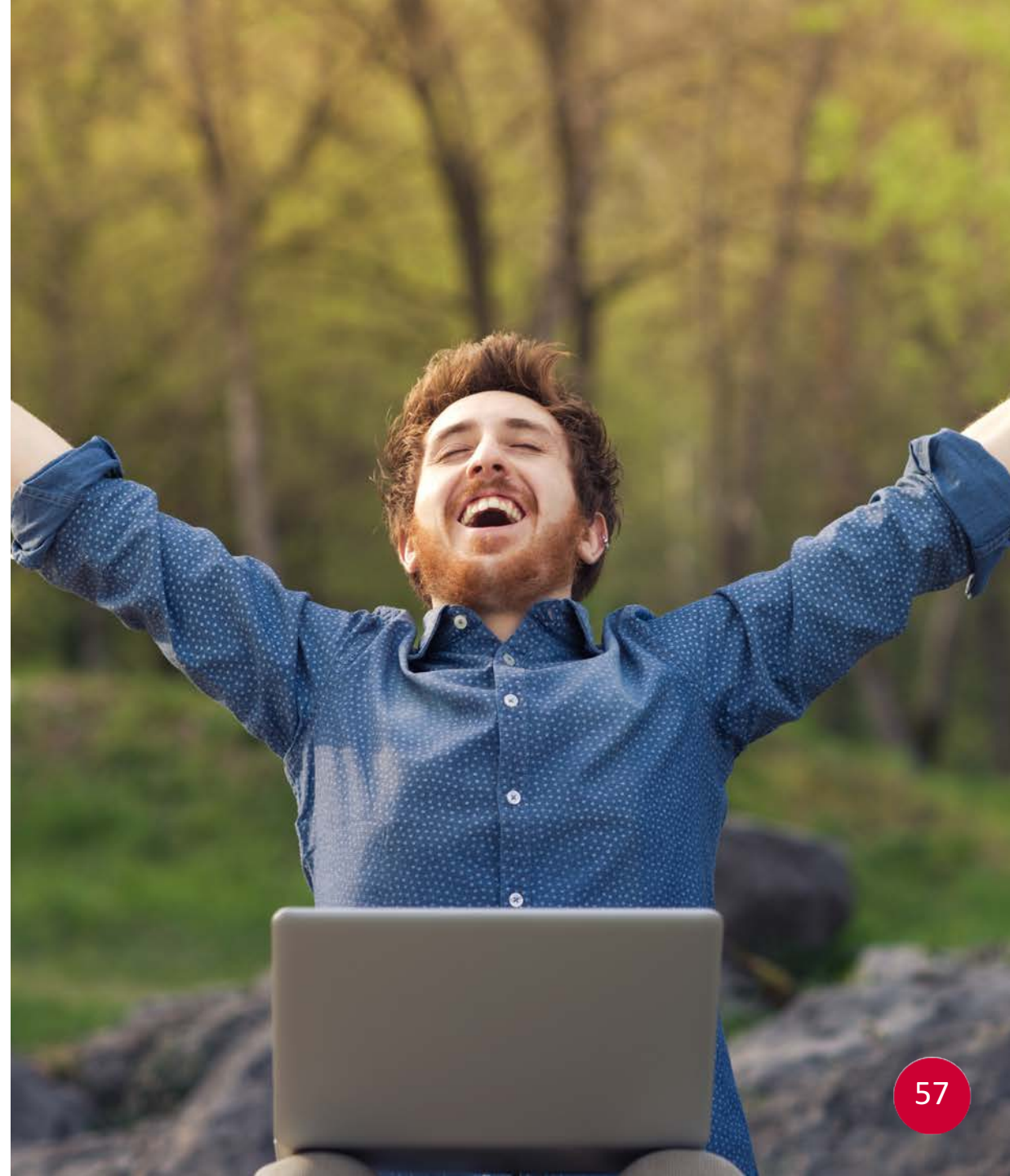
Give people your special bonus

What is your call to action?

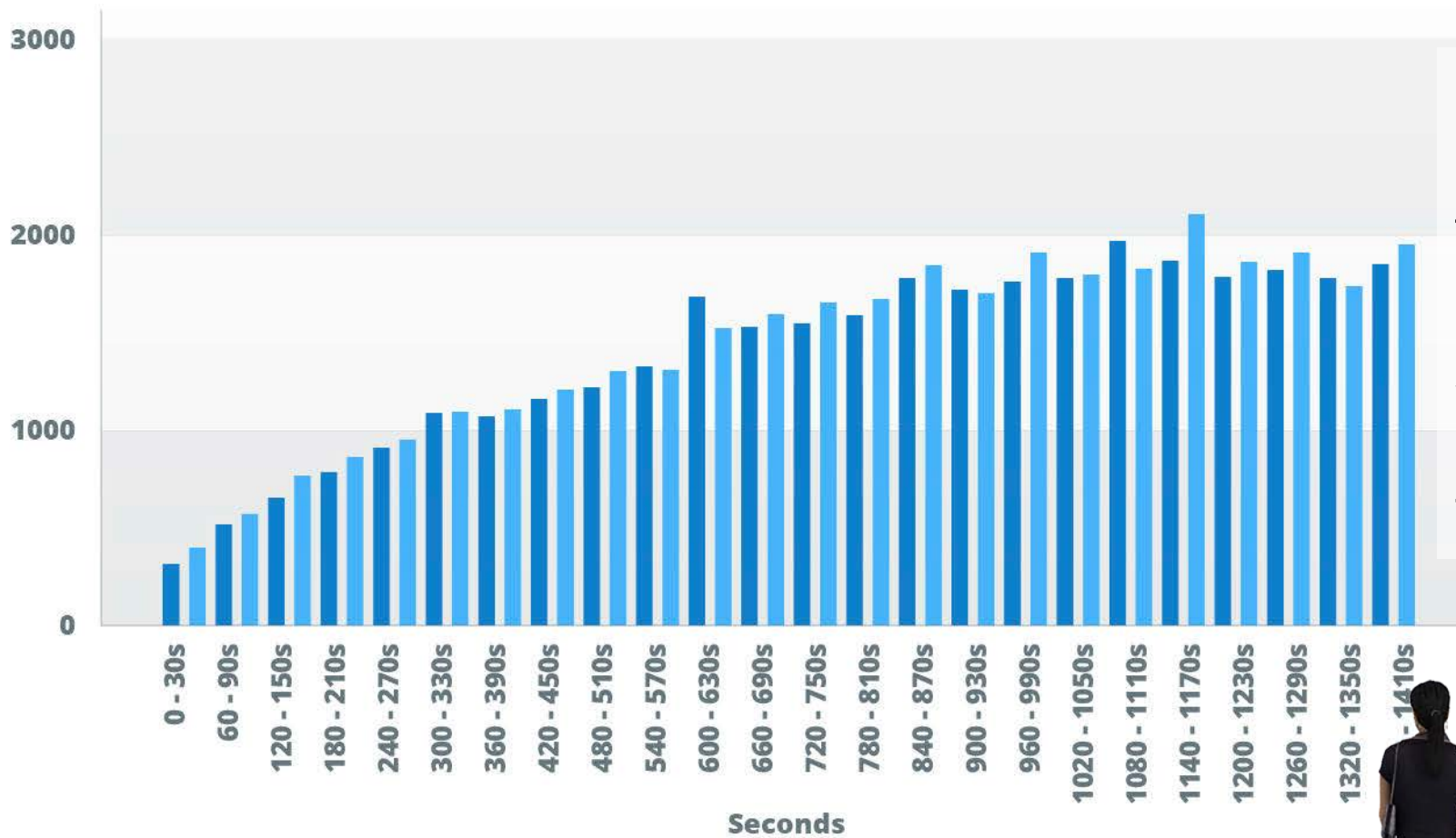
Announce when you're next live

Keep the conversation going – ask people to continue liking, sharing & commenting!

Say where people can find you and say bye. Leave 'em wanting more!



Average Interactions By Length of Facebook Live Video



For Facebook Live Videos, **interactions increase** the longer the video lasts, until about **15-16 mins**. After this time the interactions remain fairly stable.

SHOW LENGTH



ON AIR

MAKE LIVE EVERGREEN

CONFIDENT  LIVE

@iagdotme

LIVE EVERGREEN

Keep the conversation going

Reply to comments & mention others
(after broadcast has ended)

Add show notes with time stamps

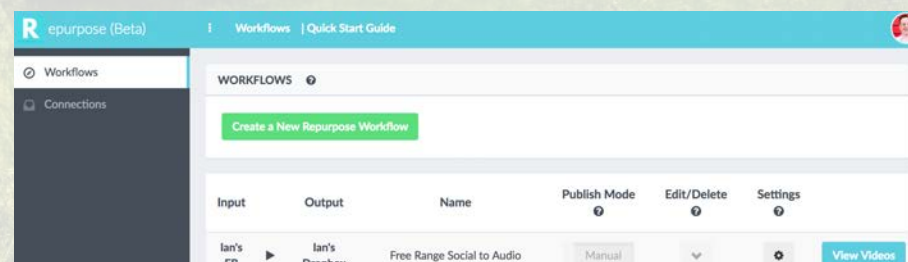
Add a transcription (use e.g. **rev.com**)

Promote to social media after the event

Use a social media scheduling tool

Repurpose your live videos

For other platforms. Use **repurpose.io** or **content10x**



THAT'S ABOUT IT

ANY

QUESTIONS?

iag.me/missingletter

IAN ANDERSON GRAY

@iagdotme

iag.me

