



Checklist for Livestreaming



Pre-Stream:

- ☐ Decide how to promote your stream
- ☐ Decide if your content is going to be actually live or recorded content *presented as live*
 - ☐ Consider using an encoder if your needs for this are the latter or more complex
- ☐ Are you going to be using any music in the stream?
 - ☐ If so, do you need to purchase a PRS license for it?
 - ☐ Check if this comes with any restrictions e.g. if the song is not licensed to be played in Spain, have you considered how you will block viewers from Spain?
- ☐ Decide which streaming provider(s) you would like to use. (This can be done simultaneously through some platforms e.g. Vimeo can stream simultaneously to Vimeo, YouTube, Facebook Live and LinkedIn)
- ☐ Decide if you need to protect your content or if it will be freely available
 - ☐ If you do, look into the privacy settings of your chosen platform and/or consider using a custom or bespoke solution
- ☐ Decide if you need any additional features such as a chat or other audience engagement
- ☐ Decide how you will track views and engagement with your content
- ☐ Decide how you can offer technical support to your viewers
- ☐ Have you created an FAQ?
- ☐ Have you checked your equipment and settings on your streaming service or encoder?
- ☐ Have you completed a test-run?
 - ☐ Have you made notes of anything that went wrong / can be avoided?

Marketing your stream:

- ☐ Utilise your social media platforms
- ☐ Develop a unique hashtag for your stream
- ☐ Use clear messaging, stating when, where and how audiences can access the stream.
Provide any key links in social media captions and highlight if audiences can revisit content
- ☐ Create visually engaging content: trailers, GIFS, countdown graphics, animated videos
- ☐ Advertising on Facebook/Instagram and Google
- ☐ Email Marketing/Newsletters - send out reminder emails to your subscribers encouraging them to register for the stream
- ☐ Outreach - build out a seeding list with key industry peers, companies and individuals.
Contact them via email to encourage them to share details on your stream on their social media platforms