Hi everyone. Welcome to Module One. We are going to discuss popular social media live streaming formats in an overview on how to use live streaming and social media marketing. So a little bit about me, Kelsey Jones. I have about 10 years of experience in SEO content and social media. I've spoken several times at Pub Con, State of Search, and SMX East. I've written two courses for Digital Marketing Institute, which is based in Dublin. If you have any questions during the course or afterwards, feel free to email me. My email is kelsey@sixstories.com. You can also find me on social media at wonderwall7 on almost every social network. And if you want to learn more about my company, Six Stories, there's our website URL below. So, let's get started.

In this module, we're going to cover an overview of the most popular social media live streaming platforms, examples of each of these platforms, and which ones would work best for your business. So, let's talk about Facebook Live, which is arguably the most popular live streaming format. So, it's best for brands or thought leaders that have really big followings on Facebook. It's really easy for them to get viewers and people asking questions really quickly. It also is good for businesses who want a blend of business and personal. Even though people in your target audience are probably on Facebook for personal reasons, they're still going to tune in because they're interested in your industry and topics. And it's good for any industry, usually B2B, industrial, commercial, retail... it doesn't matter. You're probably going to have your target audience on Facebook.

So, a couple of exclusive features that are unique to Facebook live. You can stream from the app or from desktop. So, the desktop version is continuously rolling out and it makes it really easy to start a live stream almost anywhere. It's instantly saved as video in the video section of your Facebook page. It gives you a livestream URL to share, so that's something that we did when I worked at Search Engine Journal as executive editor. Once we started a live stream, we would share that on Twitter, which I'm going to talk about in a later module. It has third party API tools. So, Facebook doesn't provide this themselves, but there's a third party tool that let's you schedule broadcasts, so then you can promote that URL ahead of time. Users receive a notification when a page they follow is live, which is really good for getting viewers and engagement quickly if they happen to be online when you start a broadcast.

And, obviously, Facebook has the largest active user base. So, it makes sense for brands to probably be at least experimenting with live streaming on there. So, here's an example of a live stream that I've been doing. So my company, Six Stories, used to be called Moxie Dot. And I was doing regular live streams about topics. It usually just took a couple minutes of set up. I would wear a lapel mic which I got from Amazon for about 10 bucks. And I just streamed live for a few minutes. And I got a pretty good view, over 300 within the first couple of days. And it just steadily goes up since the video is automatically saved in my video section.

So next up, I would say the next biggest one is Instagram live. So, this is great for anyone who wants to target millennials or people aged 18 to 45, because that's Instagram's most active user base. It's really good for creative or visual brands. So it might not be the best for B2B or industrial, or manufacturing. But things like retail, eCommerce, beauty, fitness, artists... anything with creativity, marketing, writing, things like that are really good for Instagram Live. And if you want to do a lot of broadcasts daily or weekly, it seems like that's a lot more common on Instagram for the live streaming.

So, a few things that are unique to Instagram. It gives you a notification area at the top of the app, so there's circles. And then, when users are using Instagram, they will also get a pop up notification at the top of their screen in the app that says when a user is live. So that's a little bit similar to Facebook. It has a really extremely active daily user base, sometimes a little bit more than Facebook, depending on the demographics we're looking at. And then, just like Facebook, the video is saved on your profile when you're done. So that's something that can be repurposed, or at least saved in your profile, so people can view it later.

So, here's just a screenshot of what it looks like to start the live video. So YouTube live is probably a classic. Most people know that you can go live on YouTube. It's been something that has been available for users for many years, more than Facebook and Instagram. So if you have a large following on YouTube, it's really great for that. Since YouTube has a really wide demographic, it's good for targeting anyone 18 and over. And then, if you are stepping up your production value. So maybe you have a full studio. YouTube might be a good option for you.

Also, it's really easy to do multiple hosts. So currently on Facebook you have to do a third party API to do multiple hosts, or two people at once, side by side. But on YouTube, that's already integrated. So some things that make it unique and special... it's already integrated into Google Products. So if you already have a YouTube account, or Google Plus, or what have you, it's already built in there and easy to use. If you want to do webinars, using the Third Party Webinar Jam is a really cool way to use YouTube live as a webinar format. And, like the other two, it's saved as a YouTube video automatically when done, which is something that makes your life a little bit easier.

If you did a live stream on Facebook or Instagram, you would then have to download that and transfer it on to YouTube. But it's already there if you're live on YouTube. And it supports a multiple user format, like I said. So several people could be online at once doing a group presentation, or having a discussion, and it just supports that automatically. It also has a cool feature that it automatically fixes the lighting on the screen, so it's helping you get the best possible light and look as good as possible.

So, here's an example of just how to set up a live stream. So you go into the live stream section on the left, Stream now, and then you set it up. You can also monitor the live chat and set the stream options here, change the thumbnail, things like that. So Periscope is another option. So it's owned by Twitter. It was purchased by them a few years ago. It's really good for people that have a really large following on Twitter, or brands that do. Usually it's used by younger... I'm sorry, older people. So it's skew is 35 and older, which I was a little surprised to learn. It's also really good for live streaming events that have active hashtags on Twitter.

So, let's say you were at an event that had a hashtag a lot of people are using. It'd be really good to do a Periscope live video from there and use that hashtag in the title, because then, it will get viewed by more people since the hashtag is already active. I would say that Instagram, and Facebook, and YouTube... they don't really have that. Of course, there are hashtags on Instagram and Facebook, but they're not used as much as Twitter, in terms of this live video especially. Another cool thing is that it's promoted on your Twitter profile. So it tells you how many live streams or Periscope videos the user has had. And they can also view those past Periscope videos after it's done, just like the other platforms.

So, here's just a screenshot of the Periscope home page. Users can search by hashtag, which I think is really cool. I know you can search for videos and things like that on Instagram and Facebook, but Periscope, since it's integrated with Twitter, works really well with using hashtags for topics. And it gives you a summary of all the people that are currently live whenever you search for a hashtag. So that's a cool way to kind of figure out what hashtags are popular, and for you to see if maybe any of your competitors are doing any live streaming.

So, one thing I did want to touch on is what I think is going to be next in social media live streaming. What are the things that are going to be more popular? And so I thought it'd be interesting to discuss that after we have done our overview. So I think virtual reality is going to continue to grow. I could totally see some live streaming of people going through virtual reality environments, or hanging out with friends in a virtual reality environment, which is something that's already possible with the Oculus devices.

I wouldn't be surprised if there is live streaming on Snapchat. They had that feature in the past, but I think they're going to bring it back and they're going to introduce it as a public thing that anyone could view live video from people if they set their settings to public. I think that's something that will eventually roll out. I could totally see constant wearable streaming. I'm sure there are products that have already been trying to do that, but I think in our age of technology, that wouldn't be surprising at all to suddenly have people that have gotten popular by live streaming their whole life.

And then, 360-degree streaming is something really cool that I think will happen. So there's obviously already 360-degree cameras that can shoot video. And a lot of brands, like Royal Caribbean in particular, have done a cool job with 360-degree video. And so I think doing streaming will just be something that's going to take it to the next level.

So just as a recap, which I'm going to do these recaps, and then modular introductions for each module. So in this one, we covered an overview and examples of the current most popular social media live streaming platforms. We discussed which platform would work best for your business. And then I talked a little bit about the future of live streaming.

In the next module, so module two, we're going to cover what technology you need to live stream on social media and what are the bare minimum technology components you need to get started. And so, that's it for module one. See you in module two.