Upraft

LIVE STREAM CHECKLIST

Live Stream Checklist

DEFINE GOAL OF STREAMING

- Live Sale
- QnA session with customers
- Product Tutorial Video
- Interview session
- Launch of Product
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STREAMING PLATFORM

- Facebook Live
- Instagram Live
- YouTube Live
- Twitter Live
- TikTok Live
- Twitch
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MARKETING OR ANNOUNCEMENT

- Schedule stream at least 7 days before
- Add informative description
- Post this schedule on SM platforms
- Promote your stream using Ads
- Send emails and ask people to register

Send Reminder emails on D-Day

PLAN GIVEAWAYS IF ANY

Select product for giveaway as per your agenda

Set contest rules

Provide Giveaway Details

Promote giveaway

STREAMING DEVICE

Decide your location & type of stream

Get Laptop/PC/Smartphone

Get technical requirements (Tripod for Mobile etc.)

Get the latest browser version on PC/Laptop.

MEMORY

Free up space in Laptop/PC/Smartphone

Delete temporary files, caches, internet history, etc.

CAMERA

- Get external camera for better clarity
- If using an inbuilt camera, close all apps, plugins that might be using your camera

AUDIO

- Use external microphones for better audio
- Use Audio Mixer plugins to tailor your viewer's experience

INTERNET

- Check Internet Connection
- Check Internet Streaming and Uploading speed
- Use hard-wired Ethernet
- Use Open ports

LIVE STREAMING SOFTWARE

- OBS Studio
- Wirecast
- Or any other streaming software

CHECK SHOOTING LOCATION

- Should complement your streaming purpose
- Should be free of external noises
- Should have enough light
- Clean up to remove distractions
- Setup products/equipment required during the stream

RUN A TRIAL OF YOUR LIVE STREAM

- Test your cameras, audios, other technical equipment
- Check batteries
- Run a trial to check the order of stream

CALL-TO-ACTION AFTER LIVE STREAM

- Define the next step for your users
- Ask for reviews
- Post your video on different platforms

ANYTHING ELSE