

● LIVE STREAMING CHECKLIST

PLAN THE LOGISTICS

Who: _____

When: _____

What topic will be discussed: _____

Live streaming platform: _____

Which account will you go live from: _____

Moderator: _____

VERIFY EQUIPMENT & LOGISTICS

- Camera/Webcam
- Computer
- Lighting
- Internet Connection (Wi-Fi, Ethernet, Cellular)
- Background
- Sound (Microphone, Headphones, Quiet Space)

PROMOTION

- Alert your co-workers & team as needed
- Announce the live stream to your audience (social media, email, etc.)
- Schedule guests & encourage them to promote the live stream to their network

PREP YOUR GUESTS

- Prepare questions for guests
- Connect with guests to review the plan
- Share login or live stream connection information and do a test run
- Set expectations (What are they responsible for? How long will the stream last? Will there be a live Q&A?)
- Review the main topic of discussion
- Identify any sensitive issues in advance

TEST LIVE STREAM CONNECTIONS

- Test streaming platform connection
- Test audio
- Test lighting
- Prepare location
- Practice live stream
- Prepare backup options for potential issues

GO LIVE

- Write strong post copy
- Hook your viewers with a powerful opening
- Interact with your audience
- Ask and answer questions
- Give people time to tune in
- Thank your audience for watching
- Mention your next live stream or whatever you'd like viewers to do next

THANK YOUR AUDIENCE

- Create a social post thanking your viewers for tuning in
- In the post copy, include the date & time of your next live video