

A COMPLETE GUIDE TO LIVE STREAMING FOR CORPORATE COMMUNICATORS



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WHAT IS LIVE STREAMING?

Through live streaming you're able to take real-time coverage of an event and broadcast it directly to your audience.

Viewers can tune-in in a variety of ways, including: TV, Webcasts, Social Channels and Secure Employee Sites.

Most likely newsletters, email communications, and web conferencing is a part of your communication strategy but you still need a way to stand out and capture the attention of your employees.

Incorporating a live streaming strategy gives your leadership team the power to reach employees beyond the limits of physical corporate locations to boost engagement and morale.



On October 5, 1947, the first televised presidential speech aired directly in America's living rooms, bringing the president closer to his people.¹

How can you humanize your leadership the same way?

Live Streaming

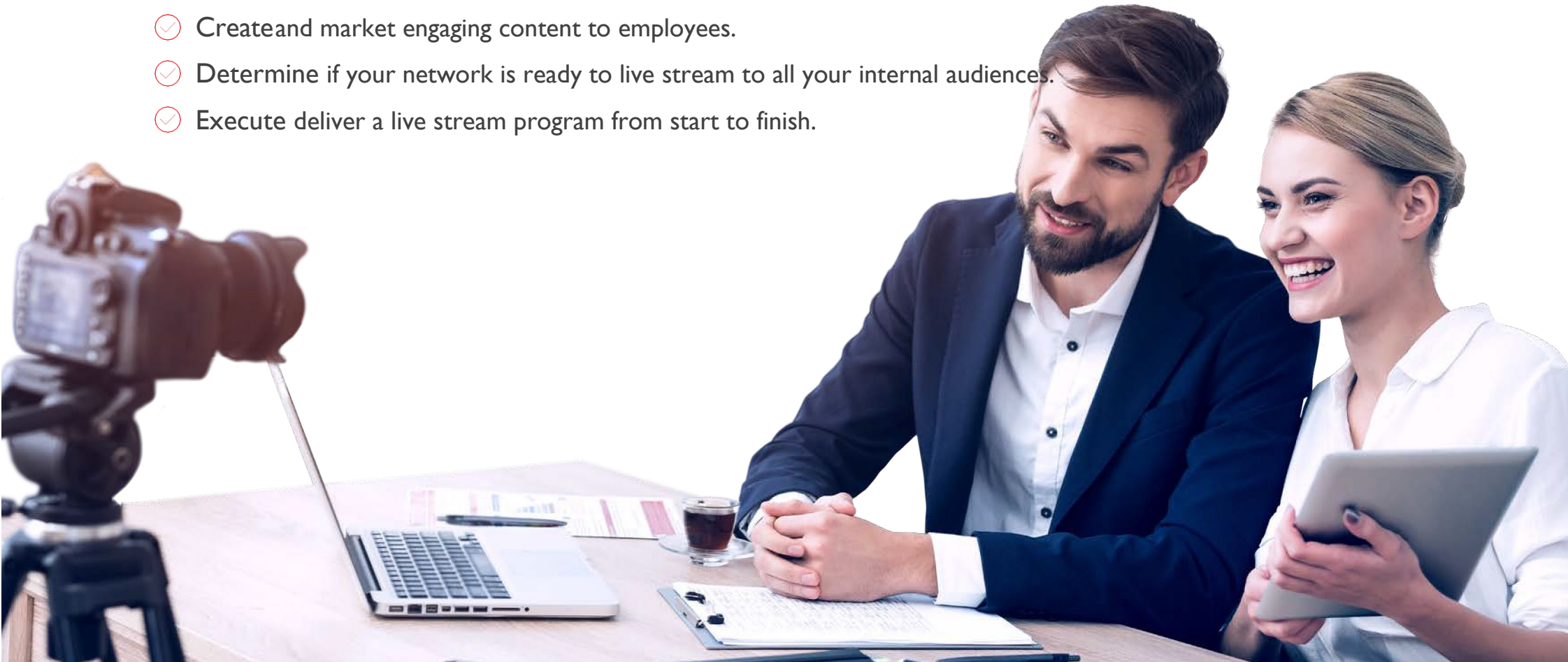


Key Takeaways You'll Gain from this Guide

Throughout this guide, we will walk you through how to create and communicate content that will capture and keep your audience's attention.

Learn how to:

- ✓ Determine the appropriate live streaming destinations to host your program.
- ✓ Create and market engaging content to employees.
- ✓ Determine if your network is ready to live stream to all your internal audiences.
- ✓ Execute deliver a live stream program from start to finish.



BENEFITS OF LIVE STREAMING

The use of video continues to gain traction as a communication tactic for improving employee engagement.

Live streaming can further build relationships and promote employee trust in leadership.

Other benefits include:

- Reaching a global audience
- Real-time engagement
- Quickly disseminating important information
- Humanizing your executives
- Enabling cross-departmental collaboration & interaction



PROOF POINTS



68% of employees are disengaged.²



72% of employees do not fully understand their company's strategy.³



54% of employees believe they'd be more productive if they had more access to leadership.⁴



63% of employees wish they heard from company leadership more.⁵



VIDEO CONTENT SYNDICATION

Given the main goal of live streaming is to extend the reach of your content, video content syndication gives you the ability to broadcast to a variety of channels through one feed, to get your content in front of your audience no matter where they spend their time.

There are two types of destinations that you can use for your audience to interact with. Each serves a different purpose.



Gated Employee Sites

If you want to secure your content and know who is viewing your broadcasts, use registration pages or company intranet sites where your employees are already active.

Examples Include: Webcasts, Virtual Events, Internal Corporate websites

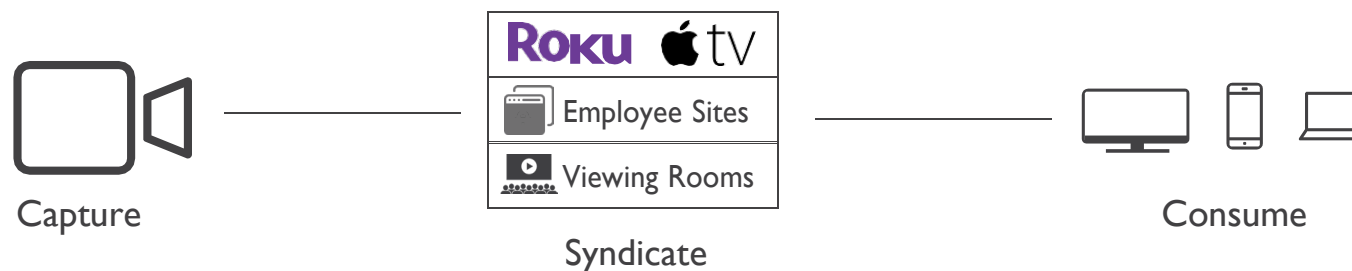


Viewing Rooms

Live stream in front of an audience and set up viewing rooms across office locations to bring employees together during the live event.

Examples Include: Office monitors, Huddle rooms, etc.

Live Stream Delivery



FORMATS & USE CASES

Live stream programming can consist of a variety of content types providing flexibility for you to achieve your business goals. Creativity is key when determining what content will work well for your online audience.

Below are three common formats:

Single Video Stream



For one off communication programs, and broadcasts that you don't plan on repeating frequently.

Use Cases:

Town halls, Earnings updates,
Employee news

Video Stream Series

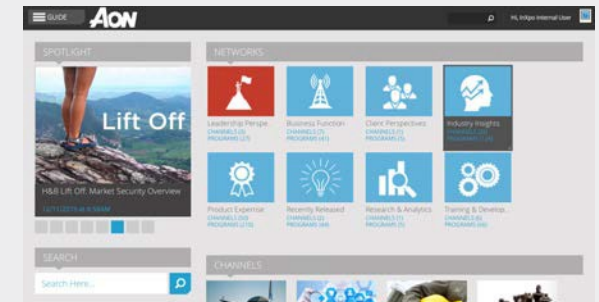


Build a series of programs and allow employees to tune into the live program but also reference back to previous programs kept on-demand.

Use Cases:

Sales Kick-Off, Onboarding/Orientation,
Leadership meetings

Video Portals



Create a secure always on TV-style destination to access always-on employee communications by network and channel. Organize and secure content by department or topic and create a program cadence to encourage repeat visits.

Use Cases:

Conferences, Employee events,
Product training

CASE STUDY

Many business leaders like to have an “open door policy” to stay in touch with their employees and provide a two way dialogue. However, for a globally dispersed workforce like Hyatt, it takes more than an open door to reach their employees.

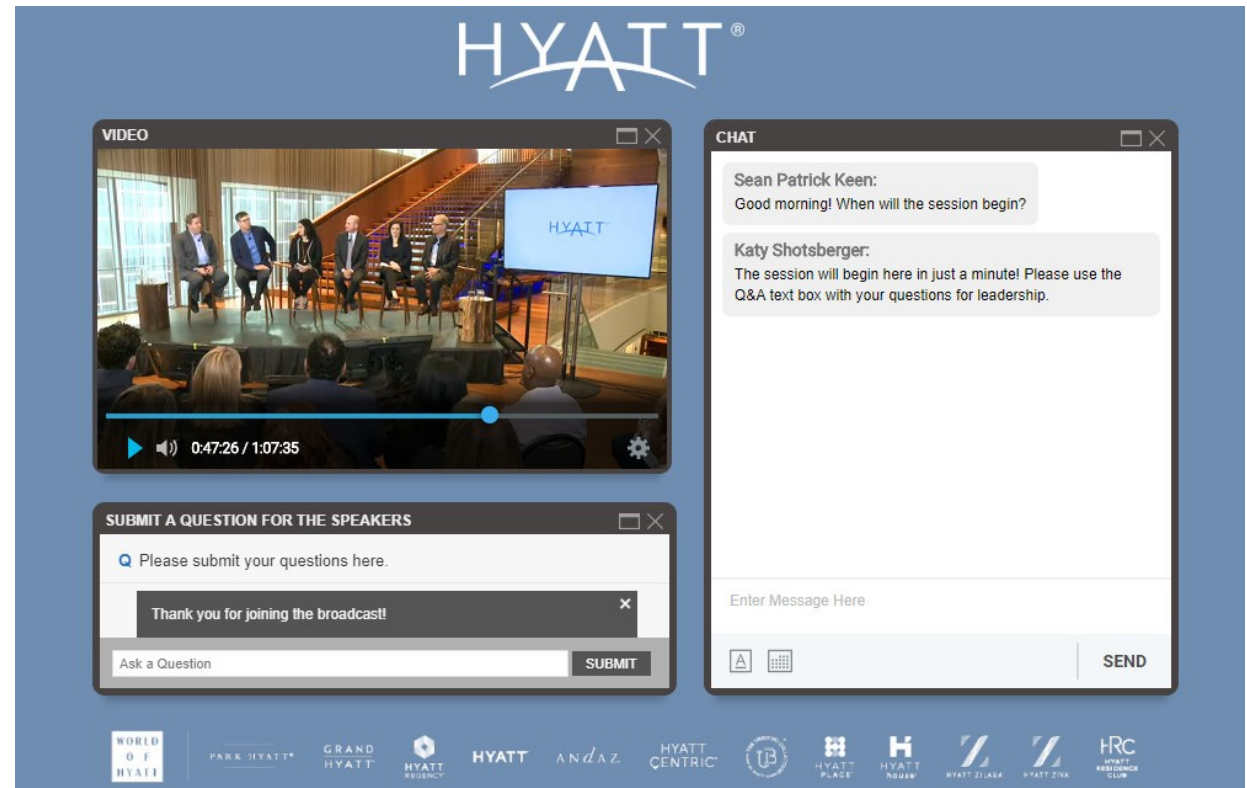
Hyatt stands out amongst business leaders by utilizing live streaming video solutions for their company town halls and employee programs to strengthen engagement worldwide.

Results:

95% OF EMPLOYEES
feel more informed and engaged

TWO-WAY COMMUNICATION
was the favorite capability among employees

55+ COUNTRIES WITH HYATTS
had the opportunity to connect with leadership



CONTENT CREATION

Creating content for your virtual audience should be a combination of what your audience is wanting to see, and what will help you achieve your business goals.

The most dynamic live streams include a variety of content formats to keep the audience engaged.

Some ideas include:

- Executive announcements
- Presentations and demos
- Orientation and onboarding
- Employee news and education
- Sales updates and enablement
- Product and compliance training



CONTENT CREATION CHECKLIST

- ☐ Set Content Goals - What do you want your content to communicate and your audience to walk away with?
- ☐ Create Engagement Opportunities - Find ways for your audience to interact with the live stream to drive content retention through:
 - Chat
 - Live Q&A
 - Polls
 - Testing/Certification
- ☐ Research Topics - Identify relevant topics employees are interested in.
- ☐ Recruit Speakers & Moderators - Find subject matter experts or source them within your organization. Often the best knowledge and on-air talent lie within your coworkers.
- ☐ Build a Publishing Schedule - Create an editorial calendar with selected programming laid out ahead of time.



PROGRAM PROMOTION

Now that you have created your content, make sure your employees see it and take action. Create a promotion schedule in advance that is integrated into your communication channels for the widest reach.

Below are best practices to consider for a variety of communication channels.

Email Schedule | Single VideoStream



4 Weeks
First
Invitation



2 Weeks
Second
Email



1 Week
Reminder



1 Day
Day Before
Reminder



15 Min. Before
We're Going
Live!

Email Schedule | Multiple Streams or Events



3 Months
Save
The Date



Every 2
Weeks
Reminders



4 Weeks
Follow Above
Email Schedule...



Website/Intranet Updates

- Make sure that your event is easy to find and the call to action is clear.
- Go the extra mile by incorporating real-time personalization or content recommendations.

Other Communication Channels

- Leverage existing outreach such as newsletters or bulletins that are familiar to your audience.
(i.e. monthly newsletter)
- Take advantage of common office areas by hanging posters, and/or using digital signage to encourage viewership.
(i.e. restroom stalls, cafeteria screens)
- Spread the word using your management and leadership teams can influence your audience to participate.
(i.e. CEO email)



PROMOTION CHECKLIST

- ☐ Outline Goals and Objectives - Define your strategy to make selecting the right channels easier.
- ☐ Develop Your Messaging - Remember content should be tailored for each channel. (i.e. office signage may include a shortened vanity URL for easy access)
- ☐ Segment Your Employee Audience - Personalize your message by what is important to each group. (team, management level, etc.)
- ☐ Pick the Destination - Determine where to host your live stream based on where your employees spend their time.
- ☐ Build the Calendar - Schedule out your promotions to establish your cadence and ensure other communications don't conflict.
- ☐ Define Metrics - Discuss how you will measure success to track performance and ROI.



PRODUCTION AND EXECUTION

Based on your goals and budget, you can produce a quality live stream with as little as one person or using a multi-person crew.



Basic Production

If speed and flexibility are your priorities, you can go live with one presenter or many through a streaming platform and computer webcams, without sacrificing quality. This route is best for marketers who are trying to be cost-effective.



Advanced Production

This option includes a small production crew made up of a professional camera operator, sound, lighting, and host to moderate your program with multiple presenters and guests. Utilizing a production crew is ideal for higher production value, and for capturing content in larger rooms or convention centers.



PRODUCTION CHECKLIST

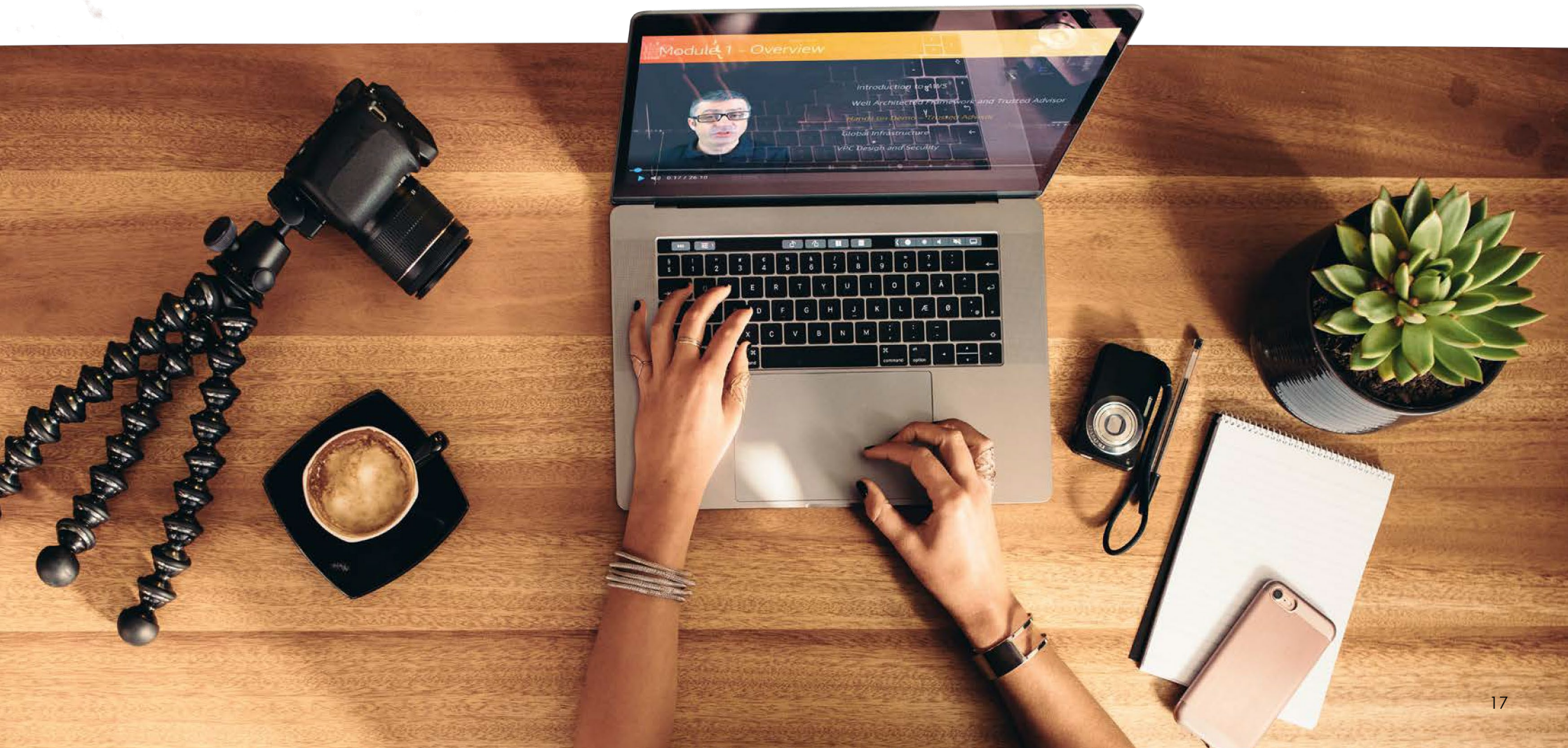
- ☐ Program Outline - Write out a complete schedule of how the agenda will flow. (i.e. who will introduce the speakers, what is the transition from one speaker to the next, etc.)
- ☐ Production Resources - Secure resources, locations and crew members you may need for the program.
- ☐ Content Review - Schedule speakers and host to walk through the content and flow.
- ☐ Dry Run - Schedule a practice session one week out with your speakers to ensure their technology is working properly with the live streaming platform and that their camera and audio are working.
- ☐ Tech Check - Test out streams on all channels you will be using.
- ☐ Postproduction - Edit content that can be re-purposed on other marketing channels.



TECHNOLOGY REQUIREMENTS

While video presents unique engagement opportunities between presenter and audience; challenges can arise around your network's ability to provide a stable streaming experience.

Selecting technology that meets the checklist on the next page will narrow your room for error and provide greater quality.



TECHNOLOGY CHECKLIST

Selecting technology that meets the checklist below will narrow the room for error and provide greater quality.

- ☐ Ease of use
- ☐ Enterprise integrations
- ☐ Adaptive bitrate streaming
- ☐ Global CDN delivery options
- ☐ HTML5 platform with no plugins or downloads required
- ☐ WebRTC enabled for real-time communications
- ☐ Delivers slide media and screen-sharing in addition to video streams
- ☐ Bandwidth optimization options for internal delivery
- ☐ Video syndication support



TECHNOLOGY REQUIREMENTS

To ensure a high-quality live stream share these best practices with your IT/AV teams.

Internet bandwidth requirements

- 10 Mbps upload & download speeds
- Ports 80 & 1935 open
- Dedicated internet line strongly recommended

Preferred resolution

- SD: 640 x 360
- HD: 1280 x 720

HTML5/WebRTC enabled technology

RTMP feed compatibility

Video/Audio recommendations:

- SD video: 700 Kbps – 900Kbps
- HD video: 1500 Kbps – 2500Kbps
- Frame Rate: 29.97 FPS
- Keyframe interval every 2 seconds (60frames)
- Audio: 44.1kHz sample rate, 128 Kbps, mono



PERSONNEL

Based on your production level, the following personnel may be needed to help you execute the programming seamlessly:

Live Streaming Role	Basic Production	Advanced Production
Platform Software Engineer	•	•
Lighting Technician		•
Director		•
Camera Operator(s)	•	•
AI Audio Engineer		•
Producer(s)*	•	•
Host/Moderator		•
Teleprompter Operator		•

*An experienced Producer can take on multiple roles for smaller production



METRICS: USING DATA TO TRACK SUCCESS

Combining engagement activity data with viewing activity from the channels you streamed to provides valuable information about the reach of your live stream.

For example, if after a Town Hall intranet usage increases, this shows you the audience may be taking action based on the content of the program.

You can also measure employee engagement in a variety of interactive ways during your programming, and post in the form of polls and surveys.

Engagement scores allow you to track the level of audience interaction with your presenter, content, and audience.

Using a scoring model (1-10) to see how each area measures and keep an eye on trend analysis of your programming.



Each channel has opportunities to engage. Below are engagement tools we recommend to include and measure.



Webcasts



- Attendees
- Time spent
- Demographics
- Downloads
- Social Shares
- Surveys
- Chats
- Q&A
- Polls



Internal Channels

- Views
- Comments
- Likes
- Shares



OTT Roku/Apple TV

- Views
- Countries

GETTING STARTED

Here are some final considerations when starting your live stream plan.

- **Finalize Your Goals** - Clearly define what you are trying to achieve with live streaming, so that you can easily identify your needs. (i.e. extend reach, drive engagement)
- **Determine Your Budget** - Evaluate where you fall on the scale of basic to advanced production.
- **Assess Your Needs** - Make a list of requirements including functionality, features and services.
- **Evaluate Live Streaming Partners** - Take the opportunity to consider what software and services partner will best complement your team.
- **Crawl, Walk, Run** - Start small to get your feet wet and continue evolving your live streaming programs by trying new channels, formats and use cases.
- **Measure often** - keep an eye on your performance metrics to continue to grow your audience and elevate your programming.

Sources:

¹ [First White House speech airs on TV, October 5, 1947](#)

² [68 Percent of Employees Are Disengaged, But There Is a Scientifically Proven Way to Boost Engagement](#)

^{3,5} [Improve Employee Engagement Through Live Video](#)



About Us

Creation Networks solutions provides tools, technology, and intelligence to help companies target the right audiences, reach across multiple channels and monitor the impact of their messages. Our suite of solutions enable PR, IR, corporate communications and marketing professionals the ability to deliver product announcements, marketing webinars, employee townhalls, events and announcements that build brand, drive sales, and engage key audiences for your business.

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