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#PRNEWS



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- Non-profit affiliate of U.S. Chamber of Commerce, educating the public on how business can be a force for good.
- Historically, our live video has been event-driven. This is evolving.
- We like Facebook Live, followed by Periscope, then Instagram video.

LIVE EVENTS

The Old Way: Webcast for desktop browser only.

Now: Webcast for desktop *and* mobile.
Supplemented by [Facebook Live](#), [Periscope](#), etc.

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Equipment

- Iphone 6 equivalent or better
- Tripod or mono pod
- Cell phone clip. (I recommend Glif).

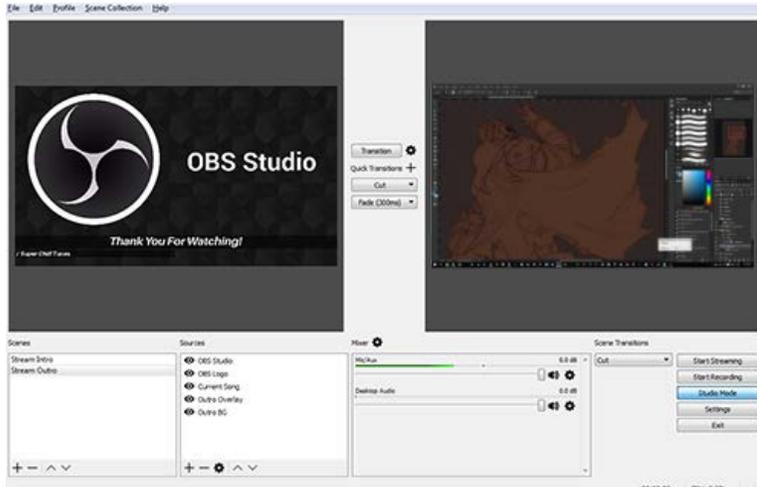


Tips for Live Events

- Pick a segment (15 minutes max. Under 10 minutes ideal).
- The more intimate the setting, the better.
- Stand next to an audio speaker.
- Supplement with interviews and/or a video walk-through of the event space.

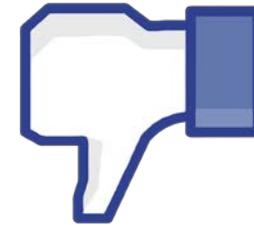


Tips for Live Events Cont'd



- For the technically savvy, try using Facebook API or Periscope Producer. (For multi-camera, screencasts, etc.)
- Consider using a DSLR camera and laptop.
- Check out Open Broadcaster Software.
- When in doubt, go for “plausibly live.” (Video shot and edited quickly, then posted.)

A Not-So Great Example



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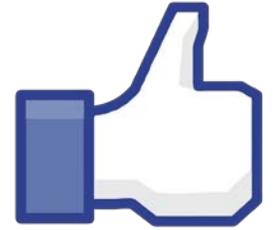


Continuing Education for New Cook & Public Cook - 2018

Hosted: Stephen Boyd

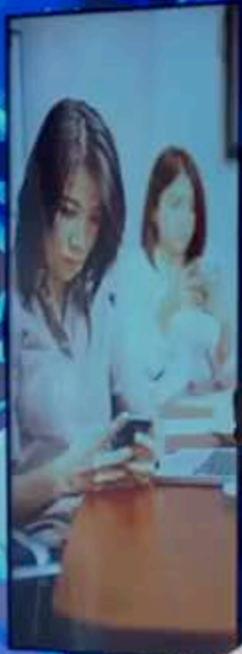
Presented: Representative Greg Swartz
Jay Ford
Sen. G. Scott
Senator Greg Hickey

A Better Example



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Other Ideas

- Q&A Session/Interview
- Quick comment on a news event
- Behind-the-scenes action

Advance Promotion

(It's Tricky)

- Once you promote, you can't change your mind
- Data connections aren't always perfect (use WiFi, test using speedtest.net)
- Promoting live broadcasts cannibalizes in-person attendance

Afterward

- Videos continue to have value after they go live
- Targeted, promoted video posts on Facebook, Twitter are good value. Even \$50 can go a long way.
- Facebook Live videos are downloadable, thus can be re-purposed for social media posts, YouTube clips, blog posts.

Analytics

- Facebook, Twitter native analytics platforms are OK but imperfect
- What is your measure of success?
- What counts as a “view?” (Answer: 3 measly seconds)
- Viewers stay if they are engaged immediately, but that’s hard to plan.

Key Takeaways

- Go where your social audience is
- Shorter is better
- Get creative with live events
- Have a modest budget for promotion