



PR News #Social16 How To Use Twitter's Periscope For Your Organization's Video Strategy

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Introductions

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Our Periscope Agenda

- What is Periscope?
- Why Periscope?
- Is Periscope Right For You?
- Case Studies
- Analytics, Features and Tools
- Takeaways
- Q&A

Periscope: Top Line

- Founded by Kayvon Beykpour & Joe Bernstein (2014)
- Live video broadcasting via smartphone app
- Twitter acquired prior to March 2015 launch*
 - (USD \$86 million)
- Apple's 2015 App of the Year
- 200MM broadcasts as of March, 2016
- 10MM accts, 1.9MM daily users as of August, 2015

Periscope: Context

- **Meerkat**

- Launched @ SXSW 2015
- Pivoted to live video in 2016



- **'Super Sad True Love Story' (2010)**

- Gary Shteyngart
- Predicted Periscope via "äppärät"



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Periscope: Context

- **Facebook Live**

- Launched December 2015
- Initially celebrity-driven



- Facebook Live especially powerful for individuals and brands with an established/robust FB community.
- *“Facebook Live is for social networks, conversations with your friends. **Periscope is about the live web**, it’s about what’s happening in the moment, where Facebook is about ‘what are my friends doing.’ – Brian Solis, Altimeter Group*

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Kayvon's USA Today Demo



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Periscope on 'The Late Show'



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Why Periscope?

“What if we could give everyone...a TV show? We wanted to get Periscope into the hands of as many people as possible, as quickly as possible.”

– *Kayvon Beykpour on why he built Periscope and ultimately partnered with Twitter; 'The Late Show' December 19, 2015.*

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Periscope is...

- **AFFORDABLE** → **NO** additional budget required
- **POWERFUL** → Twitter **REACH & VELOCITY**
- **ACCESSIBLE** → Land grab, Frontier still **OPEN**

Periscope: A Perfect Tool

- **Storytelling** → Breaking news, living press release
- **Brand Recognition** → (Your Name or Brand Here) TV
- **Social + IRL Audience Development** → Relationship
- **Conversion** → Sales, Loyalty, Influence, Leadership

Is Periscope Right For You?

■ 'YES'

- **Already have Social and/or Twitter presence, or looking to launch**
 - **If Storytelling, Brand Identity, Audience Development and Conversion are primary concerns**

■ 'NO'

- **Highly regulated business**
- **Private, Top-Secret or Confidential activities**

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Sarah-Jayne Gratton

@grattongirl

“A great brand is a story that’s never completely told.” ~Scott Bedbury

6/12/14, 9:28 AM

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Periscope Case Study 1

- **EXPERIAN #CREDITSCOPE**
 - Addition to Experian's #CreditChat on Twitter
 - Staffed by Experian Director of Public Education & Social Media Managers
 - M-F 2:30pm EST, different credit-related topic each day
 - #CreditScope averages 400 viewers/200 comments per session
 - Experian on Periscope: 159K Hearts, 20 minutes average viewing



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Periscope Case Study 2

- DORITOS
- #DoritosRoulette
- First Periscope contest
- Gamification → Real-World Taste Test Experience

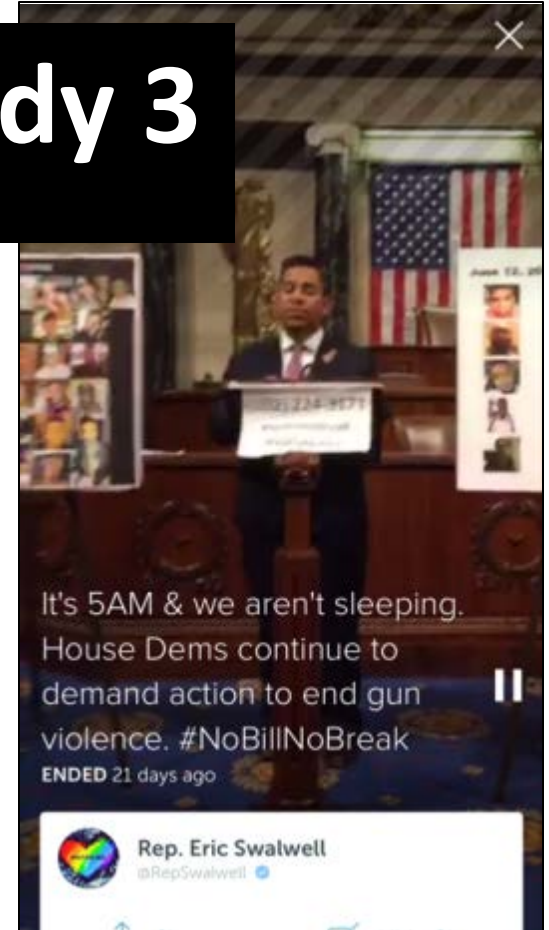


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Periscope Case Study 3

- US Rep. Eric Swalwell
- #NOBILLNOBREAK
 - House GOP shut off cameras
 - Broadcast live via C-SPAN
 - TOP 5 (of 10) Periscope Stats
 - 482K LIVE + REPLAY Viewers
 - 347K Hearts
 - Total Viewing: 3 YRS, 3 MONTHS
 - Overall account: 3MM HEARTS
- Proven Political Tool
- Breaking News Go-To



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Periscope Case Study 4

- **ADOBE**
- **#CreativeCloud**
- **24-Hour 'How To'**
- **Twitter Periscope**



Periscope Case Study 5

- Human Rights Campaign
- Dedicated Periscope
- Q&A's and more
- Simple, Effective & Regular!



HUMAN
RIGHTS
CAMPAIGN®

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Periscope Buy-In (Internal and External)

What's "THE THING" your business does on Periscope?

Your business **NEEDS** a focus, one that achieves business goals (i.e. Experian's #CreditScope).

Your Litmus Test:

- Does it **ADD VALUE**?
- Does it **MEET BUSINESS GOALS**?
- Does it **CREATE UNIQUE ROI**?
- How can it help the bottom line?

Periscope Analytics

- Most external Periscope analytics are in BETA
- Use Twitter (built-in and independent analytics)
- Your Post-Broadcast Research:
 - Total views
 - Replays
 - Comments
 - New Followers (post broadcast)
 - Engagement (via Periscope an Twitter, CRM)
 - Hearts
 - Shares
 - Internal and External (i.e. Twitter, Facebook, Links)

NEW Periscope Features

SKETCH

- Non-verbal responses
- Express Opinion
- Specify Location



EMBEDDED IN TWEETS

- Plays directly via Twitter
- Twitter link useable across platforms w/video replay
- Periscope broadcast button from Twitter app



MODERATION

- Spam/abuse reporting
- Up/down viewer vote
- Offender suspension



HIGHLIGHTS

- Showcases broadcast's most "interesting moments" in app

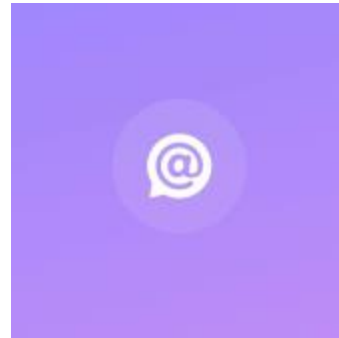
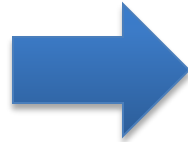
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NEW Twitter Features

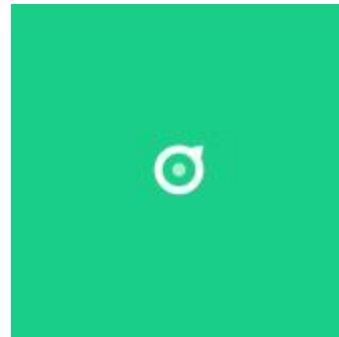
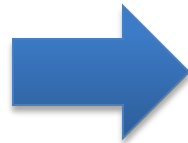
TWITTER ENGAGE

- Showcases in-app analytics
 - Key Twitter Stats
 - Account Performance
 - Audience Demographics
 - Influencer alerts



TWITTER DASHBOARD

- Impressions (per tweet)
 - 28-Day History
 - CSV Export Tool
 - Engagement Rates
 - Further Updates Soon



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Periscope Tools

SHOULDERPOD | S1 Grip

- Tripod Mount
- Filmmaker Handle
- Traveler Stand
 - **3-in-1 Must Have**



DJI | OSMO

- Tripod Not Required
- Advanced Stabilization
- Long-Exposure Shots
- 360 Degree Panoramas
- Remote Control



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12 Scoping Best Practices

1. Promote in advance via email, social media
2. Use a tripod + smart phone mount and/or other stabilizer
3. Use a microphone/headset with mike to amplify voice/limit noise
4. Become known for something specific and high-level on Periscope
5. Tell on-brand stories that help meet business goals
6. Be choosy. Periscope special or important business moments
7. Determine your frequency sweet spot - less can be so much more
8. Follow new Periscope viewers on Twitter, engaging there, too
9. Periscope is live TV - consider full shot and 'stage' as possible
10. Smile and speak in an emphatic, almost sing-song, manner
11. Take questions from the Periscope audience during broadcast
12. Review analytics/stats after **every** broadcast, insights will come

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Periscope Takeaways

- Periscope Fortifies, Empowers & Expands Your Twitter Strategy
- Sharp Broadcast Focus → Evergreen Business Storytelling
- Periscope Guarantees That *Your* Revolution Is Being Televised
- Periscope's Newness is Your Market Share and Business Gain
- Periscope is Your Business-Specific Breaking News Channel
- Periscope +Twitter → Audience Development + Conversion GOLD

Questions ???



Frank Adman

@FrankAdman

Hope your brand is creating that
new car smell today.

2/11/13, 10:51 AM

Thank you!

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