



ATTAINING & RETAINING VIEWERSHIP

PROMOTING VIEWERSHIP

BEST PRACTICES



- ✓ Create an event or invite users to receive notifications
- ✓ Experiment with imagery or short video to tease out broadcast
- ✓ Leverage messaging via company newsletter/email
- ✓ Consider placing paid promotion after broadcast has ended
- ✓ Leverage other social channels to drive to the broadcast

RETAINING VIEWERSHIP

BEST PRACTICES



- ✓ Test audio, equipment, and lighting
- ✓ Proactive tagging
- ✓ Introduction
- ✓ Give sense of video length
- ✓ Moderate and engage with viewers