

A ***vimeo*** Resource

Live Streaming for Social Media

A how-to guide for building strategy,
execution, and engagement



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Introduction

Social media streaming has made the leap [from novelty to necessity](#). Channels like Twitter, Facebook, Instagram, and LinkedIn are integrating live video into their platforms, and brands are [adjusting their social strategies accordingly](#). According to a Forrester report, in 2018 brands spent [more than \\$90 billion on video content](#), much of it going to social media marketing. By 2023, that number is expected to rise to more than \$100 billion.

Live streaming to social media networks creates eye-catching content that improves your positioning in news feed algorithms. In fact, Facebook [announced updates](#) to the way it ranks video, basing it on three factors:

1. Loyalty and intent
2. Video and viewing durations
3. Originality

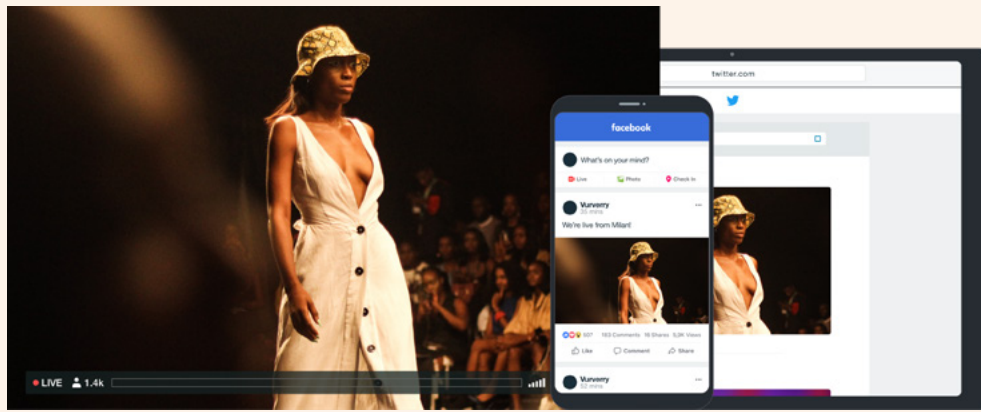
“These changes will benefit video distribution for Pages that create original content people want to watch and come back to,” wrote David Miller, product management director at Facebook.

It’s undeniable that live video adds a human touch to posts. [And, live streaming is only getting bigger](#). In 2018, an estimated [47% of global consumers](#) reported an increase in their live streaming from the previous year. And that number is only set to grow — Cisco estimates that [82% of all internet traffic will be video by 2022](#). Read on to learn where, why, and how to stream to social media and grow engagement for your organization.

“Live video is a great way to humanize your brand. As an eCommerce company, a lot of people think that we’re either robots or overseas, but we’re right here in Houston — we’re real humans. Whenever we’re able to put human faces on the screen, customers are able to see who we are and that we know our stuff.”

Abigail Sawyer

Manager of Social Media and Influencer Marketing, Blinds.com



How to get started with social media streaming

Sometimes maintaining a social media presence can feel a bit like spinning plates. With so many platforms competing for attention, it's hard to focus your energy on just one. Many organizations struggle to give equal time to each platform.

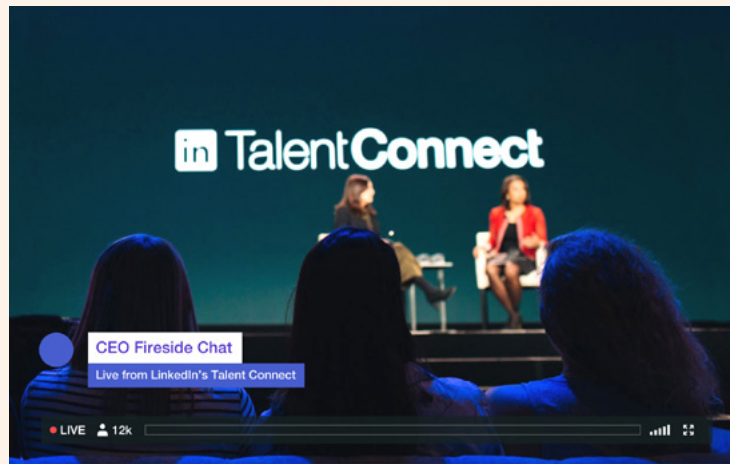
Luckily, it doesn't have to be this way – streaming across social media platforms is easier than you think. Here's a primer on how to get started streaming across various platforms.

Start slow, and know your audience

When you first begin experimenting with social media streaming, remember to take things one step at a time. It's better to channel your efforts into one great live event than a handful of hard-to-manage, simultaneous video posts. You also want to make sure you have someone designated to manage and respond to comments or take questions on each channel.

Depending on your audience, they might prefer one platform over another, or have a presence on many places at once. After you become more familiar with social media streaming, it'll be easy to expand your strategy to include these other destinations.

Diversifying is a great way to reach viewers on multiple channels – your strategy should accommodate those viewers. With tools like [Simulcast from Vimeo](#), it's easy to branch out and take your live video strategy to new heights by distributing your live stream to multiple channels at once.



LinkedIn Live

With more than 645 million members across 200 countries and territories, and 30 million businesses represented on the networking site, live streaming on LinkedIn presents a unique opportunity for companies of all sizes to engage professional audiences with high-quality live content. LinkedIn also prioritizes live events in their feed, making the potential to reach more eyeballs even greater.

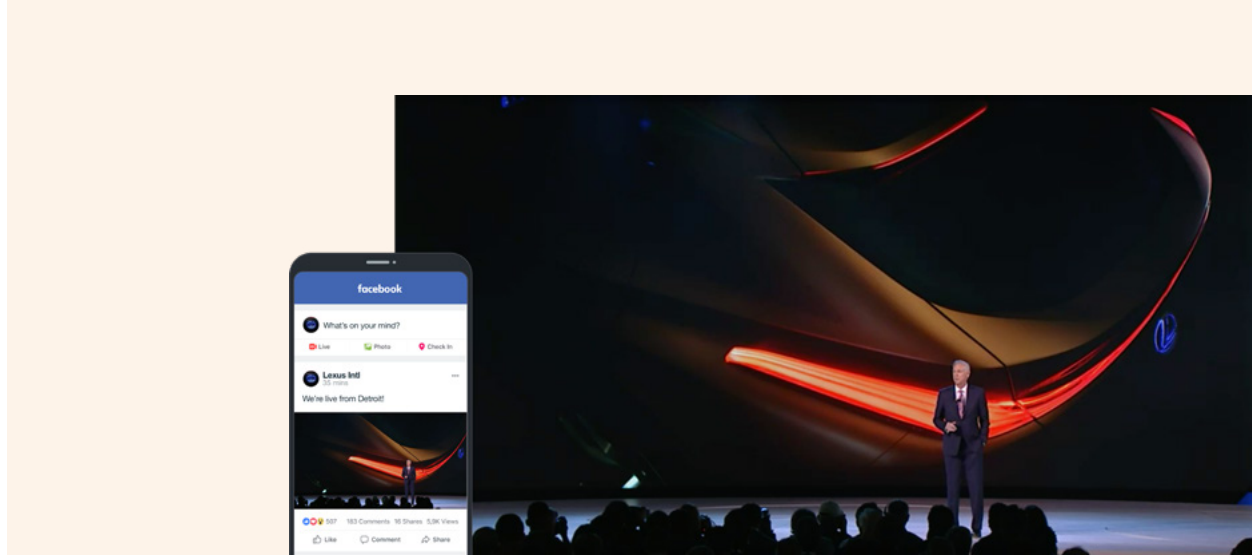
What's more, Vimeo Enterprise subscribers can stream natively to LinkedIn, straight from the platform. With the click of a button, you can easily live stream while simulcasting to an embedded Vimeo player, Facebook Live, LinkedIn Live, YouTube, and any custom RTMP-enabled social destination such as Periscope.

How to stream to LinkedIn Live

As of publication, LinkedIn is piloting its live streaming functionality. Whether you're looking to live stream from an individual or company page, [you must apply](#) in order to access live streaming on LinkedIn. You can learn more about best practices with LinkedIn Live [in this handy guide](#) from the LinkedIn team themselves.

To get started with live streaming to LinkedIn from Vimeo, create your live event, then go to the "Destinations" tab. Click "Connect" (or "Reconnect") next to LinkedIn, and you'll be brought to the connected apps page in your Vimeo account settings to authenticate the LinkedIn app.

Then, login to your LinkedIn account and select the profile you want to stream to. If you have administrator privileges for a company page you can stream to that page, too. Once LinkedIn is synced to Vimeo, select the LinkedIn page you desire and make sure the toggle is switched "on."



Facebook Live

With more than 2.4 billion users worldwide, it's no surprise that publishers and brands have flocked to Facebook. According to Fidji Simo, Facebook's head of video, [20% of all Facebook videos in 2017 were broadcast live](#). What's more, live videos on Facebook experienced [six times as many interactions](#) as regular videos on average.

Streaming to Facebook Live should be part, but not all, of your live video strategy. Going live directly to Facebook is good for a short stream, but lacks the qualities and features of a professional live stream.

Combining Facebook Live with a dedicated live video solution, like Vimeo, opens new possibilities for your content. Vimeo's [live streaming functionality](#) lets you seamlessly stream a portion of your live event to Facebook, before directing them back to your own properties. And with lead capture tools like forms, you can turn your live event into a source of revenue for your organization.

How to stream to Facebook Live

If you're streaming using a desktop computer or laptop, click inside the status update box at the top of your newsfeed and choose the "live video" icon from the menu. A browser window will open up, activating your computer's webcam. For mobile users, you can use the Facebook app. Simply tap the "live" icon beneath the status update box. Write a description for your video, set your audience (Public, Friends, etc.), choose a filter, and press "start live video."



With Simulcast from Vimeo, you can stream your content to Vimeo and Facebook Live at the same time with a simple toggle. [Learn more about simulcasting to Facebook from Vimeo here.](#)



YouTube Live

YouTube has been playing catch-up with Facebook Live and Twitter's Periscope. Right now, anyone can live stream to YouTube from their desktop, but live streaming from a mobile device is limited to verified content creators with over 1,000 subscribers.

How to stream to YouTube

If you're [streaming to YouTube](#) using a desktop, simply click on the recorder icon, followed by "Go Live." Next, select "Webcam," enter a title and description for your stream, and choose a privacy setting. Streaming to YouTube via the "Events" dashboard is ideal if you prefer to announce a planned event before it goes live. You can access or schedule a live stream via the Live Control room.

Vimeo Enterprise customers can push a stream from Vimeo to YouTube through its native integration. Simply connect to your YouTube account under the "Destinations" tab in your live event on Vimeo to get started. [Learn how to sync your accounts here.](#)

Periscope/Twitter

Twitter integrated Periscope into their desktop and mobile sites back in 2016. The up-to-the-minute algorithm of Twitter, plus Periscope's ease of use, have made both platforms a destination for organizations of every kind.

How to stream to Periscope

Users can stream directly to Periscope from a mobile device, or an encoder with [Periscope Producer](#), a program designed for content creators and streamers. [Streaming to Periscope from a mobile device](#) is simple: when you open the app, tap the "Broadcast" button or the camera icon and you're live. While you can use your mobile device's camera or computer webcam, using Periscope Producer opens up its API to third-party streaming encoders. This means, you can effortlessly stream from Vimeo to Periscope.

Our Simulcast feature lets you easily add an RTMP link from Periscope to your Vimeo account. [This help center article](#) has step-by-step instructions to get you started.



Instagram Live

Following on the heels of Facebook Live, Instagram rolled out its own live video function a few years back. Housed within the app's popular Instagram Stories section, the feature allows users to engage and interact with followers in real time with streaming content. A "live" badge will appear on your profile picture to alert followers of your broadcast. Your story will also move to the first spot of the Stories queue at the top of your feed.

More than 500 million people use Instagram daily, and more than **200 million** Instagrammers visit at least one business profile daily. Instagram reports an **80% increase** in time spent watching video on the app, and **a third of the most viewed stories are from businesses**. With the right live video strategy, brands can use Instagram Live to help drive engagement with their target audience, and even boost the bottom line.

How to stream to Instagram Live

There are a number of ways to access the live video feature in the Instagram app. To start a live video you can either tap on the camera icon in the top left corner, swipe right on your feed, or tap to add to your story. From there, choose "live" from the bottom menu, then tap "Go Live" to begin streaming. You'll see the number of viewers at the top of the screen and comments at the bottom.

After you end your live video, you have the option of sharing a replay in Instagram Stories. Simply tap "Share" at the bottom of the screen after you've ended your live video. Unless you save the story to your highlights, it will disappear from your feed after 24 hours.



5 Tips for Connecting with Live Viewers on Social Media

1. Connect with your audience

Social media should be a back and forth conversation, not just a one-way projection. Don't shout into the void: If you see you have viewers tuning in, ask them questions, answer their questions, and poll them for responses. Live, immediate interaction is the real value of live video and will incentivize people to stay tuned in.

It might be helpful to have someone off-camera flag comments to you or filter through them so you can respond to the best ones. Facebook's algorithm ranks videos based on stickiness and repeat views. While you're streaming try to find ways to involve your viewers and get them to share your post.

2. Don't forget about the new viewers

Since many people will tune in after you've already started streaming, you want to make sure you get them up to speed. If you see a bump in viewership, welcome those viewers and recap them on what you've been discussing. You can't control when your viewers join, and you'll want to use call-outs plus graphics and enhanced video to help people navigate the narrative of your stream.

3. Embrace the nature of live

This is live video! Your audience isn't tuning in to watch something stiff and scripted. Feel free to have a little fun or be a bit spontaneous. The more authentic your connection with your audience the better. The beauty of live video is that audiences are not expecting a polished final product.

4. Broadcast for at least 10 minutes (and say “goodbye” when you end)

The longer you broadcast, the more viewers and likes you can get, the more likely you will rise in the news feed algorithm. We recommend broadcasting for at least 30-45 minutes. Here at Vimeo we do 30 minutes of live presentation and then about 15 minutes of Q&A. Then, have another live stream scheduled, remind them to tune in later and subscribe to updates.

5. Boost your post

Had a great stream? Once your social media live stream ends, you can boost it. Allocating even a small amount of spend can gain you additional on-demand viewers and extend the reach of your video.



Did you know?

Vimeo has handy built-in graphics features to create on-screen graphics in a cinch.

Best Practices for Marketing Your Live Stream



Diversify your distribution

Most brands post to several social media networks. Why wouldn't you stream to multiple platforms? With Vimeo you can simulcast to Facebook, LinkedIn, YouTube, Twitch, and Periscope ([here's our help guide](#)), as well as embed the live stream on your website.



Shifting sands

Social media algorithms are always changing, making it an unsteady place to build a brand or content strategy on its own. As all social media platforms change based on audience behavior, it's hard to build a reliable strategy when you don't control the platform.



Convert viewers into customers

Turn viewers into traffic to your website by sampling content on your live stream and encouraging them to visit your page. By doing so, you can collect more information. And it will get you closer to the most important outcome: new customers of your business.



Support + quality

Video quality is the most important factor for 67% of viewers when watching a live stream broadcast. Vimeo offers round-the-clock support for Enterprise customers. If you have issues with your stream, we're just a phone call or email away.



Control the message

Video in a fully branded portal with custom calls to action is more likely to convert. Viewers are less likely to be distracted by other things happening on the platform. Vimeo offers flexible customization tools to make our video player all your own.



Limitations

Facebook streams can only be four hours long. For a day-long conference or product launch, four hours will not cut it. And if you're streaming to Facebook from a mobile device, you can't incorporate graphics or any additional visuals or production elements.

Ready to upgrade your social media live streaming experience?

Streaming on social media is a great gateway tool for brands and organizations getting started with live video. On top of reliable live streaming to social media, Vimeo Enterprise offers many more ways to level up your interaction, engagement, and communication with your audience.

Contact our friendly team today



1-877-977-8732



Email



Chat

About Vimeo

Vimeo empowers more than 90 million video creators of all kinds to connect with their audiences and communities. We provide professional software, tools and technology for organizations to host, distribute, live stream, and monetize their videos. Our end-to-end live streaming solution offers organizations everything they need to share events live, online or privately, including software, hardware, production services, and best-in-class support. Headquartered in New York City and with offices around the world, Vimeo is an operating business of IAC (NASDAQ: IAC).