How to Effectively Use Periscope
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Things To Note About Periscope

- Periscope is an app that must be downloaded to your phone. (iOS and Android)
- Your Periscope account can be linked to your Twitter account, or created separately.
- You can broadcast live video from anywhere; quality of video relies on speed of your connection and connection of those watching.
- Users can watch the video and interact using messages or “hearts”.
- You can activate an option to save live streams to be viewed later; replay for 24 hours only.
- A link to your broadcast can be shared on Twitter; RT from other accounts.
- The Periscope video is vertical. Turning your phone sideways will turn your video sideways.
- You may use emoji in your typed messages.

Before You Broadcast

- Watch some other broadcasts to get a feel for how the app works.
- Create a simple outline to plan your broadcast and keep yourself on track.
- Be aware of the lighting and audio issues before beginning. Consider using a tripod for steadiness.
- Fully charge your phone.
- Choose a clear, compelling title for your broadcast that lets viewers know what they are about to view. Possibly include a call to action in the title.
- Consider questions that may come up during the broadcast and have some answers ready. Conversation moves quickly on Periscope.
- Turn your location setting to “On” to help viewers locate and understand where you are broadcasting.
- Come up with a reminder plan for Twitter coming up to your Periscope, tweeting three days before, two days, one day, five hours, then one hour before to let your audience know it is happening.

During Your Broadcast

- Acknowledge your viewers and tell them about what you are streaming. Give them a brief welcome.
- Ask your viewers to share your broadcast. If you have time, ask them where they are from.
- Ask them for hearts. These are “likes” for your Periscope account and raise your relevance. They are given by tapping the screen while viewing.
- If you have time, ask your viewers for feedback. Ask them what they think or if they have questions. Ask them questions.
- You can use both your forward and back camera on your phone during the broadcast.
- Be aware of trolls and mean-spirited viewers. You can easily block them by tapping the user’s name when they comment and choosing “Block User”. This will prevent them from accessing your broadcast and commenting.
- Keep it simple, authentic, and have fun!
- Make your broadcast short. 10-15 minutes should do the job.

After You Broadcast

- When your broadcast ends, you are shown some analytics regarding your broadcast. Take a screenshot of this information to review later.