

Tips and Tricks for Live Streaming

Last Modified on 09/01/2023 4:13 pm EDT

ManyVids, it's about time we talked about live streaming – what it is, why you should consider trying it, and how to make yours a success.

So, let's get started!

What's live streaming?

Simply put, it's your usual Vid content, but LIVE! In a traditional sense, think along the lines of your local 7 o'clock news, a national broadcast of a sporting event, or an award show, like The Oscars!

Nowadays, however, you don't have to be a news anchor or play for the New York Knicks to be seen live! Creators live stream themselves every day using platforms like TikTok and ManyVids to connect with viewers from all over the world; gaming, chatting, performing, or just about anything else you can imagine.

You don't have to limit yourself when it comes to live streaming, you can be as creative as you want.

Level up your content with live streaming!

We've covered the what, so now it's time to get into the why.

Live streaming offers content creators a fun and rewarding way to add a ton of value to their online brand. Some of the benefits include:

- **Diversifying your content**

As we've covered in previous blogs, diversifying your content is a good thing! It offers more avenues for fans to consume your content and support your brand, while also helping to define what exactly your brand is.

And live streaming is so much more than just going live – Creators can easily record their live shows on ManyVids to then edit and share again in different ways. In essence, live streaming is content that creates more content!

Click [here](#) to learn how you can record your liveshows on MV.

- **Providing a more personalized experience**

Live streaming gives your fans more intimate access to you and your brand – plain and simple. It's less mediated and more immediate; your supporters can communicate and interact with you in real time, leading to stronger connections and, for some viewers, a more satisfying experience!

Ask and answer questions; play games and show off your personality – going live makes virtual connections feel more real.

- **Attracting a wider audience**

More offerings mean more chances for new viewers to find your content. So, by adding live streaming to your content repertoire, you're casting a wider net. It's important to cater to different audiences. Going live lets you connect with Members who prefer to watch live streams rather than engage with Vids, pics, or posts.

Live streaming not only elevates the experience of your existing fanbase, but it also makes it easier to find new fans!

How to make your live stream the best it can be.

There are lots of ways to find success in live streaming without investing a ton of money – in fact, we're not going to focus on equipment at all for our purposes here. Instead, for today's breakdown, we're going to focus on some simple techniques that you

can use before and during your live show to help you grow your brand and reach a wider audience.

1. Set a topic and goal for your live show

What are you trying to achieve with your live stream? Is there some specific topic you want to chat about or a theme to your performance? Give your live show context and tease fans with what they can expect!

2. Be clear about rules and expectations

It's easier for everyone to have fun and get involved if you're clear from the outset! Don't be scared to set some guidelines for your live show – it's your space and you want to make it as inviting as possible for everyone, including yourself.

3. Do an equipment test beforehand

Before you go live, ensure that your camera and microphone are both working! There's nothing worse than trying to go live and having something preventable backfire.

4. Engage with your fans

Unless the theme of your live show is to be aloof, you probably don't want to be ignoring your fans, so consider putting your phone on silent! Your live stream will be successful if you're able to engage your fans: ask and answer questions, make "eye contact", and include your audience in the experience!

5. Add Vids and Store Items to your live show

One of the best parts about going live on ManyVids is that you can advertise some of your top Vids and Store Items during your live show! You can pin and display up to 3 Vids and 3 items, as well as any active Services, like VIP FanClub, Custom Vids, and more.

For more information about how to add Vids and Store Items to your live show, [click here](#).

6. Promote, promote, promote

[Self-promotion](#) is the key to finding success as a content creator, and this is equally true for live streaming!

Create some hype about your live show and be clear about the details, like when it's happening and how long you plan on live streaming. Consider incentivizing people to tune in by offering a discount code or promo specifically for fans who join in on the fun! As always, if you can find a fun way to involve your audience, you're more likely to succeed.

We say this all the time, but don't be scared to make mistakes! Live streaming, like so many other aspects of content creation, is a process of trial and error. You'll only discover what works for you by stumbling through the stuff that doesn't – and that's perfectly fine.

Consider live streaming just another one of the many awesome tools in your kit here at ManyVids. It's a great way to connect with fans and build your brand, while also generating some extra revenue.

The Creators on MV are some of the best around, seriously. So, if you're half as good at live streaming as you are at everything else that you do, those live shows will be incredible.

Let us know about your live show! Please RE-MV our [announcement post](#), RT us on [X](#), or comment below and let us know about your favorite things to do while live streaming.

We can't wait to tune in LIVE!
