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VIDEO STREAMING IN THE SOCIAL MEDIA SPACE

WHY?

- College athletics fans are always looking for more ways to connect and interact with coaches and student-athletes.
- While traditional video streams bring the games to fans like never before, there is often a lack of interaction.
- CoverItLive blogs and Twitter interaction helps, but communications staff is often so tied up with advancing the story of the game that interaction can be difficult.
- Game-time social media rarely gets in depth – surface-level stories prevail.

WHAT?

- Periscope (<http://periscope.tv>) - Twitter product
 - iOS based
 - Free
- Meerkat (<http://meerkatapp.co>)
 - iOS based – Accepting signups for Android beta testing
 - Free
- Uses device camera and microphone. No external editing (lead-ins, graphical overlays, etc.).
- Set a description and your live stream is sent out over twitter.
- Anyone can view streams – Only those with the app can interact (chat, like, follow)
- Moderating tools available (block problem chatters, etc.)
- Stream video available for replay through app, or can be saved to the device and exported to other sites (YouTube, etc.)

WHEN?

- Behind-the-scenes moments that can bring fans, boosters and recruits closer to your programs.
- "Live Look-in" - Bring fans exciting moments from games that otherwise aren't being streamed
- "Pre-game show" - Give fans an interactive experience prior to going live with a primary stream/broadcast.
- "Second-screen experience" – Live interaction with fans during games/events, or put fans right in the action (student section?)
UStream similar, but larger social aspect here.
- "Coaches show" – We're talking to our coaches on a regular basis, stream the talks and let fans come in and interact, ask questions and get insight directly from the coach.
- "Crazy stuff" – For sport-specific accounts, consider travel logs and the like. (Putt-Putt championship example)

WHERE?

- Since the only hardware required is your mobile device, you can start up a stream anywhere!
- "Coaches show" – If you have a studio set up, utilize that space and piggyback off your regular recorded pieces.
- On the bus on the way to a road event.
- In the office/press box/stands.
- Utilize your existing social media platforms to make/promote a schedule to draw in your fans.

PITFALLS?

- Resources – It takes people, it takes equipment, it takes time.
- Always Live, no editing – When the red light's on, there's no take backs.
 - Like Snapchat, there's no direct record feature, but there's nothing to stop folks from recording/rebroadcasting.
- Moderation can only be so quick
 - Spam-fighting can be tough (did not experience this)
 - Chat can be turned off, but limits interaction