

LIVESTREAM STUDIOS

AMSTERDAM



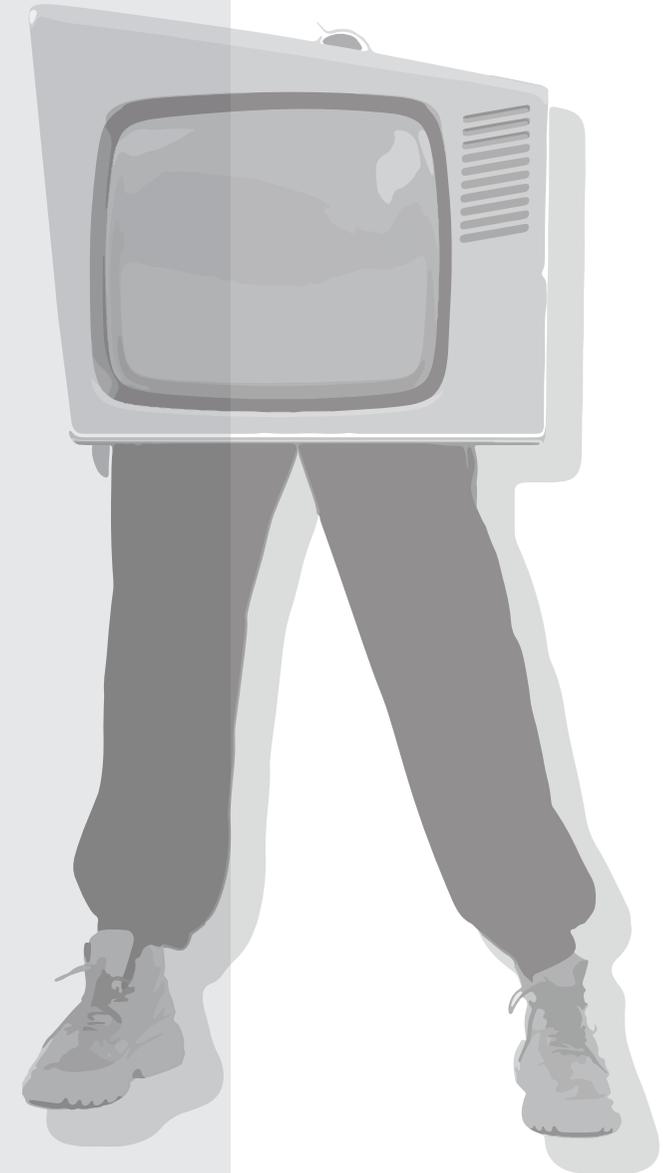


TOBACCO THEATER

TOBACCO
THEATER

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INTRODUCTION

"Ouch.."

Is what we thought at TOBACCO Theater with our sold out cultural events and crowded commercial events. We really did hear prime minister Rutte say: *"the 1,5 meter society will be the new normal.."* This was our cue to see opportunities and seize them.

TOBACCO Theater has a lead in hosting hybrid meetings. Our commercial clients are mainly international companies and we hosted hybrid meetings long before the Corona crisis for companies as Booking.com, Facebook, John Frieda and Virgin Hyperloop One. Now is the time to make use of our state of the art AV, impressive studio's, knowledge and high speed internet.

To be clear: livestreaming alone doesn't work! Our advice will always be: use multiple communication sources to interact during the livestream. The possibility to have a live audience and a chat function for the virtual attendees will increase the interaction and the experience or in other words hybrid event.

We would love to advise you while organising your live talk show, panel discussion, round table conversation, product launch, workshop pole dancing, podcast, you name it!

Warm regards,



Nina Pedrolí
Commercial Director



PACKAGE & PRICES

THE PACKAGE:

- Your own unique studio in an industrial theatre (several backgrounds/set ups possible)
- 3 Technicians and 1 event manager that accompany your livestream
- High speed live streaming to a platform of your choice (YouTube, Facebook, Vimeo, Zoom etc.) with chat options
- Branding on a 60 inch LCD screen and your company logo on screen
- LED light
- State of the art AV
- Live stream recording, you will receive a link with the livestream in HD
- Options to set up audio and videocalls for external presenters or attendees, for example with Skype or Zoom
- Experienced and professional directing with an eye for detail

PRICES:

2 hours	4 hours	6 hours
€ 2.750	€ 4.750	€ 6.500

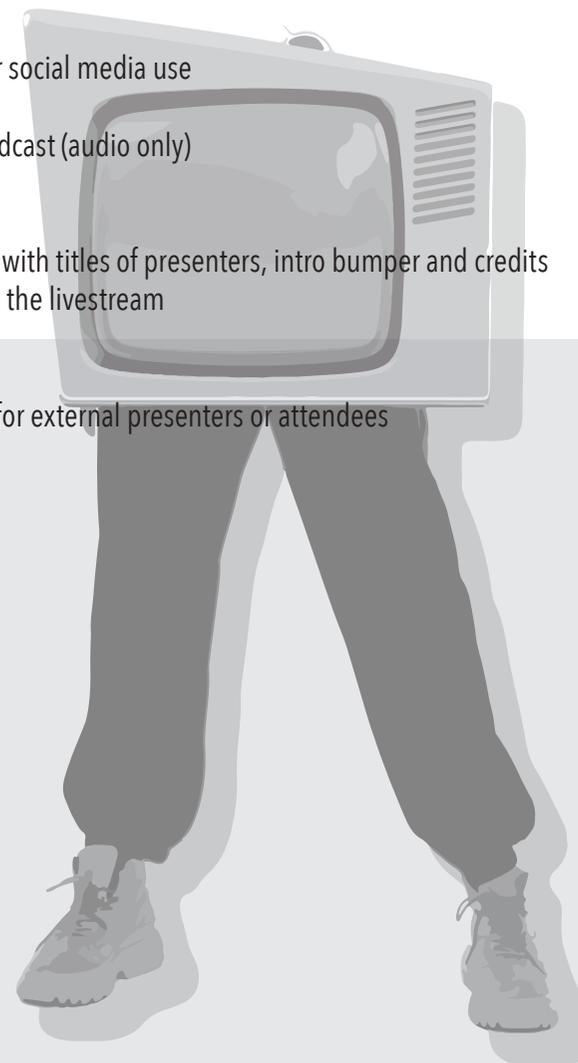


TECHNICAL SPECIFICATIONS & EXTRA'S

Description	Amount
SOUND	
Handheld or headset microphones	2
Digital mixer	1
Speaker system	1
LIGHTING	
Full lighting equipment, for live events, video recordings and livestreams.	1
VIDEO	
60" LCD screens	1
Presenter monitor	1
Barco 12.000 ANSI Lumen projector	1
Canon HD Cameras	2
Blackmagic director set	1
Media player with video and software	1
Livestream to social media platform of your choice, or in standard livestream setting	1
Use of (PowerPoint) presentations in the livestream	1
Own branding in the livestream	
OPERATIONAL	
Sound and lighting technician	1
Camera operator	1
Director and switching technician	1

OPTIONAL

- Tailor made livestream platform with landing page from €500,-
- Tailor made landing page from €150,-
- Green screen from €200,-
- Editing parts of the livestream for social media use from €200,-
- Subtitles afterwards from €200,-
- Turning your livestream into a podcast (audio only) from €150,-
- Behind the scenes photography from €200,-
- After movie from €575,-
- Design of your corporate identity with titles of presenters, intro bumper and credits from €150,-
- Production of videos used during the livestream from €575,-
- Talk show host from €1000,-
- Entertainment from €500,-
- Options for audio and videocalls for external presenters or attendees from €300,-
- 60" LCD screen €275,-
- Canon HD Camera €100,-
- Intercom set €100,-
- Laptop €100,-
- View monitor €105,-
- Light technician €50,- p/h
- Camera operator €50,- p/h
- Video content technician €50,- p/h



THEATRE HALL LIVE



STUDIO LIVE



COVID-19 PROTOCOL

June 30th, 2020 - In line with the advice of the RIVM we have taken necessary precautions in order to prevent the spread of the Corona Virus. TOBACCO Theater has your health and safety as top priority during events. We will continuously adjust the precautions when new advice applies.

GENERAL

- The general guidelines of the RIVM apply to all principals, organisers, accommodations, suppliers, and visitors of business events and their employees.
- Keep at least a 1.5-metre social distance.
- Take proper hygiene measures
 - wash your hands in a regular manner
 - cough and sneeze into the inside of your elbow
 - use paper tissues and discard them immediately after use
 - do not shake hands
- Stay at home if you suffer from mild symptoms of a cold, such as a runny nose, coughing, a sore throat, or a fever.
- Stay at home if someone you live with has a fever.



PREPARATIONS

- The precautions taken by TOBACCO Theater are communicated to the organizer prior to the event.
- TOBACCO Theater discuss the mandatory routing and walking direction with the organizer. Crossing traffic in the routing is avoided as much as possible. The routing is indicated by stickers on the floor and signs on the wall. The walking route ensures the 1.5 meters distance can be kept at all times.

DURING EVENTS

- Based on the 1.5 meter distance precaution, TOBACCO Theater applies a maximum number of guests who are allowed to be on site at the same time. Based on the 1.5 meter guidelines, TOBACCO Theater determines the maximum number of guests allowed per room.
- The precautions are displayed at the entrance and are frequently repeated inside.
- The location manager supervises the event. He/she will meet you at the entrance of TOBACCO Theater and ask you some check questions. You will be asked to disinfect your hands and keep 1.5 meter distance at all times. TOBACCO Theater will provide disinfectant hand gel upon the entry so anyone who enter the building can disinfect their hands.
- TOBACCO Theater will appoint one Officer who is responsible in respect of Corona and will monitor compliance.
- TOBACCO Theater ensures hygiene and reminds guests of the importance of washing their hands. Disinfectant hand gel and tissue papers is available in every room.
- All materials we use, will be disinfected several times a day according to the guidelines. Door handles and toilets will be cleaned every hour before and during the event. This also applies to all furniture and the audio-visual technology.
- TOBACCO Theater ensures the seats are arranged with 1.5 meter distance.

- TOBACCO Theater ensures safe circulation routes by using clear signing.
- Technology; In case a lapel microphone is used, the user must install the microphone himself. TOBACCO Theater uses table microphones for changing guests. The setting is built up with 1.5 meter distance precaution.
- In case catering is provided, TOBACCO Theater ensures maximum hygiene and safe distribution of food.

GUESTS

- Guests are aware of the precautions taken by TOBACCO Theater and must comply with them.
- Guests should always follow the instructions of the staff.

EMPLOYEES

- TOBACCO Theater gives employees the instruction to address guests in case of violation of the precautions. The employees ensure compliance and enforcement of this protocol by everyone who is in the building.
- Employees are aware of the precautions taken by TOBACCO Theater and must comply with them.
- Employees who belong to a risk group or who are pregnant work from home.
- Employees do not share their work supplies with others without disinfect them first.
- Employees keep all equipment and tools clean.

CANCELLATION POLICY*

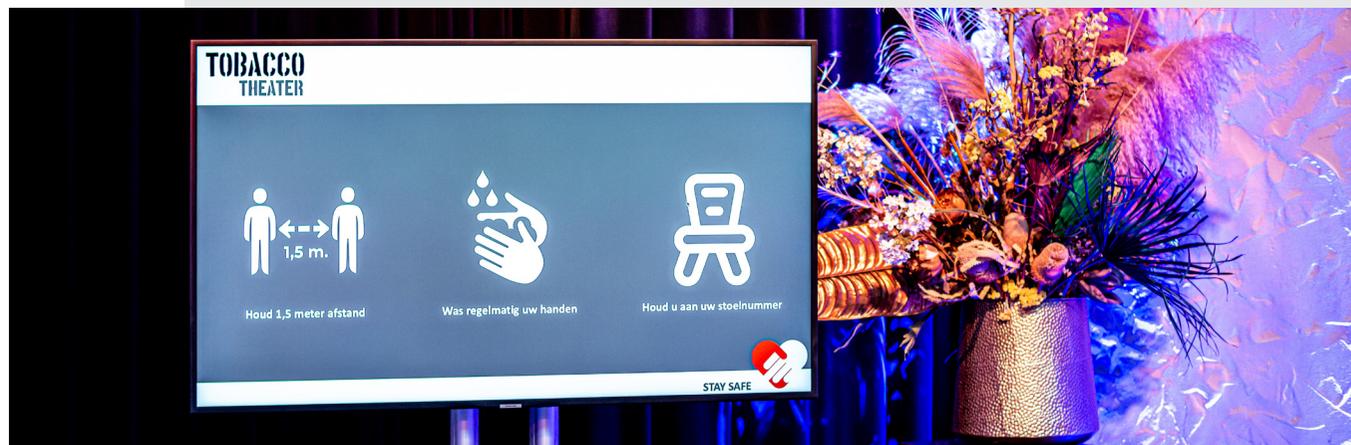
CANCELLATIONS BY THE CLIENT

We apply the following conditions up to 14 days prior the event:

- In case of an official coronavirus outbreak in the Netherlands established by the government, advising to avoid people or public events, we apply the condition that cancellation is free of charge. This applies to the hall rental of TOBACCO Theater. TOBACCO Theater may charge in full for any other costs that have already been incurred or can no longer be cancelled free of charge.
- In case no official statement and regulations have been adopted by the government regarding the Corona Virus in the Netherlands, but the client still wishes to cancel the event due to this circumstance and its own internal policy, TOBACCO Theater does not charge any cancellation costs for the hall rental. You can reschedule your event free of charge to another date within 13 months. Other costs that have been made can no longer be cancelled free of charge and will be fully charged by TOBACCO Theater.

We apply the following conditions no later than 3 days prior the date of the event:

- In case of an official coronavirus outbreak in the Netherlands established by the government, advising to avoid people or public events, we apply the condition that cancellation is free of charge. This applies to the hall rental of TOBACCO Theater. TOBACCO Theater may charge in full for any other costs that have already been incurred or can no longer be cancelled free of charge.
- In case no official statement and regulations have been adopted by the government regarding the Corona Virus in the Netherlands, but the client still wishes to cancel the event due to this circumstance and its own internal policy, TOBACCO Theater charges 25% of the hall rental. Other costs that have been made can no longer be cancelled free of charge and will be fully charged by TOBACCO Theater.



Within 3 days prior the date of the event, we apply the following conditions:

- In case of an official coronavirus outbreak in the Netherlands established by the government, advising to avoid people or public events. TOBACCO Theater charges 25% of the hall rental. TOBACCO Theater may charge in full for any other costs that have already been incurred or can no longer be cancelled free of charge.
- In case no official statement and regulations have been adopted by the government regarding the Corona Virus in the Netherlands, but the client still wishes to cancel the event due to this circumstance and its own internal policy, TOBACCO Theater charges 75% of the hall rental. Other costs that have been made can no longer be cancelled free of charge and will be fully charged by TOBACCO Theater.

Please note; TOBACCO Theater is always open to discuss your personal situation to see if there are other possibilities to come up with a creative solution that works for both parties!

REGULAR CANCELLATION CONDITIONS

Cancellation (or part of) rental of the TOBACCO Theater:

- For the reservation of our venue, you will receive a confirmation. After signing the confirmation, a cancellation on one or all of the areas is no longer possible.

Cancellation food, beverages, AV and staff:

- With a cancellation in writing, at least two months before your event, 25% of the signed confirmation needs to be paid.
- With a cancellation in writing, at least one month before your event, 50% of the signed confirmation needs to be paid. à please note we need to know this before the end of the week!
- With a cancellation in writing, at least 14 days before your event, 75% of the signed confirmation needs to be paid.
- With a cancellation in writing, less than 14 days before your event, 100% of the signed confirmation needs to be paid.

** Temporary cancellation conditions until September 1st, 2020*

LIVE STREAMING OR LIVE SCREAMING

A. LIVE STREAMING OR LIVE SCREAMING

Livestreaming is the new gathering, but behind a screen. Gathering together without smelling, feeling and being able to experience each other physically. Unfortunately it is just the way it is with these COVID-19 measures at 150 cm.

But the question is, is this what we want, can we do it and what does it actually yield at the end of the line? Can't we start using livestream in such a way that we see it as a fantastic communication tool and use it as an extra tool in your live events and marketing strategy for the future?

We see it as a great opportunity for later. You have to get involved and make yourself heard and, above all, show it. We actually want to scream it off the roofs ...

B. TOBACCO THEATER + LIVESTREAM

We provide about 50 cultural performances a year. We finance the cultural events from the income from the rental of our rooms and activities that we provide there. For livestream broadcasts, we entered into a partnership with the professionals of Livestream Studios Amsterdam five years ago.

Over the years, there was an increasing demand for extras around the livestreams. Especially during hybrid livestreams where guests are also present in one of our rooms. And... can we also provide entertainment after the live broadcasts in combination with a high-quality dinner for the guests present? Hell yes! The name TOBACCO Events was born. We now provide a full program around the livestream, including dinner from our own kitchen.

C. ENGAGE TOBACCO EVENTS AS AN ORGANISATION

The change from offline to online also meant a change of approach for the TOBACCO Team. Fortunately, that change of approach had already started a few years ago.. Due to the many (international) guests who use our livestream facilities we are already quite used to the different livestream possibilities that facilitate the extra network and contact moments.

Why choose TOBACCO Events?

- 17 years of event experience
- Has known the livestream market for years
- Has TOBACCO Theater with several fully equipped studios
- Has good opportunity to accommodate audiences
- Knows the possibilities of livestream Studios Amsterdam as no other
- Mastered the latest techniques
- Has experts in every livestream area

D. WHAT IS LIVE STREAMING ANYWAY?

Streaming is a technique whereby a sound clip or video can be listened to or viewed directly via the internet, without having to download it first. Live streaming goes one step further: you can watch what is going on in the studio live.



E. THE CREATION OF A LIVESTREAM

A good live stream contributes to the professional image of the event and the organization. Therefore, make sure that the image quality, content, lighting and atmosphere match the event and the target group. That sounds simple and it often is...Let's get started:

1. Make a plan

'Well begun is half done' is a golden rule that certainly applies to live streaming of events. Therefore, make a plan in advance in which you answer questions such as: what exactly do we want to show in the livestream? How long do we want it to last? Who do we let appear in front of the camera? What is the overall look and feel? Is the internet on location fast and stable enough? What about the lighting? And do I hire a professional moderator and cameraman? What do I do in a possible break? Do I invite guests into the room? Will I have a drink or dinner with the guests afterwards?

2. Choose a platform that suits your event and audience

Livestreaming can be used commercially but can of course also be streamed on all kinds of social media platforms. Think of Instagram, Facebook, YouTube and Twitter. Each platform offers different possibilities. One platform focuses mainly on video, the other offers more opportunities for interaction. Choose a platform on which your audience feels at home.

3. Announce the live stream

If no one knows about the live stream, you won't attract many viewers. That sounds simple, but we often see it happening that announcing is the last action to be taken. You'd better start with this step and give yourself a stick with it. So announce your livestream loud and clear, via your website or via targeted sponsored advertisements on social media.

Very important: did you say that you will start the livestream at 2 pm, then go live at that moment. Impatient viewers quit if you're too late. That's what you would do, right?

4. Create relevant content

The purpose of a livestream is to strengthen the bond between the audience and your event or product. That audience is not waiting for unfiltered advertising messages of how good you are. Be real and honest. New information is what is really relevant to them: that's what they come for and keep looking for.

5. Ensure interaction

A live chat with the digital followers after the livestream is not an option. That is why interaction during the event is all the more important. If viewers ask questions, for example via Twitter or live chat, make sure they get an immediate answer. You can stimulate interaction even more by asking specific questions. This can be done via a webinar or live Q&A session. Would you like a drink afterwards? Then a hybrid livestream event is your solution where the audience is also physically present.

6. Don't forget the follow-up

Event over, livestream offline, that's it! Or isn't it? You will get even more out of the livestream if you take care of a good follow-up. Share the best moments on social media, publish a blog post with video footage and announce your next event in person.





F. OPTIONS OF A LIVESTREAM

- Livestream live - recordings can be followed directly
- Livestream semi-live
- Livestream with live physical audience - hybrid
- Livestream with live physical audience and live chat function
- Livestream with live chat function with the participants, speakers, physical audience and host of the livestream
- Livestream with polls and live dial-up

TOBACCO Theater often uses the hybrid livestream where the audience is also physically present during the live broadcast. This gives the much-needed interaction that a live broadcast needs and gives the opportunity for extra networking moments afterwards. Let's take an extra look at this form of livestream.

G. HYBRID LIVESTREAM: LIVE + ONLINE

The hybrid event form consists of online and live components. The live part takes place at a livestream location. This can be at an external location such as TOBACCO Theater, but also in a familiar setting in your own office. In a hybrid broadcast, a live audience is present during the recordings and direct interaction takes place between the audience, the speakers, the host and the online viewers.

The online part is possible via live video. One of the big advantages of a live video is that you are in direct contact with your viewers and questions can be anticipated immediately. At hybrid events, questions can also be asked by the audience who is physically present. The questions can be answered immediately and if someone wants to know more about something, they can go into more detail if desired.

Conversely, questions can also be put to the viewers and the audience in the room. Perhaps there are a number of concepts that you would like to present to the employees and customers or find out what is going on through an online voting system.. Live video creates engagement and keeps everyone connected. This way you can also build on your company and brand experience. A product launch, internal kick-off or congress also lend themselves perfectly to a hybrid approach.



Using livestream as a marketing strategy

Livestreaming has become an integral part of the online world. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn and YouTube now also offer live streaming. Events, workshops, product presentations, congresses, meetings or Q&A's: everything can be broadcast live and focus on staff, colleagues or external participants and customers.

1. Wider reach

Social media platforms prefer live native video content in their algorithm. Your community will be notified that a live video has been started and your live video will be shown before other posts with only photo or text. In addition, according to hubspot.com, 80% of online visitors prefer video content to written content. Live video is growing in popularity. According to Vimeo.com, 70% of online users watch a live video every day and stay 8 times longer watching a live video than other video content. Live video therefore has the potential to reach a large number of people and increase viewer retention!

2. Interact with your audience

During a live video your audience watches live, but they also have the possibility to react in real time. According to Vimeo.com, they are 10 times more likely to respond to your live stream than they would with a registered video. Interacting with your audience is valuable for the marketing strategy: you get to know your own audience and their wishes better. You can use this feedback not only to optimize the next live broadcast,

but also to better connect your services and products to your audience and attract more people to the event or even sell more products.

3. Authenticity

In the time of filters and Photoshop, authenticity is more important than ever. People recognise sales pitches and want to stay far away from them. They are looking for real stories and personal content in which they recognize themselves. Live video is the perfect tool to create authentic content, think of a live talk show, livestream of an event or Q&A . What you see is what you get' with live video, there are no edits, no filters, no Photoshop. With livestream you tell your brand story in a personal way and build a connection with your audience that you amplify with every next live video.

4. Distinguish yourself from the competition

Although livestream is becoming more and more popular, live video content is not yet top of mind for many companies when drawing up their marketing strategy. If you choose for live video, you show the outside world that you like to think out-of-the-box and move with the times.

H. DEPLOYING LIVESTREAM FOR EVENTS

There are probably countless reasons why you wouldn't stream your event live. Maybe you think livestream events are the end of meeting each other. Who else will come to your conference, workshop or seminar when they know from now on that they can just watch live video as well?

Forget these worries, because do you know what's worse than going live with your events? Don't go live with your events! Exactly, if you want to stay competitive, attract a bigger audience and more clients or improve your events, then you need to get over these fears and start livestreaming your events.

"70% of the total mobile data traffic in 2018 is mobile video traffic -" according to CISCO. Statistics indicate that live videos retain attention 8 times better than recorded videos (VOD): "where the average playback time for VODs was 5.1 minutes, live videos were played for an average of 42.8 minutes". As you read, live video content is the trend, which means you have a new option to explore and possibly increase your sales. If you're still in doubt, here are a few ways livestreaming can help you organize and run truly successful events.

1. You can reach a global audience

If you stream your conferences, seminars or trade shows live, you will increase the reach of your event. You will have access to a global audience. By exceeding the capacity of your rooms, you'll also increase brand awareness, gain viewers, increase attendance and build a truly international community.

2. Connect with people who are not present

One of the biggest downsides of livestreaming events is that it is less easy to talk to like-minded people who cannot be present in person at your event. An advantage is that you can make your conference, seminar, or trade show more interesting with comments or questions from your global audience. In addition, if you use Twitter, live chat or direct calling to communicate with viewers and any physically present audience, you increase the online presence of the event.

3. Livestreaming increases the number of visitors to events

It may be surprising, but statistics show that "more than 30% of the people who watched a live stream for an event visited the physical event the following year". So that means you can use live streaming as a powerful way to promote your event for the next edition.

While it is much easier to visit an event online, people are influenced by the human factor and the need for interactions in person. That means: by tasting the atmosphere of your event in a virtual way, there is a significant chance that the online guests will come to your next event with even more enthusiasm.

Physical presence may cost something

You might think "People who pay to physically come to my event might feel aggrieved if I stream it for free,". Consider that your physical guests have something that viewers don't; the ability to physically network, have snacks and follow an extra social program.

Conclusion

You should not be afraid to livestream your events is the most important message. All reasons why you don't do it are now misconceptions. You don't lose any physical visitors and duration is a relative concept. By livestreaming your events, you have access to an international audience. You will attract a larger audience, you will have new promotional tools and you will increase the number of people who will visit your next event. So don't wait any longer; it's time to start livestreaming your events .



I. CHOICE OF A PROFESSIONAL LIVESTREAM PARTNER

How to make the right choice of who to partner with when recording a live stream in any form.

1. Digital introduction

It starts with an introduction. This can be done physically, but of course it can also be done digitally, for example via Zoom, Skype or Microsoft Teams. We explore the needs of what and who you want to achieve and why. The landscape of online and hybrid events is just as colourful as live events and we are happy to tell you more about the possibilities that suit your organisation and objectives.

2. From demand to proposal

After the introduction you will have a debrief drawn up in the form of a creative concept, plan of approach and quotation. This should state your objectives, how you want to achieve them via an online or hybrid event, which (event) location you can use for this, which (digital) working methods are appropriate and how it will be realised technically.

3. Organisation and creation

The use of marketing, communication and social channels is critically examined. From working out the content of the programme, setting up the necessary technology to making a creative translation into studio set-up, event styling and supervising speakers and participants from your organisation This also includes a social content calendar.

4. Hybrid event

The hybrid event can take the form of a webinar, a talk show, a TED-talk, scenario planning, etc. As with live, you have to think wider than the online event itself. In the run-up to it, you start by getting involved with the content or making people curious. For example, by sending the materials you need during the event or a stimulating run-up via social media. You can also take care of the catering with a playful 'at home drinks package'. The full package provides a guest journey that will be remembered for a long time.

5. Continuation and anchoring

Follow-up is at least as important as the hybrid event itself. We like to think along with you about how the collected content and insights can get further meaning for people, brand and organization. Think of an interesting recap of the event or short clips that can be shared afterwards.





J. LIVESTREAM STUDIOS AMSTERDAM

- Located in the capital of The Netherlands: Amsterdam
- Located in the TOBACCO Theater: location with a unique creative, cultural and industrial atmosphere.
- Collaboration with TOBACCO Events
- Different rooms with Livestream Studios
- Separate rooms for technology
- Possibility to have breakfast, lunch and dinner on a high level and fresh from our own kitchen
- Years of experience with livestream
- Attractive references such as Booking.com, BNNVARA, Slam FM, Disney and Philips.

K. POSSIBILITIES LIVESTREAM STUDIOS AMSTERDAM

- TV recordings
- Live After Talk
- Product launch
- Theatre performance
- International congress
- Concert registration
- Online trainings
- Conferences
- Company party
- General meeting
- Online Network event
- Q&A (Question and Answer) - internal marketing
- Deploying social media takeover influencers for business
- Inside - outside (look behind the scenes of the company)

L. ORGANIZE ONLINE: THE POSSIBILITIES

Whatever the reason, TOBACCO Events can organise any (online) event. With an average rating of 9.4 we dare to write that out loud. It ranges from a 20th anniversary to the launch of Hyperloop. Are employees longing for a staff party where all the brakes are off again? Or is it important to organise a relationship event and put the customers in the spotlight in an original way? We sit down together, behind the screen or next to each other. With every online form, it is important to choose the right interpretation of the event and the right communication strategy, in which ultimately your ultimate goal is achieved. TOBACCO Events offers unprecedented event ideas and unprecedented possibilities.

Examples of online events

TOBACCO Events has already successfully transformed a large number of planned physical events into successful hybrid events. For example, a relationship event took place in the form of a speed date, we combined rooftop locations with tendon rooms for the ultimate staff party and we organised a company outing in the form of a 'Who's the Mol' city game with various management jokers to use.

M. PUBLIC LIVESTREAM + SOCIAL MEDIA

Which channel to use for public live streaming depends on where your target audience is, but also what kind of stream you want to broadcast. So you have not chosen for a target group that has to register (paid) in person, but for a public event where everyone can and may watch.

YouTube and Facebook have developed the livestream function the most and these two channels are the most convenient for answering questions. It is also the easiest way to save these videos. On YouTube there is even a separate page with live videos. The advantage of Instagram and Twitter is that these channels, just like Facebook, notify you when someone goes live. Facebook: "Visitors watch a live video three times longer than a normal video. This lies in the power of live content. A live video feels more authentic and intimate than a normal video. Because everything is live, a video comes across as sincere". The algorithms also work with live video. On Facebook, a live video often appears at the top of the timeline. On Instagram, it even indicates when a live video is started. This gives you the chance of having more reach than your stories, where this is not indicated.

After recording a live video, it is usually saved. So you can still use it as 'normal' video on your channel. So you also have extra content to share and be found on. A live video remains on YouTube and Facebook. On Instagram stories it disappears for your followers after 24 hours, this is not the case with IGTV. Whichever channel you choose, livestreaming interacts with

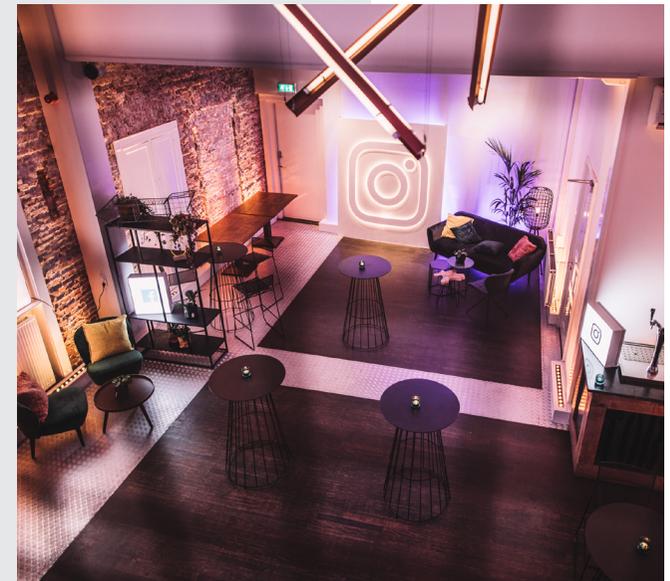
your followers. You show that you are of this time, you get valuable feedback, enrich your events portfolio and give your organization its own new face.

Video on Instagram

Here you can upload your video in three ways. In your feed, stories and/or IGTV. On Instagram it is NOT possible to link directly from your posts to an external site as your website (only for advertisements). Always adjust your link in bio, if you want traffic to your website. Only if you have more than 10.000 followers, you can link directly from your stories.

Video on Facebook

Facebook prefers you to upload the video native. This means that you upload the video directly to Facebook and not via a link to YouTube, for example. If you do that, you make optimal use of Facebook's algorithm. But... if your goal is to generate traffic to your webshop, or to grow your YouTube channel, then native is not the best way. Place a direct link to the video on, for example, YouTube. This will reduce your exposure, but you will reach your goal. Namely direct traffic. You take your 'loss' on exposure, but that doesn't matter at the bottom of the line. Keep monitoring this of course. Maybe placing a teaser will work better in that case.



Video on YouTube

This is where you place your video, of course. You put the tags right, description, subtitles underneath and a nice appealing thumbnail. YouTube is a platform that you can easily embed on sites and newsletters. It is a player, which many users use only for this purpose. But it is also a social media in itself. So, if you have a channel, make sure it's well set up. This makes your videos easy to find and allows you to build a subscriber group there as well.

Video on LinkedIn

LinkedIn works the same as Facebook in terms of exposure. Native uploading provides more exposure, but less traffic. At the moment it is popular to upload native and then put the link in the first comment. Of course this doesn't work for YouTube videos (why would people want to watch the video again), but it can work well for traffic to your website. Then native upload a teaser video, and put the link in the first comment. The results so far are good. But keep following the

analyses, because the algorithm can of course be adjusted for this. The social media channels are not very happy about sharing content where the viewer leaves their platform. They want them to stay on their platform, of course. Yet we see that important things are forgotten within a marketing video on LinkedIn. A shame. So time to share the most important do's and don'ts.



N. DO AND DON'T TIPS FOR POSTING VIDEO ON LINKEDIN

Do Tip 1: Native upload

Videos are automatically shown better than other messages by the LinkedIn algorithm. But... this only applies to native uploaded videos. This means that you upload them to LinkedIn. When you share a link to your video (e.g. on YouTube) this advantage does not apply. Easy peasy, then you share your video native, you would say. But that is not so easy.

Sometimes you have a different purpose with your video. For example, to build a subscriber base on YouTube. Then a native video is less effective as a link. Of course, there is another possibility. Upload a teaser of your video (short version, with call-to-action) on your page and then link to the page you want to lead the viewer to. For example in the first comment. You will then have the advantage of the native video, and still be able to reach your goal. Are you using your video for branding or other purposes that don't require an external link? Then upload your full video. Provided, the video is not too long of course.

Do Tip 2: Subtitling

We can't say it often enough. Subtitle all your videos! Not only because the deaf and hard of hearing can then follow your video, but also because many people watch the videos without sound. Don't forget the SEO benefits. Your LinkedIn messages are also read by the search engines.

Do Tip 3: Optimizing SEO

Besides the fact that the subtitles do wonders for your findability, LinkedIn offers even more possibilities. Your title,

description and hashtags are read as well.

So spend time on this. Fill it in completely when you post the video. And not 'Video 1 Nina explains how Product x works'. But make it an appealing title, such as: 'How does product x work, Nina explains it'.

Don't tips for posting video on LinkedIn

Don't Tip 1: Upload video that is too long

LinkedIn is a social media platform. This means that people interact with other people. Watching videos is also part of this, but the tension curve of the viewer is short. They come across your message and they look fleeting. Your information, is usually not consciously retrieved as viewers would do with a website,.

We always advise not to let the videos last longer than 2 minutes, and preferably a lot shorter. Do you have a lot to say about your company? Then break up the video into shorter videos. This is more manageable for the viewer and you suddenly have a lot more content. Win win! If you still want to post a long video (we don't recommend it, but of course you can), keep an eye on the 10-minute limit. Is your video longer? Then it cannot be posted.

Don't Tip 2: Don't upload a thumbnail

The thumbnail is the image you see before you start watching a video. For example, when autoplay is off, or when you link to YouTube. When you upload a video native on LinkedIn, you can also choose a thumbnail. Always do so! Otherwise LinkedIn will automatically choose a random screenshot from your video as a thumbnail.. . These are often not nice, or unclear. Make sure this thumbnail is a good reflection of your branding and your video.



Video on your website

Native uploading your video on your website is not recommended. That makes your video unconsciously far too heavy to load. A commonly used method is to embed your videos. You do this by placing an embed link to YouTube or Vimeo on your site. This way, the video will be shown on your website, without becoming heavy. Google also sees this and appreciates it in its algorithm. A video on your site will reinforce your SEO (for this it is important that you upload it correctly, see point YouTube).

A big disadvantage of YouTube is that they give suggestions for other videos after your videos. You can limit this (in WordPress for example by ticking optimize related) but you can't prevent it. You used to be able to put `rel=0` behind your code, but unfortunately...YouTube put a stop to that. But then what? Here comes your goal again. If you want to build a base on YouTube, embed it on YouTube. Yes, your viewers may also get to see videos of competitors, but in the meantime you build your own brand/views/subscribers.

Isn't your goal directly to build a base? Then Vimeo and Wistia are much better options. They only show your video (and then stop the video from playing). Of course you can also place your video on multiple platforms.

Video in your newsletter

Just like on your website, don't upload your video native here either. Even though some newsletter providers do give that option. Don't do it. Nobody wants a newsletter of a few MB's, if it comes through the scanner. Place a Thumbnail of your video in the newsletter. Make this targeted for your newsletter, and make sure it has a play button on it. This makes it clear that it is a video. Feel free to use your thumbnail from YouTube, but always place a play button in the thumbnail picture by using Photoshop for example. Behind the thumbnail you place a link to your video. Depending on your goal, directly to your player or your website.

Video on/in third party media

For this you depend on the type of media and the requirements of their channels. Will your video appear in their newsletter? Then make sure you deliver everything correctly, so a good thumbnail and a correct link. Make conscious choices in this. Does your video appear on their social media? Then make a video where you also mention their name. For example by adjusting the end plate. This is also called a personalized video. This works very well, for example with dealers or resellers of products. Place a call-to-action plate from the dealer behind your video. A win-win



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