

# Engagement methods for livestreaming

Livestreaming is all about engaging and connecting with your audience. Here's a guide to help you leverage your livestreams to get the most engagement possible.

## Engagement methods

- **Multistream:** Encourage more conversations by streaming to more platforms. Set up multi-streaming to reach as many as possible.
- **Omnichat:** Keep all of your chats in one place to take away the stress of having multiple windows open on your screen.
- **Lower thirds:** Before you record, create a bank of lower thirds to show on-screen during your livestream. This creates a more dynamic session.
- **Show chats on screen:** To encourage more engagement and highlight a comment in the chat, display the comment on screen and interact with it live.
- **Save links:** Use the live session to direct your audience to their next move (watching your latest episode, subscribing, signing up for a webinar, etc.). Before your session, add clickable lower thirds so you can display a clickable link on-screen and easily direct viewers
- **Display name:** Consider your display name that will show on screen as part of your branding. You can add the name of their show, a small joke, anything to make you more approachable.
- **Intros and countdowns:** If you'd like a countdown, add it to your Media Board. Then, use the Hide/Show feature in Riverside's Live Studio Add On to hide yourself, and display the countdown full-screen.
- **Show clips and other videos:** Before you stream, load and clips you want to show your audience into your Media Board.

## Chat recommendations

- Don't wait for engagement. Start the chat off yourself by providing an intro question (it can be as simple as asking people where they are tuning in from).
- Address comments by name, refer to the first name of the person in the chat to show you are watching closely and interacting in real time.
- Highlight comments on-screen and answer them live to encourage more engagement
- It's a great idea to include a voting or polling aspect to your streams. Create a slideshow and compare two images, asking your audience to answer and vote in the chat. Or use a free polling service, show the link to the poll on screen, and have your audience answer live.
- Embrace the live structure. Accidents might happen, but take it in stride as the beauty of live content creation.