

Live streaming depends where your followers are, so keep that in mind when you're choosing what's best.

EVENTS

1. Facebook Live
 - a. Pros: free to use, receive instant feedback from viewers
 - b. Cons: technical issues are relatively common (blurry footage, lagging, warped sound)
2. Periscope - app on phone
 - a. Pros: free to use, good to use for integration with Twitter, receive instant feedback from viewers,
 - b. Cons: recording is saved automatically by Periscope but deletes after 24 hrs. unless you personally save the video
3. [Wirecast](#) - much more professional; cost starts at \$599, stream on YouTube, Facebook, Twitter, etc.)
 - a. Pros: easy to use, very intuitive, can also bring in guests on livestream
 - b. Cons: price

AT HOME / NOT AN EVENT

1. Facebook Live
 - a. Pros: free to use, receive instant feedback from viewers
 - b. Cons: technical issues are relatively common (blurry footage, lagging, warped sound)
2. Instagram Live
 - a. Pros: Free to use, great for engaging with followers in real time & getting feedback or providing timely information
 - b. Cons: Only stays on Instagram for 24 hrs
3. [OBS](#) - free software
 - a. Pros: more advanced features, can set up multiple scenes (ex: you talking on your computer as scene 1, and your screen as scene 2), has integration plugins (you can add in your social channels to get more interaction)
 - b. Cons: may not be user friendly if they are a beginner, no templates for where you want to stream - you have to add the settings in manually (if you're going to livestream on Facebook or YouTube, the settings would be different)
4. [Zoom](#) - better for video conferencing, but it can livestream to Facebook & YouTube. To Livestream, you need Pro Plan which is \$14.99



LIVE STREAMING OPTIONS

PREPARED BY: GREEN CLOCK

DATE: 04/07/2020

- a. Pros: stream your computer screen and can stream your entire call with up to 100 people on the call, can choose between speaker view or gallery view
 - b. Cons: not many features, cannot see any comments from viewers in zoom (you'd need to go to FB, YT or wherever you're streaming to see those comments)
5. [Be Live](#) - no downloading a program, stream right from your browser
- a. Pros: Free and paid plans starting at \$24.99/month, 3 streaming modes (solo, talk show or interview), guests don't need to have an account, can feature comments and titles on screen
 - b. Cons: Can only use on Facebook and Twitch
6. [Stream Yard](#) - similar to Be Live because you don't have to download a program - you are streaming right from your browser. Great for interviews or presentations (you can share your screen)
- a. Pros: Can broadcast to different platforms simultaneously, reaching a broader audience (YouTube, Twitter, Facebook, Periscope), more opportunities to use your branding with titles, free and paid versions starting at \$20/month (if you plan to use this more than a couple times, getting the paid version is worth it for the different branding options it provides), great option because you can have a non-live meeting with guests beforehand and then can go live (so if you need to meet about the livestream with your guests, you can do that and going live from there is simple), can see on-screen comments from viewers
 - b. Cons: Not a ton of advanced features in the free version, if you're editing the recording you won't have separate audio tracks for each person, it will all be in one track (so if one person is much lower than another, it will be hard to edit that so they're equal)

GC'S TOP PICKS:

1. Zoom - we use this most frequently for video conferencing, but it is easy to use and works well.
2. Stream Yard - being able to broadcast simultaneously to different platforms along with the branding and display options it provides makes this platform top-knotch.

Sources:

<https://filmora.wondershare.com/live-streaming/10-best-live-streaming-platforms-you-should-know.html>

https://youtu.be/hs0fNAE__J8

