**Some Tips for Creating Better Content for Live Video Streaming**

Live video streaming is such a new platform that right now, there’s not really any ‘right way’ to go about it. This is a platform that’s open to be explored and that we can start creating content for however we best see fit. But that said, there are still some pointers that you can learn from that can help you to start creating the best content possible and there are certainly some mistakes to avoid as well. Quality content is quality content, no matter *what* form it takes.

Read on then and we’ll look at some of the top tips for creating better video content for your live streams…

**Engage With Your Audience**

One mistake that a lot of people make when streaming content is to ignore their audience. One of the big advantages of video streaming is that it gives you the opportunity to interact directly with your audience. If you don’t do this, then you may as well prerecord your video. So answer questions, greet people as they join the stream and generally make this a two way conversation instead of just talking ‘at’ all your viewers.

**Be Accessible**

One way in which live video is very different from regular video marketing, is that you are likely to have a lot of people coming into your videos halfway through. That means they won’t get your normal ‘pitch’ at the start and they won’t necessarily even know what it is that you’re talking to.

This is someth8ing to bear in mind – your objective is to hold the attention of everyone who has been their from the start but at the same time you need to be welcoming to new visitors. One way to get around this challenge is to include a good description of what your video is about.

**Stay on Subject**

Some vlogs are built around the personality of the vlogger who will then just talk on whatever subjects come to mind as a way to provide some interesting background chat for people who want to half-watch. This is difficult to succeed with though and a generally smarter strategy is just to stick to one main topic that people will know whether they find interesting or not.

Likewise, try to stay on topic with each of the videos you post. This way people will know that they can start following you if they want more of a *certain type* of content.