**The Top Types of Content to Create For Live Streaming**

Live video streaming is so new that there isn’t much precedent yet for the best type of content to create. This is good in that it allows you to really create any types of videos you like, but on the downside it also means that you won’t have much help or guidance when coming up with ideas. You’ll have to learn the ropes yourself then and what you’ll likely find is that certain types of content definitely work better on live video than others.

Read on then and we’ll see some of the best strategies for creating great content on this platform…

**Top Tips**

One of the challenges of live video streaming is making sure that you stay on topic without creating something too scripted. Creating a ‘top tips’ structure is a great idea because you can keep returning your tips and then talk loosely around them. This offers just enough structure without being restrictive and it offers great jumping on points for people joining the stream halfway through.

**Reviews**

Reviewing a product likewise makes it easy for you to stay on topic but doesn’t restrict you. You’ll have a visual aid and you’ll be able to take cues and instructions from your audience regarding which aspects of the product to show off or discuss. Unboxings also lend themselves particularly well to the live format.

**AMAs**

AMAs have been made popular by Reddit. This stands for ‘Ask Me Anything’ and it basically means you’re getting interviewed by your audience. You’ll need to position yourself as a person of interest or an authority for people to *want* to ask you questions though!

**Interviews**

Interviews are also very good for live streaming. Find someone interesting and see if you can get them to answer some questions on Blab for people to watch.

**Tours**

Want to get people interested in your business? Why not give them a guided tour of the office? The ability to interact while filming at the same time lends itself perfectly to this kind of content.

**Passive Content**

Video streaming introduces a whole new idea in the form of ‘passive content’. This is content that you create without actively creating – in other words it might mean setting up a camera to record yourself talking in a meeting, or it might mean filming yourself working out. It could even mean setting it up to show off a nice view.