



## **UP PERISCOPE!** **The next big thing in Social Media, but WHAT IS IT?**

As social media becomes less of an afterthought among brands and more of an essential ingredient in the marketing mix, it is increasingly difficult to stand out on these online channels. A quick search on Twitter reveals that many people are asking, "What the heck is Periscope?" I am going to try to break down the platform for you on a very basic 101 level. I often see a trend of resistance when a new platform becomes popular.

There is only so much attention from consumers and customers to go around, and the social streams are overflowing with content in all shapes and sizes. If your customers and prospects are spending time on Pinterest, Vine, SnapChat, YouTube, Tumblr, and Instagram, you need to establish your own solid presence there. Industry events and developments, company updates and corporate culture, promotions, offers, news and opinions - what you share is important, but sometimes where and how you share it is of even greater significance.

That's where Periscope enters the picture. Launched on March 26, 2015, this live video streaming app owned by Twitter recently eclipsed the 10 million user mark and [reports that over 40 years of video are watched per day](#). To say that Periscope is kind of a big deal right now would be an understatement.



Of course, you can and should use other channels to share your videos, but to ignore Periscope is to overlook an unparalleled, unprecedented way to connect with people in instantaneous, unfiltered fashion. The brand that uses Periscope comes across as both transparent and authentic, unafraid to cede control of the conversation and willing to share its true identity. What is likely to result is greater trust, better business, and a stronger bond between those on either side of the medium.

You can use Periscope for everything, from streaming breaking news to giving your audience a behind-the-scenes tour of your office. You can conduct interviews, give product demonstrations, take surveys - the creative possibilities are endless. What's streamed on Periscope is limited only by your imagination.

Unfortunately, you can't watch a replay of someone else's Periscope video after 24 hours unless they've repurposed it elsewhere, such as YouTube or Vimeo.

That same inconvenience, however, helps spur real-time viewership, creating a sense of urgency every time you see the words "LIVE on #Periscope." Chalk it up to the fear of missing out.

### **What is Periscope?**

I want you to think of Periscope as your own live TV station. In more technical terms, Periscope is a live video streaming platform, and I think it is the missing link of social media that many marketers have been waiting for.

(continues on Page 2)

## What does Periscope do?

Periscope (owned by Twitter) is a platform that allows you to video-record and broadcast to anywhere in the entire world. If you have ever been on Skype, it is a similar experience but, instead of video conferencing with one person, you can stream to the masses.

## Who is on Periscope?

One million users joined Periscope in its first ten days. From my observations, Periscope is a completely mixed bag of ages, genders and personalities. In my professional marketing opinion, I feel that this is a platform that will transcend a wide variety of audiences. I can't wait till Periscope reveals more usage statistics!

## What is the Periscope lingo?

So, just like any other social media platform, Periscope has its own language, and my advice is don't be intimidated. It is just the same as liking and following on Facebook or retweeting and mentioning on Twitter.

Let's jump into some terminology:

- **Scoper** – A person who is on the Periscope platform
- **Scope** – Each time you live-broadcast a session, you are creating a scope. Think of a scope as an individual broadcast session.
- **Hearts** – One way Scopers show their love is by tapping on the screen and giving a broadcaster hearts. Periscope will tally up the amount of hearts each user has, and the color of the hearts will correspond with the color assigned to your account.
- **Replay** – Currently, Periscope gives the option for Scopers to have their broadcast recorded so other scopes can replay the broadcast.
- **Follow** – Scopers follow each other. It is no different than liking a page on Facebook, connecting with a user's profile on LinkedIn, or following a user on Twitter.

You can sign up with Periscope in two ways. First, you can use Periscope in conjunction with your Twitter account, and second, you can even create a Periscope account by using your cell phone number.

Personally, if you have a Twitter profile, I would for sure use Periscope in conjunction with your account. Each time you scope, you will have the option to push a notification to Twitter in an effort to gain a larger audience. I think as the platform grows and improves that you will be able to follow Periscope users Twitter profile from the Periscope platform.

## What do people broadcast?

Anything and everything. I documented one night of periscope adventures in another blog post, but to give you an idea, I am going to open Periscope right now and list out a bunch of titles of broadcasts. I will include the good, the bad, and the ugly to give you an accurate representation of the platform.

If you're hesitant to start using Periscope, don't be nervous! The majority of Periscope users are newbies, too, and I promise you that, with practice, your scopes will become better and more natural. If you are struggling for the subject content, simply announce that it is your first scope and be honest. Each and every person on Periscope has been in your situation.

The business applications of this platform are insane. The power of transparent technology will be the next evolution of determining whether a business can be successful or not. Periscope can be used by any brand in new and extremely creative ways. Live streaming technology is the new frontier, folks!

Even more exciting, it reminds me of the early days of Facebook before the platform monetized and placed their focus on making money. Despite celebrities, users have a clean slate to step out really and be popular.

(continues on Page 3)

## To use Periscope:

1. Download the app to either your Android or iOS device.
  2. Log in with your Twitter username or phone number.
  3. Adjust your settings.
  4. Set your notifications.
  5. Look for people to follow.
  6. Prepare to broadcast your own videos live.
- 

If you need marketing, blogging, video or social media help, call us today at **860-389-2521** or email [Marilyn@MarketingandBizPro.com](mailto:Marilyn@MarketingandBizPro.com).

There is more information on social media with our [White Paper, "Social Media Report for 2014, from Social Media Examiner."](#)

Information provided for you by ~

**Marilyn K. Dayton**, Your Marketing Consultant and Coach

<http://www.marketingandbizpro.com> ~ [marilyn@marketingandbizpro.com](mailto:marilyn@marketingandbizpro.com)

**860-389-2521**

