Spreecast Producer Check List: Live Production Tips

I. Before Your Spreecast Event Starts

❑ Make sure all the materials you want to promote "on screen" are ready (either in the screen queue or in a side document that you can copy and paste items into queue)

❑ Get first few items you want to share on screen ready to go (twitter handles, bio links, etc.)

❑ If you selected "starred" for the screen queue visibility level, star audience questions in the queue that you want the public to see and bring them to the top of queue for you/host

❑ If you solicited questions on Twitter, check if any questions have come in at your hash-tag. To add a twitter question to the screen queue, put the link to an individual tweet into the queue, wait for the thumbnail to load, and submit. Bring on screen when ready.

II. Right When Your Spreecast Event Starts

❑ In live chat area, type or paste something that prompts audience engagement
   • Ex: "Welcome to our Spreecast! To submit a question to our live guests, click the blue "Question" button. We will try to answer as many of your questions as possible!"

❑ In screen queue box, type or paste a short prompt to bring "on screen" that encourages audience engagement (esp. if you embedded the spreecast)
   • Ex: "Submit your questions to us live by clicking the blue "Question" button."

III. During Your Spreecast Event

❑ Remember to bring short prompts "on screen" that encourage audience engagement
❑ Remember to continuously communicate with your on-screen host via producer chat
   • Ex: if there's a specific question or topic that you want him/her to address next, copy and paste the question/topic into the producer chat and say "Let's go to this next..." so that he/she knows how to transition the conversation naturally
❑ Remember to keep checking the screen queue to see if any new audience questions have come in toward the bottom—you have to scroll—and star questions you like.

IV. When Ready to Start Wrapping Spreecast Event Up

❑ Use the producer chat to give your on-screen host to let your guest know when they should start preparing to "wrap up".
   • Ex: "Lets take two more questions and wrap up" or, "FYI: 10 minutes left."
❑ Get any final materials you want to share "on screen" ready and into the screen queue
❑ End your spreecast by clicking the "End Spreecast" button

V. After Your Spreecast Event Is Over

❑ Share archived content across social channels and encourage others to do the same
❑ Don't forget to make clips of the archived content and share across social channels too!