



5 DO'S & DON'T'S OF PERISCOPE

TO BE AN EFFECTIVE PERISCOPE BROADCASTER, DO:

- 1. Be Content-Driven**
- 2. Be Consistent with Your Scopes**
- 3. Be Community-Minded**
- 4. Be Careful**
- 5. Be Clear, Concise, & Conscientious**

TO BE AN EFFECTIVE PERISCOPE BROADCASTER, DON'T:

- 1. Waste Your Viewers Time**
- 2. Forget Engagement (Before, During & After Your Scope)**
- 3. Make It All About You**
- 4. Scope and Drive**
- 5. Give Up!**