

# PR•PELLER .|||. PULSE THE SOCIALSETTER



## WHAT IS BRAND SAFETY IN LIVESTREAM VIDEO?

Catering to the need for increased connection on social, Livestreams are real-time conversations that can feature just one host or two or more speakers, with viewers able to tune in and engage through comments and messages. As a live experience, broadcast video can open the door for negative and dangerous community engagement, taking away from the goal of the stream. To mitigate this, social platforms offering Livestreams have introduced increased safety features for a positive and safe experience.

### INSTAGRAM LIVE

Though Instagram entered the social media scene as a strictly photo sharing platform, it's made an aggressive push into video in recent years. For Live Videos, accounts can speak individually or collaborate with up to three guest speakers. Instagram has recently rolled out platform updates to optimize livestreams, including **stream moderators** and profile **banners for scheduled Lives**. Moderators manage community discussion in ongoing Lives, and have the ability to disable comments, remove unruly viewers and report comments. This role is chosen by the Live creator, and can be selected from a specific list or suggested by Instagram.



#### HCP OPPORTUNITIES

With recent platform updates for safer community discussions and additional reminders for scheduled events, now is the perfect time for Pharma brands to try their hand at Instagram Lives if they haven't yet. Partnering with credible voices relevant to your brand's audience can amplify your reach and give HCPs a compelling reason to tune in and engage with a community. For maximum value from a Live, the creator account can download the video immediately following the event, though only the video is saved (comments, reactions and views are not).

### SERMO LIVE EVENTS

Livestream video events aren't just limited to traditional platforms. Sermo has capitalized on increased interest in virtual events, handling all aspects of activation, including **community management which can be built out or disabled** depending upon comfort levels. Video activations can either be broadcast real-time or pre-recorded for additional brand safety measures, with subsequent post-event insights provided for future planning.



#### HCP OPPORTUNITIES

If Live events are of interest and HCP-focused platforms are a priority, explore a comprehensive Sermo activation; in addition to HCPs, these Live events can also be opened to sales reps for increased reach. Sermo also manages pre, during and post event promotions, creating a surround-sound and impactful experience.

### YOUTUBE LIVE

YouTube is no stranger to Livestream, introducing this feature into the platform in 2011. However, just last month, they announced new updates to keep it competitive with the increase in live video across social platforms.

1. **Live Guests**, the ability for creators to go live together with another speaker
2. Channels going live can **screen and select guests** before the Live, ultimately creating a more intimate and community-oriented experience
3. A **Q&A Feature**, where viewers of a Live can submit questions in response to a creator-generated prompt



#### HCP OPPORTUNITIES

These YouTube updates foster brand safety while furthering HCP community and engagement. Brands should consider partnering with relevant HCPs/Digital Opinion Leaders on YouTube, particularly if they already have an established and active presence here, advancing conversation around disease awareness initiatives—and including strategic participants to fuel key messages.

## HOW CAN THE LIVESTREAM TREND BE INCORPORATED?

- With ever-expanding options for increased brand safety in Livestream videos, 2022 is the perfect time for healthcare brands to explore these activations
- If your brand is looking to capitalize on authentic and innovative ways to connect with your community, Instagram and YouTube Live events are strategic avenues, particularly if you already have target HCPs engaged on the channel
- If you want to maintain 100% HCP viewership without sacrificing the live component, lean into Sermo's offerings to ensure optimal regulatory compliance