HOW TO HAVE A #DOPESCOPE

Definition: A dope scope is simply stated, a periscope feed that you can rely on for exceptional content, high energy, regular broadcasts and the gold standard of live stream broadcast. A few best practices that respondents tell us make a #DopeScope are below

#DopeScope

* SCOPE A MINIMUM OF 1-2 BROADCASTS EVERY 24 HOURS
* FACE THE CAMERA AT A RELATED IMAGE (That's what people see first in your screen capture)
* USE A CAPTIVATING TITLE THAT TELLS PEOPLE WHAT TO EXPECT
* START SPEAKING THE MOMENT YOU HIT "START BROADCAST"
* GREET PEOPLE QUICKLY
* SHARE THE APPROXIMATE LENGTH YOU EXPECT YOUR BROADCAST TO RUN (excluding time for questions)
* MAKE SURE YOUR DEVICE IS PROPERLY CHARGED
* ONLY BROADCAST WHEN YOU HAVE A STRONG WI-FI SIGNAL
* GET INTO YOUR CONTENT WITHIN THE FIRST MINUTE
* HAVE AN AGENDA RATHER THAN RELYING ON A Q & A FORMAT
* BE PREPARED! THIS INCLUDES NOTES, TRIPOD, AUDIO, CTA, ETC.
* FIND FLATTERING LIGHTING (Consider using a Ring Light or a iPhone Case Light)
* CLEAR AUDIO (Considering using a plug in mic for the clearest audio)
* USE PROPER 1/3 FRAMING (Placing your head or the focal point in the top 1/3 of the frame)
* CAPTIVATING ENERGY
* REMIND PEOPLE TO HOLD THEIR QUESTIONS WHEN YOU WON'T BE READING
* LET PEOPLE KNOW IF YOU'LL BE RECAPPING AT THE END
* FILM IN A SETTING THAT REFLECTS YOUR BRAND
* AVOID DISTRACTIONS LIKE POOR LIGHT, HAIR FALLING IN YOUR FACE, ETC.
* AFTER EACH POINT, ANSWER JUST A FEW QUESTIONS (or answer at the end)
* STAY ON TOPIC AND TRY NOT TO LET COMMENTS BECOME TOO DISTRACTING
* DELIVER ON THE PROMISE OF YOUR TITLE
* EVERY 10 MINS OR SO, DO A QUICK RECAP AND SPEEDY INTRO
* TAKE QUESTIONS/INTERACT AT THE END AS LONG AS POSSIBLE (No rules here)
* REMEMBER THAT THERE IS ABOUT A 5 SECOND DELAY
* TUNE IN AND INTERACT ON OTHER PERISCOPER'S BROADCASTS
* ASK YOURSELF IS YOU'RE DELIVERING VALUE / TAKE-AWAY
* USE PEOPLE'S NAMES WHEN YOU ANSWER THEIR QUESTIONS
* SCOPES THAT DO MOST OF THEIR INTERACTION AT THE END-BUT ABOUT EVERY 10 MINS
* THEY UPDATE & LET PEOPLE KNOW WHAT THEY'VE JUST JOINED

#NotSoDopeScope

Viewers, respondents and current Periscopers who participated in our on-line survey and focus groups listed the following behaviors as things that make them "unfollow" a fellow Periscope (ps....I personally made most of these mistakes in my first periscopes - and things will continue to change as this platform evolves and our expectation!) Also, keep in mind that these are the opinions of those who prefer "content" driven scopes. There are certainly many people on Periscope who are doing "reality" style "lifescoping", some are even broadcasting up to 10 hours a day and they are creating a huge following/tribe. These are suggestions and best practices for value based scopes. That is not to say that you can't experiment with a different type of periscope show. The skies the limit. If you've seen it work on Youtube or on TV, it might just work here! **See my 200 Scope Ideas**

*   Repeatedly begging for hearts
*   Forgetting to introduce yourself and related credibility or experience
*   Leaving the camera unattended to go do other things
*   Scoping and driving (passengers excluded!)
*   Scoping to simply sell your product
*   Putting the name of the MLM product in your title (only other reps know what that means)
*   Covering too much in one scope.
*   Having no agenda or purpose to your scope
*   Dropping and shaking the phone as you try to broadcast, i.e. constantly moving
*   Spending the first 5 minutes welcoming people or constantly doing shout-outs
*   Clearly being distracted by the comments so as never to finish a point
*   Asking repeatedly where people are coming in from
*   Poor framing (so that all the comments cover your face)
*   Broadcasting things that are random/off topic, like your kid playing, your dog doing something funny
*   Over sharing other's broadcasts… only share if it's AMAZING content… don't share just to share!
*   Failing to interact at all (unless you've told people why you can't interact on this scope)
*   Doing Q and A's and expecting your viewers to randomly pick a topic… give them a topic
*   Scoping too many times per day (How many is too many? You be the judge!)
*   Immediately asking people to share the broadcast without first providing context or the purpose
*   Scopes that go way too long before getting to the content
*   Scopes that are too short and fail to give commenters a chance to reply
*   Major distractions like, poor lighting, hair in your face, kids screaming, unrelated background clutter