



# Easter Streaming ✔ Checklist



An original guide to creating an egg-ceptional Easter broadcast with OneStream Live!

## 1. Select a Clear Theme

- ❑ Choose a simple theme (Family Gathering, Spring DIY, Easter Trivia Night, Easter Sermon).
- ❑ Align your content plan and visuals around this theme using OneStream Live's branding **overlays**.

## 3. Set Up Your Broadcasting Space

- ❑ Simple seasonal decor (flowers, pastel banners, tasteful props) without going overboard.
- ❑ Double-check your camera, lighting, and audio clarity within OneStream Live Studio's preview function.

## 2. Plan Stream Content

- ❑ Outline key segments clearly: introduction, interactive activity, main content, audience Q&A.
- ❑ Mix live and pre-recorded segments seamlessly with OneStream Live's **Pre-recorded Streaming** to keep things smooth and professional.

## 4. Technical Preparation

- ❑ Keep your lines smooth with the built-in **Teleprompter**, so you never lose track of your script when painting eggs or greeting guests.
- ❑ Use **Multicamera Streaming** for showcasing multiple angles.

## 5. Schedule Smartly

- Use OneStream Live's **Advanced Scheduling feature** to set clear start and end times.
- Announce your stream in advance across your social channels or website to maximize attendance.

## 7. Audience Engagement

- Keep the interaction genuine: ask straightforward questions, encourage audience discussion.
- Moderate and respond to comments easily from multiple platforms using OneStream Live's **Unified Chat** feature.

## 9. Record & Repurpose

- Always record your stream for later use (highlights, promotional clips, replay streams).
- Quickly access your saved broadcasts using OneStream Live's **cloud storage integration** (Google Drive, Dropbox, etc.).

## 11. Professional Multistreaming

- Maximize reach by **multistreaming** simultaneously on 45+ platforms, using OneStream Live.
- Tailor stream titles and descriptions to include relevant keywords to boost searchability.

## 6. Optimize Your Easter Stream

- Add "Easter" or "Spring Celebration" to your stream titles, descriptions, and tags for better discoverability.
- Mention family-friendly or holiday fun to attract a wider audience.

## 8. Host or Embed?

- Decide whether you'll direct traffic to an existing platform or create a dedicated Easter landing page. A **Hosted Live Page** can provide a fully branded environment—use your own domain and add interactive CTAs for maximum impact.
- If you prefer to keep everything on your website, **Embed Players** let you stream directly without forcing your audience to leave your site.

## 10. Extend the Holiday Fun

- Create a **playlist** of past Easter or springtime events and schedule them to go live automatically.
- Use **video looping** to replay your top moments or behind-the-scenes clips.

## 12. Reflect & Analyze

- After the stream ends, review audience engagement data through OneStream's **real-time analytics**.
- Learn from each broadcast and continually refine your future streaming strategies.

