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ONESTREAM

# HOLIDAY STREAMING

## TIPS TO MAKE YOUR STREAMS MERRY & BRIGHT



### TIP # 1: PLAN YOUR STREAMS

**Use a Festive Planner:** Start by jotting down holiday stream ideas, segment times, and interactive moments.

**Set Clear Goals:** Are you celebrating with a charity fundraiser, unveiling new products, or just spreading good cheer? Define your purpose first.

### TIP # 2: RECORD BEFOREHAND

**Record in Advance:** Avoid last-minute stress by pre-recording key segments—like a holiday greeting, a cooking tutorial, or a guided ornament-making session.

**Polished & Professional:** This gives you time to edit, add festive overlays, and ensure perfect delivery.

**Pro Tip:** Schedule your pre-recorded streams up to 60 days in advance with OneStream Live.

### **TIP # 3: LIVE STREAM 24/7**

**Non-Stop Cheer:** Set up a continuous loop of holiday tunes, cozy fireplace scenes, or seasonal greetings.

**Global Audience:** Cater to viewers in different time zones, keeping your brand's holiday spirit shining day and night.

**Pro Tip:** Play up to 3 concurrent streams on your YouTube channel and broadcast live 24/7.

### **TIP # 4: ANNOUNCE STREAMS IN ADVANCE**

**Event Announcement:** Announce your events in advance and build anticipation.

**Advanced Scheduling:** Schedule your streams upto 60 days in advance.

**Calendar Invites:** Let viewers mark their calendars so they never miss the sleigh ride!

### **TIP # 5: CURATE A PLAYLIST OF HOLIDAY FAVORITES**

**Seamless Transitions:** Organize multiple pre-recorded clips into a playlist—musical interludes, DIY Christmas craft demos, holiday shopping guides—to keep the fun rolling.

**Themed Content Blocks:** Group similar segments together to hold viewer interest, like a "Baking Hour" or a "Gift Wrapping Workshop."



## TIP # 6: DECK THE HALLS WITH STUDIO ASSETS

**Festive Backgrounds:** Transform your studio into a winter wonderland with snow-kissed forests, twinkling lights, or gingerbread house scenes.

**Cheerful Overlays:** Add themed stickers, Santa hats, candy canes, and holiday frames to give your streams that extra sparkle.

## TIP # 7: ENGAGE YOUR HOLIDAY COMMUNITY

**Live Chat & Q&A:** Spark conversation with questions like “What’s your favorite holiday tradition?” or “Hot cocoa or eggnog?”

**Interactive Polls & Giveaways:** Offer small prizes or discounts to increase engagement and goodwill.

**Shout-Outs:** Mention fans, followers, or collaborators to show appreciation and foster a warm community atmosphere.

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