



ONESTREAM

SPOOKY ENGAGEMENT STRATEGIES



REAL-TIME REWARDS

Instant giveaways for active participants—think discount codes or exclusive content for quick responses.

LIVE POLLING

Frequent live polls let viewers decide the next topic or the best costume.

INTERACTIVE STORY BUILDING

Begin a story; viewers contribute the next lines via comments, crafting a group tale live.

LIVE CHALLENGE COUNTER

Track engagement goals (comments, shares, likes) live, rewarding viewers when targets are hit.

Q&A WITH A TWIST

Run Q&A segments on spooky topics, answering with random funny or scary filters.

VIEWER SPOTLIGHT

Feature viewer-submitted Halloween photos or videos live. Enjoy UGC!

EMOJI REACTIONS

Encourage viewers to use specific emojis to react to different segments of your stream.

REACTION METER

Create a 'reaction meter' that fills up with more interactions and triggers a special segment when full.

CHAT MODERATOR HIGHLIGHTS

Designate chat moderators to highlight interesting comments, questions, or shout-outs.

COUNTDOWNS AND TIMERS

Employ countdowns for big reveals to heighten anticipation.

POST-STREAM ENGAGEMENT

Continue interaction post-stream with recaps, snippets and prompts for feedback on favorite moments.

