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TIPSTO REACH YOUR AUDIENCE
AND TELL YOUR STORY

You've crafted a great video, full of insights and valuable information, and now it's time to get it in front of your target audience. Let's look at 7 ways that Ustream can help you reach your viewers, generate buzz, and get maximum value from your content:

1

Publish to Your Ustream Channels

The simplest and easiest way to distribute your videos is to publish them directly to one of your Ustream Channels. Just save your live broadcast or recording to your default Ustream Channel and have your viewers subscribe to your channel.

**Embed Your Video Directly Onto Your Website**

Want to publish your live channel player or a recorded video on your own site or blog? Just cut and paste our automatically generated HTML code to embed our player on any website.

2

3

Share Your Video via Twitter

Watch your videos go viral! Ustream works seamlessly with Twitter hashtag campaigns and your followers can view live or recorded videos directly from within their Twitter feeds.

**Post Your Videos Onto Your Facebook Timeline**

Share your videos with your Facebook friends, aggregate viewing activity, and help your broadcasts gain more traction on the social graph with Ustream's Facebook integration. Ustream even offers a dedicated Facebook App where you can stream live to friends and fans.

4

5

Syndicate to YouTube

Want to take advantage of the enormous reach offered by YouTube. Ustream allows you to connect your YouTube account to your Ustream account, making syndication of your videos on YouTube a simple process.

**Extend Your Reach with Live Playlists**

Create auto-looping replays of your broadcasts to allow viewers who missed your live event to watch when their schedules permit. Playlists composed of multiple broadcasts help maintain viewer interest and keep the conversation going in real-time, around the clock.

6

7

Create Highlight "Reels" to Generate Buzz and Drive Virality

Capture short clips from your live broadcast or recorded sessions to share on your social networks. No video editing software or special expertise required.



As you can see, we've got a lot of ways to help you reach your audience. You've got things to share... Take advantage of the most versatile video platform on the market to share your videos with the world!