



Periscope 101

JUMPSTART GUIDE





Periscope 101



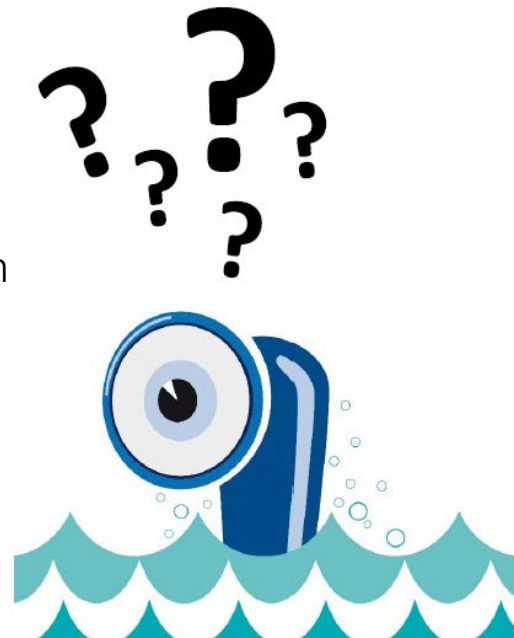
What is Periscope?



Periscope is a free live streaming mobile app that allows users to view and broadcast “scopes” from around the world in real-time.

Anyone can stream a live video through their mobile device and viewers can watch these scopes through the app on their devices or on the Periscope website.

One million users joined Periscope in its first ten days, and as of September of 2015 was already over 15 million active users. Periscope was named Apple’s 2015 App of the Year, but is also available on Android. Periscope is owned by Twitter, and has recently begun live video streaming directly within the Twitter app (which means users can now view scopes without even having a Periscope account).



Periscope Terminology



- **Scoper** – A person who is on the Periscope platform
- **Scope** – Each time you live-broadcast a session, you are creating a scope. Think of a scope as an individual broadcast session.
- **Hearts** – One way Scopers show their favor, agreement, or appreciation is by tapping on the screen and giving the broadcaster hearts. Periscope will tally up the amount of hearts each user has.
- **Replay** – Periscope records each broadcast, and it is made available for replay for 24 hours before disappearing.
- **Follow** – Scopers follow each other. When you follow a user you can choose to be notified when they create a new live broadcast.



Why Get Started on Periscope?



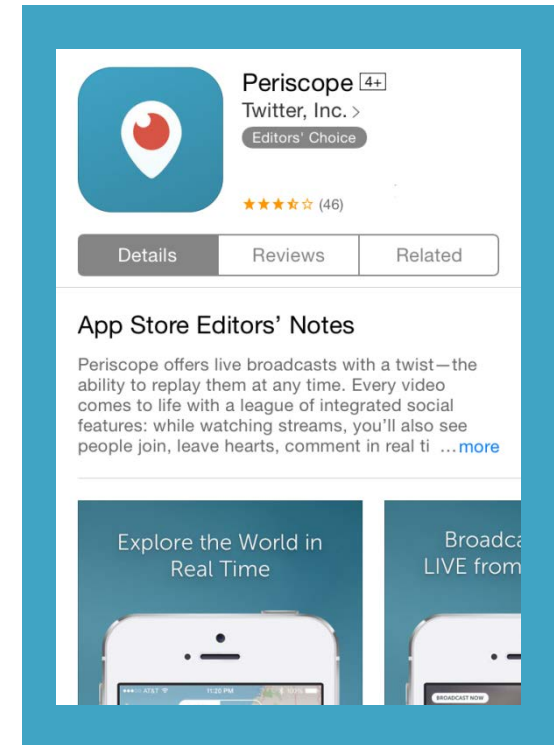
- It is widely accepted that video is extremely powerful when used in real estate, and Periscope requires no special equipment or software.
- It is a great way to showcase a home, show off your city, or offer advice to buyers and sellers.
- Most other social media platforms are crowded with brands and businesses already, but with Periscope being relatively new there is greater opportunity for those that adopt early.
- Periscope allows you to build stronger, more personal connections with potential clients and referral partners who can watch and interact with you in real time.



Getting Set Up on Periscope



- Go to the [App Store](#) or [Google Play](#) and download the app.
- Choose between connecting with your Twitter account or creating a brand new account using a phone number.
(*Tip – use your Twitter account that identifies you as a real estate agent when creating your Periscope account. If you don't use Twitter as an agent, this is a good time to start)
- Choose your Periscope username (this can be different from your current Twitter handle).
- Now you can start exploring the Periscope app!



Finding Your Way Around

(Screenshots are from the iOS version of Periscope, some small differences may be noticed on the Android version)



Now that you've got Periscope installed, it's time to figure out how it works. You'll be pleasantly surprised to learn that there isn't much to the app itself, and learning what to do is easy.

This guide will focus on viewing and following other scopes and scopers, and will not show you how to broadcast. Broadcasting and the associated buttons and features will be covered in a future Action Guide cheat sheet.



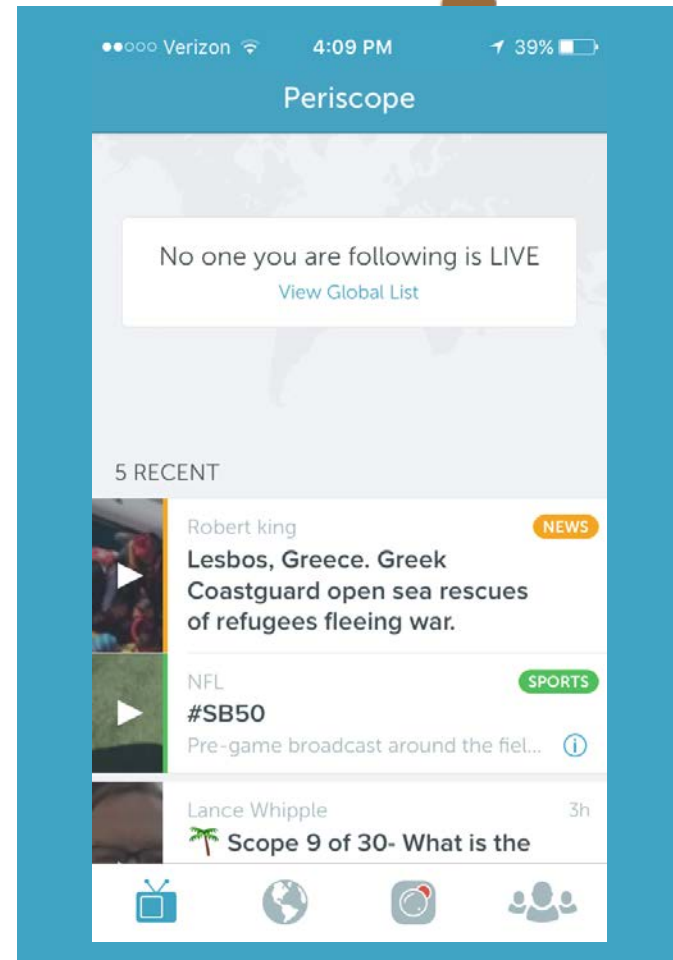
Home Screen



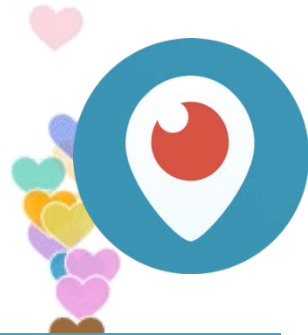
When you first open Periscope, you'll be on the Home screen, which you can access anytime by clicking the little TV icon on the bottom nav bar.

This screen will show you if anyone you are following is currently scoping live, and will show you recent scopes chosen by Periscope as well as recent scopes for anyone that you are following.

After ending a live scope, the scope is available for replay (unless manually erased by the broadcaster) for 24 hours, and will then disappear. The number of hours displayed is how old the scope is, not how much time is remaining.



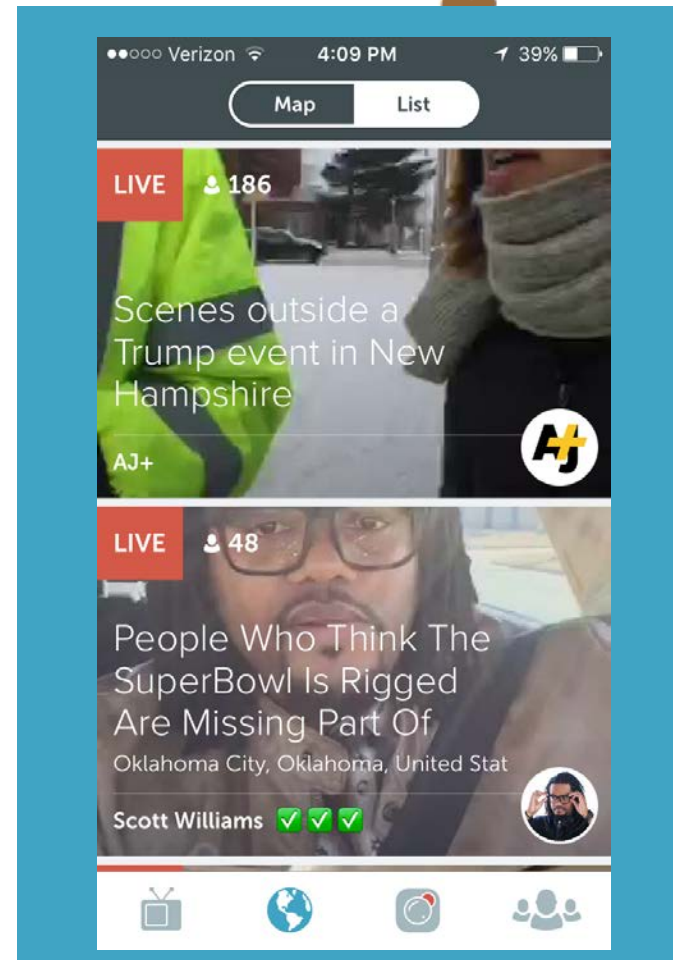
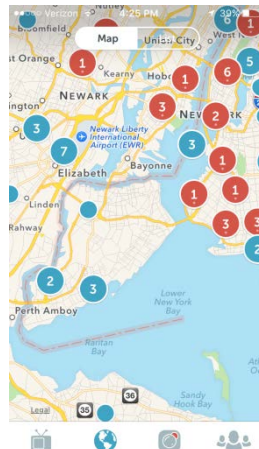
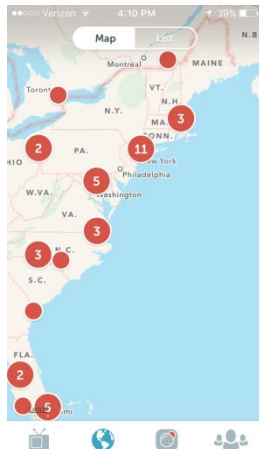
The World Screen



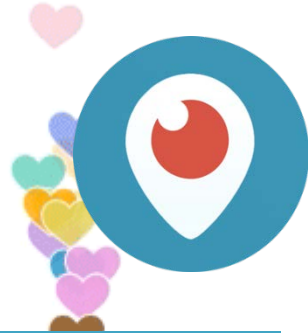
By clicking on the Globe icon in the bottom nav bar, you will access the screen of current live scopes. You can use either a list or map view.

List will display what is popular on Periscope at the moment, but could be anywhere in the world.

Map will show you a map of the scopes in your area (or any area you choose). Red is for live scopes, blue is for replay scopes that are available.

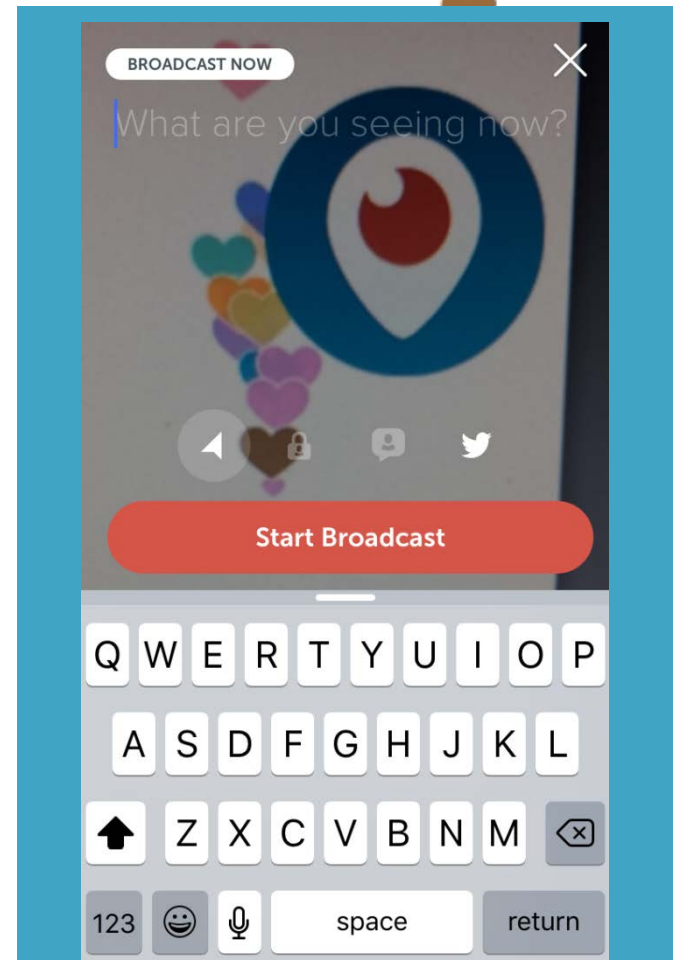


The Broadcast/Scope Screen



Clicking on the Scope (or bubble looking) nav bar icon will open the broadcast screen.

We'll go into more detail on the broadcast screen in a future Action Guide cheat sheet.

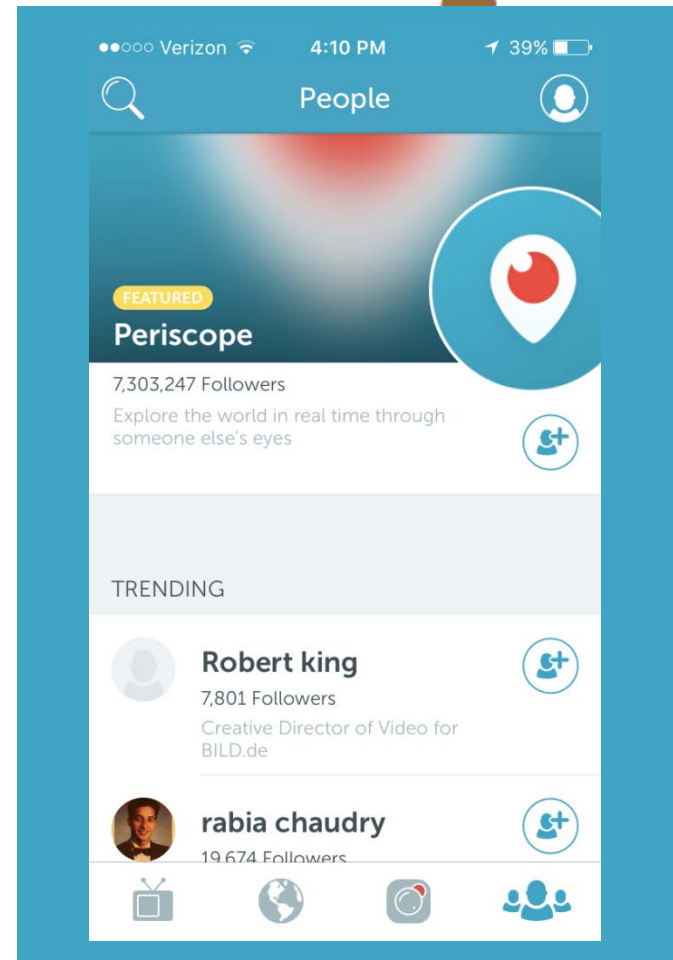
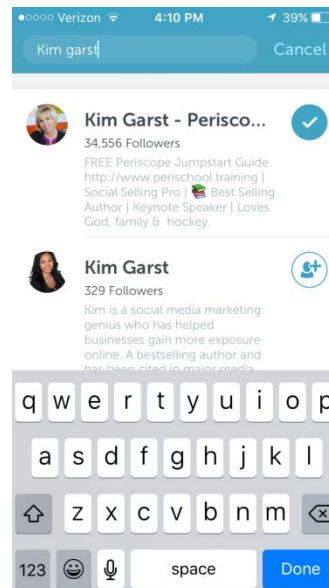


The People Screen



Clicking on the People icon will open the People screen. This is the screen that you can see who is trending that you may want to follow or watch a scope of, and you can search for particular users that you want to see if they are on Periscope or to follow them.

To search for a particular user, click the upper left hand corner magnifying glass to open a search bar. Type in the name or Twitter handle of who are you are looking for, and results will display below.



Who to Follow



You should feel free to follow as many other Scopers as you would like – you can always unfollow someone. Here are some suggestions to get you started...

- Follow celebrities and business people you already enjoy following in other platforms. To see if someone is an active scoper, you can use the search feature.
- Some individuals we suggest you start following are:
 - Kim Garst (@kimgarst) – called by some the “Queen of Periscope”, Kim is the founder of Social Boom and is a very active Scoper with great insight and ideas about using the platform.
 - Chalene Johnson (@chalenejohnson) – loved by her tribe in any media, Chalene has taken well to Periscope and you can see how natural and engaging she is.
 - Gary Vaynerchuk (@garyvee) – It’s no surprise that the author of NY Times best seller “Jab, Jab, Jab, Right Hook” is a prominent and appreciated ‘scoper.
 - Zach Spuckler (@heartsoulhustle) – a young 23 years old has built a following and a fortune on Periscope.



How do I chat?



Interacting with the broadcasts is one of the great things about Periscope. All you have to do is tap on the "Say something" prompt on the bottom of the screen and you'll be able to type your thoughts and questions!

When broadcasting, if you want to reply to a specific viewer, just tap on their comment and you'll be able to reply directly to them!

Easy peasy.



How do I hide chat during a live broadcast?



Both broadcasters and viewers can hide chat during a broadcast by swiping right in iOS or swiping up in Android and tapping 'Hide Chat.'

You can also enable Cinema mode on the web player by pressing 'h' to toggle the display of hearts, comments, title, and app links for an unobstructed viewing experience.

When you hide chat during a live broadcast, you won't be able to see any comments, though others will continue to send and see them. Note: all comments will be viewable in replay but you can also hide chat while watching a replay. You can unhide chat at any time by tapping the "Chat Hidden" label in chat bar or "Show Chat" by swiping right on iOS and up on Android.



How do I share broadcasts I'm watching?



You can share a live broadcast you're watching with your friends by swiping right on iOS and up on Android and tapping Share. The shared broadcast will show up on your friend's home feed.

On Twitter, you'll be able to share a broadcast with specific people on your follower list or all your followers. You can also copy the link and share it on other platforms.



How do I make hearts?



Hearts are a way for you to share the Periscope love. If you like what you're seeing, just tap the screen to give the broadcaster a heart. Hearts are a form of "social currency", so giving hearts when you like the content is encouraged.

Periscope will even occasionally release seasonal hearts, you may notice them once in a while.

Hearts are only available in public broadcasts and replays.



What Now?



Spend some time watching some scopes – both live and replays.

Comment, give hearts, and start to think about how you can use Periscope in your business!

When you're ready, move on to the Week 2 module.

Finding this training helpful? Tell the mortgage professional who sponsored it for you!



