

How to use Periscope to support your small business

Periscope is the new social media channel currently taking the internet by storm. Users can tune into live broadcasts from people they follow all around the world. [Periscope HQ](#) describe it “as the closest thing to teleportation”.

But closer to home, Periscope is the new channel we encourage all business owners to join. We’ve put together a list of reasons you should join and how to use Periscope to support your small business.



What is Periscope?

Isn't that something they use on a submarine? Peeking above shore to see what's going on? Well, yes. And if you think about it literally, that's exactly what Periscope is.

Getting to see what's going on “above shore” or elsewhere in the world, without having to leave your own home.

How does it work?

Like many social networks, it's aimed at engaging with audiences on their mobile and for use on your mobile. By opening the Periscope app on your phone, you can record and live stream a video of you doing whatever it is you want to! (PG rated of course!)

It ultimately lets you share your world and your point of view to whoever you want around the world.

UPDATE: [Periscope announce you can now stream in landscape \(sideways\)](#)

Why should I be using it?

For small businesses, Periscope is a game changer. Any social media channel is about connecting with your audience one on one but this is where Periscope takes the lead.

As a small business owner, being real with your customers is always a priority, this platform allows you to essentially talk to right to them and take them behind the scenes of your business.

How should I be using it?

Your fans and customers will want to see something that they haven't already, something fresh and perhaps a little bit cheeky. Show your personality!

Are you a cafe owner? Periscope your walk into work where you talk to the chef about what's on the menu today and where customers can get the recipe.

Are you a brand that often has photoshoots with your products? Record a behind-the-scenes look at what's going on to show your customers what the process is.

So go on! Take our Periscope challenge this week and record your first video. We can't wait to see it!

In the meantime, [check out our Periscope channel](#) to see how we use it.