Just the PLACE

We are a community of lurkers, viewers, and also streamers--so why not help each other out? Here is our overview of streaming, branding, and best practices across the streamer verse.

TWITCH

About

BE CONCISE. This is not the spot for a story--make an about panel and narrate there. However in the provided about section, my biggest recommendation is to keep it simple. THIS space is what shows up on Twitch SEO, ie what people see as the description when your twitch link is shared. Having a

paragraph here is much less effective than easy to read talking points. Explain in depth in your panels! But use this space similar to an instagram or twitter bio.
Incredibly valuable, newer update we also now get: 5 Links of your choice! Have too many? Make these your high priority links. You don't have to just name them as the platform--I've seen some very creative takes on these! The point is, if you *aren't* using them...why aren't you?!

Panels

For now, keep your panels! Social media and all. Currently, those links we mentioned are only visible on larger monitors like tablets and pcs. On mobile, only one link is currently visible. Until this is fixed keep your panels! Panels in general can bring more life to your channel--show more of your branding while also linking everything in one place. Keep to a theme & get creative! When sorting, go by order of importance, since mobile users--a good half of viewers for some--will see them in that order, one by one.
Consider:
Social Media that is relevant to you. Don't just link everything, only the ones that you actively use. There's twitter, facebook, tiktok, instagram, snapchat, discord, and even gaming platforms you frequent like steam, origin, bethesda, blizzard.net, etc!

Schedule

The schedule can be a very useful tool. New, not often used, and great for new to the stream folks to see when you're live next. One game streamers may like this very much as you just slap your time and category--good to go! However, I've found streaming a variety of games has been very annoying. You can only update up to a week out, and even so you'd have to update it every day to make it 100% accurate? I just update the night before my first stream night of the week and keep

that consistent. The benefit of using it is that anyone can come to your page and clearly see when your next stream is. Which of course you want!

Clips & Highlights
Clips and highlights are the only real discovery on Twitch. Yes it sucks, but that's why we need to utilize them! Encourage your chat to take clips. And for yourself, add stream markers for things you want to make sure got clipped later! Clips are mementos of your content. They are small, easily digestible parts of your stream that can bring in new viewers, or be a shareable moment for your viewers. Streamers who take their clips seriously stand out from those who don't! Not easy growth, but definitely promotable

STREAMELEMENTS

General
Blah blah blah

Overlays
Literally take a load off of obs by utilizing overlays here to their maximum potential!

Widgets
Incredibly powerful stuff! In the official Discord, there are tons of creative and very clever people creating widgets for us to use. Here's a list of some of Emily's personal favorites:
Time:

MultiChat:
https://strms.net/multichannel-chat_by_lx
Social Media Rotator:
https://strms.net/social-media-rotator_by_spectra
Visible Viewer Queue:
https://strms.net/viewer-queue_by_mrboost
Phasmophobia Interactive Chat:
https://strms.net/phasmophobia_widget_by_glitchedmythos
Animated 2 Custom Color Gradient:
https://strms.net/animated_gradient_border_by_cornonthecaleb
News Channel Chat:
https://strms.net/minimal_chat_by_mrboost

OBS

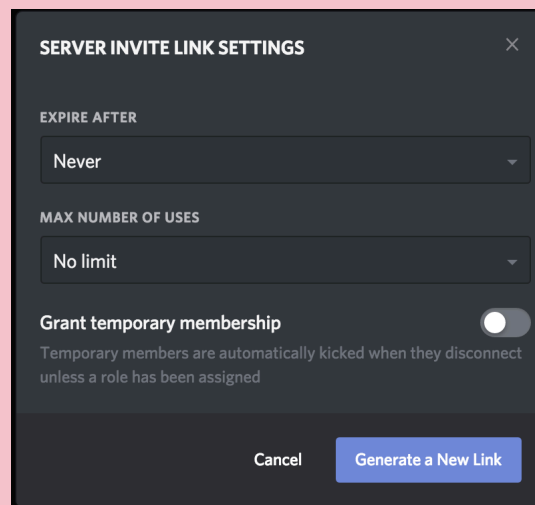### Why not slobs?
Blah blah blah

General Tips
Blah blah blah

Backups
Blah blah blah

DISCORD

This can go either way. It truly depends on you and your community. One way is to be accessible by having an invite that will never expire. On the other hand this does make it easier for trolls. I've seen some servers where each individual needs their own invite just to be sure. Point is, you can always make it safer by utilizing Roles to their max potential. See here for more on this.

SERVER INVITE LINK SETTINGS   ✕

EXPIRE AFTER

Never   ▾

MAX NUMBER OF USES

No limit   ▾

Grant temporary membership   ⬤

Temporary members are automatically kicked when they disconnect unless a role has been assigned

                                              Cancel   **Generate a New Link**

Roles

Roles are the backbone of your server. They make up the permissions on what can be seen and posted by those with or without that role. Keep in mind these are set up like a hierarchy. The highest role someone has will be the "cap" on

their permissions. Make them colorful! Give them fun names! But above all things, remove certain permissions:

1. Manage Channels
   Manage Roles
2. Manage Emojis
3. View Audit Log
4. View Server Insights
5. Manage Webhooks
6. Manage Server
7. Manage Nicknames
8. Kick Members
9. Ban Members
10. Mention everyone, here and all roles
11. Manage Messages
12. Mute Members
13. Deafen members
14. Move Members
15. Administrator

Only you and your mods should have Administrator or any of the other above permissions. View server as role is a wonderful new adage that can allow you to double and triple check that things look the way you need them to. When arranging roles with "Display role members separately from online members" think visibility. At the very top should be you and/or your mods. THEN consider your subscribers next and then general members. Added perks that you can provide for free to subscribers are always a great way to show your appreciation and thanks to those that support the stream financially.

Categories
These can make or break your server. Keep them very general to keep your server something people can't help but come back to. If they know exactly where their puppy's picture is gonna go, they're more likely to drop it there than find

somewhere else. Don't have too many either, they should compliment, not hinder! If there's only one channel in a category...it probably needs to be moved and the category deleted. Common practice category examples:

General	or	Apex Legends
#chat		#general
#memes		#help
#anime		#news
#whatever		#memes

Even after that you have to consider text and voice channels as well!

Channels
Be. Careful.
Introverts coming in will *not* be inclined to stay if you have over 30 channels of random shit. Consolidate wherever possible. If a channel goes unused for too many weeks? *Delete it.* The more focused your server is, the more likely folks will come back. Now this can also go the opposite way. People can't keep up and stay connected in an active server that has less than 5 channels just moving all the time. You want people to come back so make it easy on them!

Bots
Too many bots are just as bad as not enough--have a purpose for each bot.
My top recommendations:
Voicemaster (https://voicemaster.gitbook.io/voicemaster/)
Stop having 10+ vc's for a different game each. This bot allows you to have one channel which, upon connecting, will create a new channel named after the person who opened it. Once all members have disconnected, it will also delete itself!
Mee6
Dynobot

Beyond those it really depends on you and your community. Do you main just one game? Check and see if there is a bot out there for it. Often they'll have some that can pull information for folks right there in the channel, help those looking for people to squad up with, and many other creative things. If you're like me and you play a variety of games I'd recommend not alienating any groups of people by allowing a game specific bot in a general channel. It is good practice to orient all bots and their contributions to one or specific channels.

TWITTER

About

The about section here is different from some others. You can link directly to your stream team,

Content

Twitter is very popular for streamers in general. You can upload your own images, clips, and general thoughts while also interacting with other streamers and potentially their viewers. Finding more folks with interests similar to yours is a great practice. This brings up raid, collab and other opportunities where there wouldn't have been before. The other part of content would be hashtags. Twitter is clever in that something doesn't have to be in a hashtag to be searchable. For instance small streamer doesn't always have to be in a hashtag. And keep in mind, no one wants to see a sea of blue @s and #s and will often not bother reading the tweet to its full extent. Another big part is minimizing

retweets. When a potential new follower/viewer clicks on your timeline, they want to see what *you* have to say. If they have to scroll more than 20 seconds to find a tweet of yours among a sea of retweets you might've already lost them. Then there is post time analytics. The following is in Central Standard Time:

Best times to post on Twitter for media

Twitter Media Engagement — sproutsocial
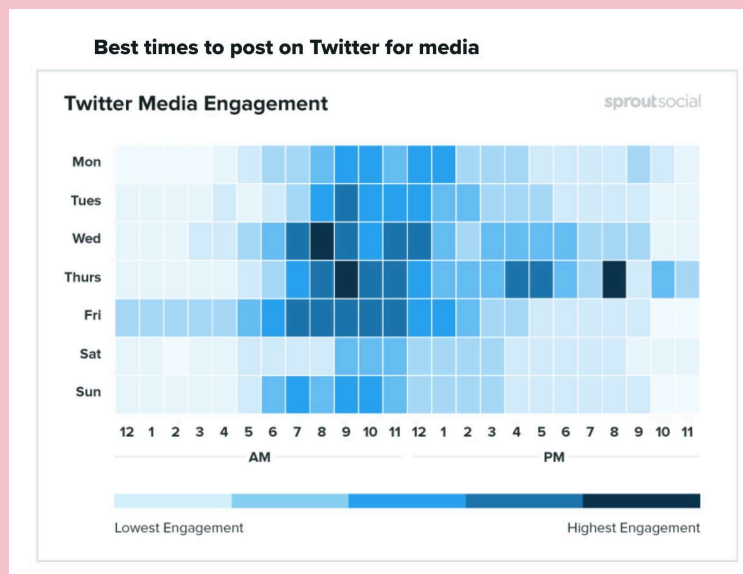
CLIP THAT

Links don't work in the description part here so just have fun with it! The rest of the actual link input is super easy--however I do have to point out that I've noticed quite a few people entering their name#1234 into the discord block. The site automatically completes your link for you and becomes a link *to your discord server.* Throw THAT code in there and you'll be all set!!

Content

The beauty of clipthat is the simplicity. It is just like any other social media site access-wise. But completely oriented towards gamers. There's cosplay, fanart, lfg, trading boards, all of it. And if a game isn't on there just mention it in discord!! I keep bringing them up because I believe it. The website they've built--the app they're working on--is gonna be the next big thing for gamers & streamers alike. The team is awesome, easy to approach with ideas/suggestions and I can't wait to see what they add next!

Invite Link:

https://www.clipthat.co.uk/recruit/justmeemilyp

TIK TOK

About

Links don't work in the description part here so just have fun with it!

Content

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Best Practices

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INSTAGRAM

About

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Content

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Stories

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FACEBOOK

About

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Content

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Best Practices

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