



Twitch **Getting** **Started** **Guide**

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What is Twitch?

Twitch is an **interactive live-streaming service** where creators like you can share the things you love with a community of millions, and carve out a tight-knit corner of the internet to call your own.

It's easy to stream or upload to Twitch. Whether you prefer to stream from a PC, Mac, Xbox, Playstation, or your mobile phone, you're just a few steps away from broadcasting yourself to the world, and nurturing your own community in Chat - a rewarding experience where friends are made and bonds are forged between creator and community.

At Twitch, our mission is to empower people to come together to create live, shared entertainment. This guide will walk you through everything you need to know to get started on your streaming journey.

You're already one of us.



Twitch has massive reach

142 Million

Monthly Unique Visitors

18.5 Million

Daily Unique Visitors

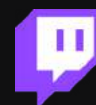
969 Million

Monthly Live Hours Watched

Source: Twitch Internal Data, January 2020

Per: comScore December 2019.

US Only Monthly Uniques: 21.6mm, Avg. Min. Per Visit: 19, Avg. Min. Per Visitor: 295



01

Twitch Fundamentals

Important Terms

Channel

Your channel is the hub for your stream and your community. It houses all your content. It's where you can communicate information about yourself like your name, bio, and social links. And it's where viewers will come to watch your streams.

Stream

Streams – or live broadcasts – are the main type of content on Twitch. Streams are broadcast directly to your Twitch Channel.

Chat

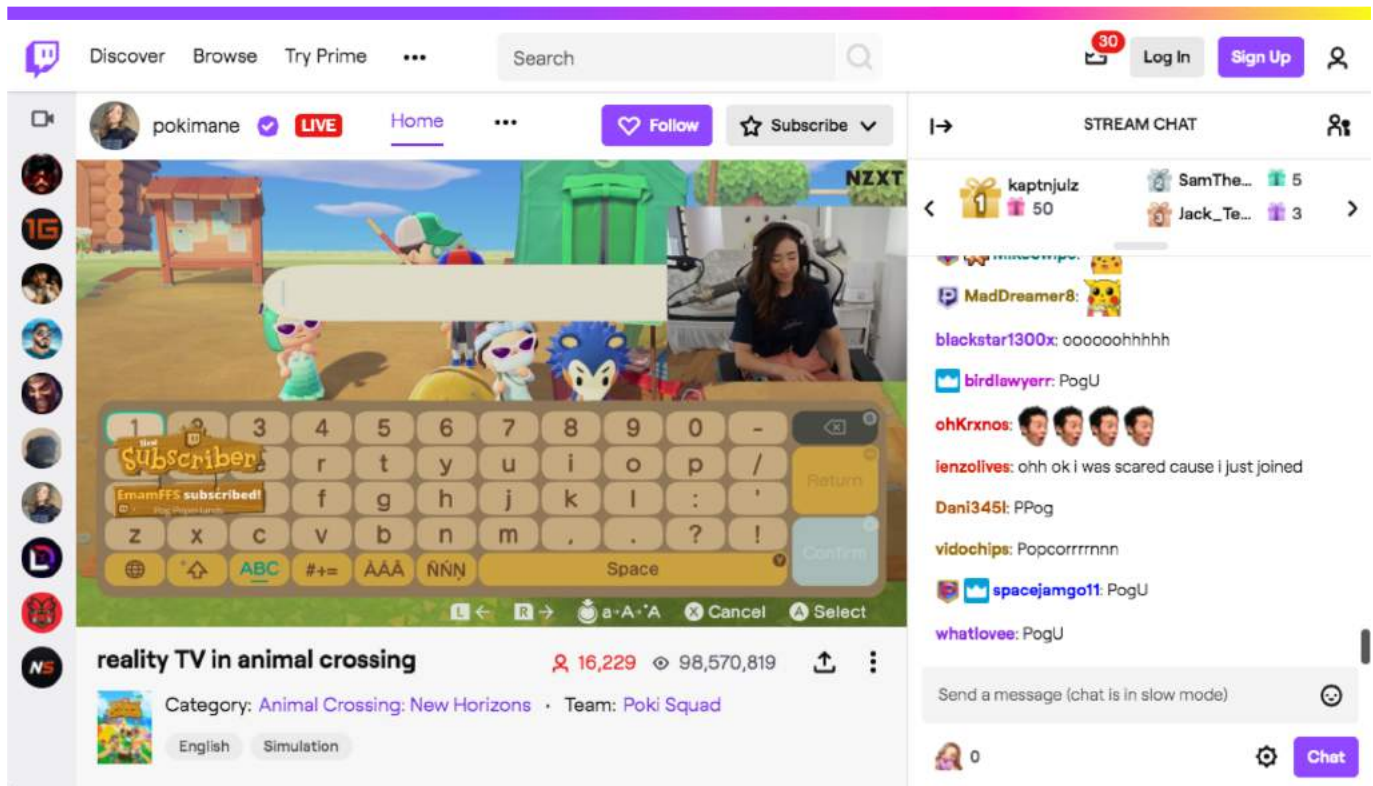
A chat room comes standard on every Twitch channel (you can deactivate yours if you'd like). Chat gives viewers an easy way to communicate with you in real-time, meme it up, and use emotes.

Followers

Viewers who discover your channel can 'Follow' your account. Followers can be alerted to when you go online, depending on their notification settings.

Subscribers

Viewers can 'subscribe' to your channel for a set price per month for additional perks defined by you once you reach 'Affiliate' status. We'll cover what those are a little later.



Important Terms

Categories

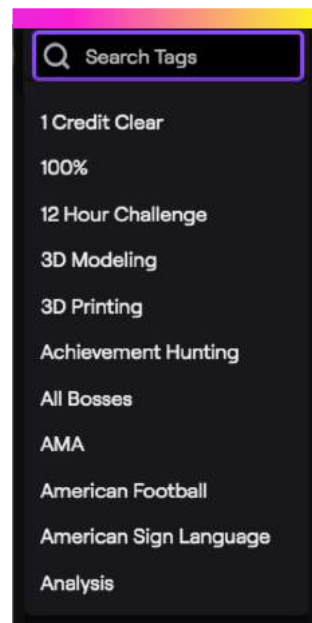
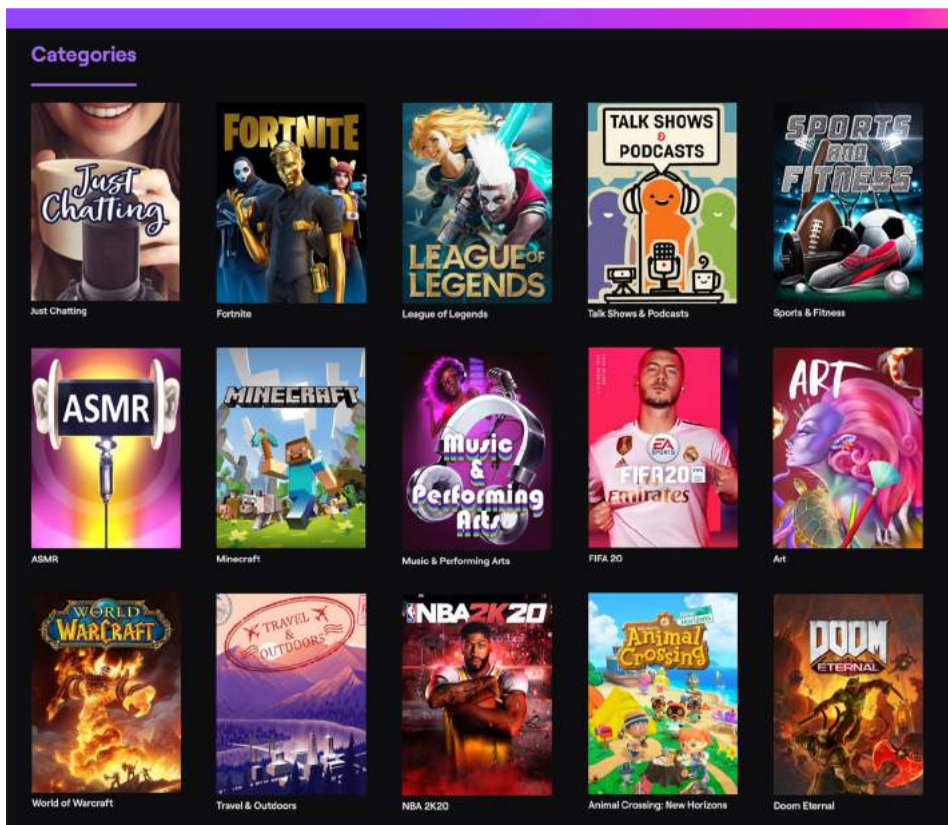
Lots of people stream games on Twitch but you can stream just about anything and discover a passionate and engaged community. Be it entertainment or infotainment of any genre, if you can stream it, there's probably a category for it. Don't believe us? [Browse Twitch Categories](#) ↗ for yourself.

Categories are added to channels and streams to help viewers identify what type of content you stream.

Tags


Tags are used to describe a live stream beyond the game or category being broadcast. Viewers can use tags to find streams they're interested in watching by filtering streams within a directory, searching for specific tags, or when they're browsing front page recommendations.

Twitch manages the list of available tags, but new tags are regularly added based on community feedback. Check out the [full list of all currently available Tags](#). ↗



Important Terms

Emotes

When words won't suffice, there's Emotes - Twitch-specific emoticons that viewers and streamers use to express in Chat. Emotes are the  of Twitch culture. They're a language of their own. There are Global Emotes everyone has access to, and channel-specific emotes call 'custom emotes'. Emotes are represented by a code like :bleedpurple:. Click the smiley face in the chat box to look at all the emotes you can use, or by typing the emote code. Here's a handy glossary of some of our most popular emotes! Now you can jump into Twitch Chat and join the conversation.

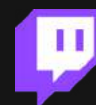
<p>Kappa:</p> 	<p>Sarcasm or wry humor. Kappa is our signature emote.</p>	<p>:WutFace:</p> 	<p>Used to express shock, disgust, or to note a loud, disruptive noise on stream.</p>
<p>HeyGuys:</p> 	<p>A casual greeting. Used when joining chat, or when welcoming someone to a stream.</p>	<p>:VoHiYo:</p> 	<p>VoHiYo is used to celebrate anime, JRPGs, and everything otaku culture.</p>
<p>PogChamp:</p> 	<p>Amazed. Impressed. Disbelief, but in a good way. Often used after a crazy play or announcement.</p>	<p>:SeemsGood:</p> 	<p>Casually agreeing that something is good or okay. Our Thumbs Up emote.</p>
<p>LUL:</p> 	<p>Laughter. Just the emote version of Laugh Out Loud.</p>	<p>:ResidentSleeper:</p> 	<p>For when there's a dip in the action, a boring repetition, or when someone literally falls asleep.</p>
<p>CoolStoryBob:</p> 	<p>Our version of "Cool story, bro." Used sarcastically when someone is saying something unimportant or being too verbose.</p>	<p>:bleedPurple:</p> 	<p>We often say "Bleed Purple" to mean Twitch pride. This is that sentiment in emote form.</p>
<p>4Head:</p> 	<p>Laughter, but in a slightly mocking way. Often used as pity laughter when someone tells a lame/dad joke.</p>	<p>:TwitchUnity:</p> 	<p>Twitch Unity is how we celebrate diversity in our community.</p>
<p>FrankerZ:</p> 	<p>Dog! Used when there's a dog on stream. Or when talking about dogs. Generally, dog stuff.</p>	<p>:GivePLZ:</p> 	<p>Used when asking for something, often a game or a prize.</p>
<p>Jebaited:</p> 	<p>For when someone is "baited or tricked" Often used in games where the player is surprised or lured into a trap.</p>	<p>:CoolCat:</p> 	<p>Not a whole lot to it. It's a cat that's cool. You can use it when there's a cat. Especially when there's a cool cat.</p>
<p>PJSalt:</p> 	<p>When someone gets "salty" at their game or team. Often used in esports or pro gamers' channels.</p>	<p>:CurseLit:</p> 	<p>Our version of the popular "fire" emoji. Used in the same way.</p>
<p>NotLikeThis:</p> 	<p>Used to express dismay at an outcome. Usually due to bad luck or a misplay.</p>		

Community Guidelines

At Twitch, our mission is to provide the best social video experience where everyone can feel welcome and safe. That's why your safety, and the safety of your community, is extremely important to us. To ensure everyone participates in a way that promotes a friendly, positive experience for our global community, we have established guidelines that are enforced when not followed.

Our [Community Guidelines](#) ↗ and [Terms of Service](#) ↗ are updated regularly. We encourage you to read them both to ensure your content helps to grow the thriving Twitch Community and doesn't put you at risk for being reported and/or suspended. We've also provided more detail around our [Hateful Conduct & Harassment policies](#) ↗, as well as our [Sexual Content policies](#) ↗ so that you can feel confident about the content you produce on Twitch.





02 Get Started

Get Started

Livestreaming is unique and requires a bit of technical know-how. Don't worry, in this section we will walk you through everything you need in order to get started. Anyone can start streaming on Twitch with just a little bit of gear and a willingness to try new things! As you read through this guide keep these things in mind

It's Not That Complicated, It's Just New

Most people just getting started on Twitch have never livestreamed or broadcast content in real time before. There will be terms and technology you're not familiar with, but don't let that discourage you. You've got this.

Practice Makes Perfectly Imperfect

There is no one right way to do Twitch – there are infinite right ways. In this guide you'll read a lot of tips, tricks and best practices. You don't have to do everything in your very first stream. The great new is Twitch viewers want to connect with you and to share your passion. They do not require flawless streams and well-manicured channels! Even the pro's focus more on being entertaining and connecting with their viewers than they do on their production quality and design.

Streaming is really, really fun

Once you get set up and start your first stream, you'll discover what **millions** of others already have – being a Twitch streamer is a blast.

Let's get started!



Go Live Requirements

Before you start streaming, you need some essential hardware and software. But don't worry, you won't have to break the bank! Here's what you'll need:

Internet Connection

Having a good, stable internet connection is vital to successful streaming. Step one is checking that you have a good connection to your Internet Service Provider. Generally this means connecting your computer directly to your router with an ethernet cable. Streaming on Wifi is discouraged!

Computer

Most mid-tier computers, including PCs and Macs, will be sufficient to run a simple stream. Playing video games on the same PC will require a more powerful machine.

Broadcasting Software

There are many options when it comes to streaming software. [Twitch Studio](#) is our free streaming app for PC designed from the ground up to meet new streamer needs. It provides a guided and intuitive experience when setting up your stream. For both Mac and PC, [OBS Studio](#) is a flexible, powerful and popular tool.

Camera

It is possible to use professional cameras in your broadcast, but if you're just getting started, a simple USB webcam is all you need. Camera positioning and lighting can enhance even the most basic camera with minimal expense. The [Logitech C920](#) is a popular choice!

Microphone

Providing good audio can make or break the viewer experience. Your audio needs will vary depending on the type of content you do, the number of people speaking, and the ambient noise in your space. A quality desktop microphone is the [Audio-Technica AT2020](#).

Capture Card

You won't need one of these unless you're 'capturing' the video feed from another device, like a gaming console, another computer, or a traditional camera. Not all capture cards work on Mac, but both the [Elgato HD60S+](#) or [Magewell USB Capture Plus](#) cards will work on both Mac and PC.



Set Up Your Channel

Your channel page is the home for your streams and your community. It's also a reflection of who you are as a streamer, so make it stand out! This is where you can set the tone for your community and showcase your personality. Create an account of your own then start customizing your channel.

Channel Name

This is your brand on Twitch. It's how people find you and should match your other social media handles. This also becomes your Twitch URL. For example, the channel name Twitch Rivals becomes Twitch.TV/TwitchRivals.

Profile Picture

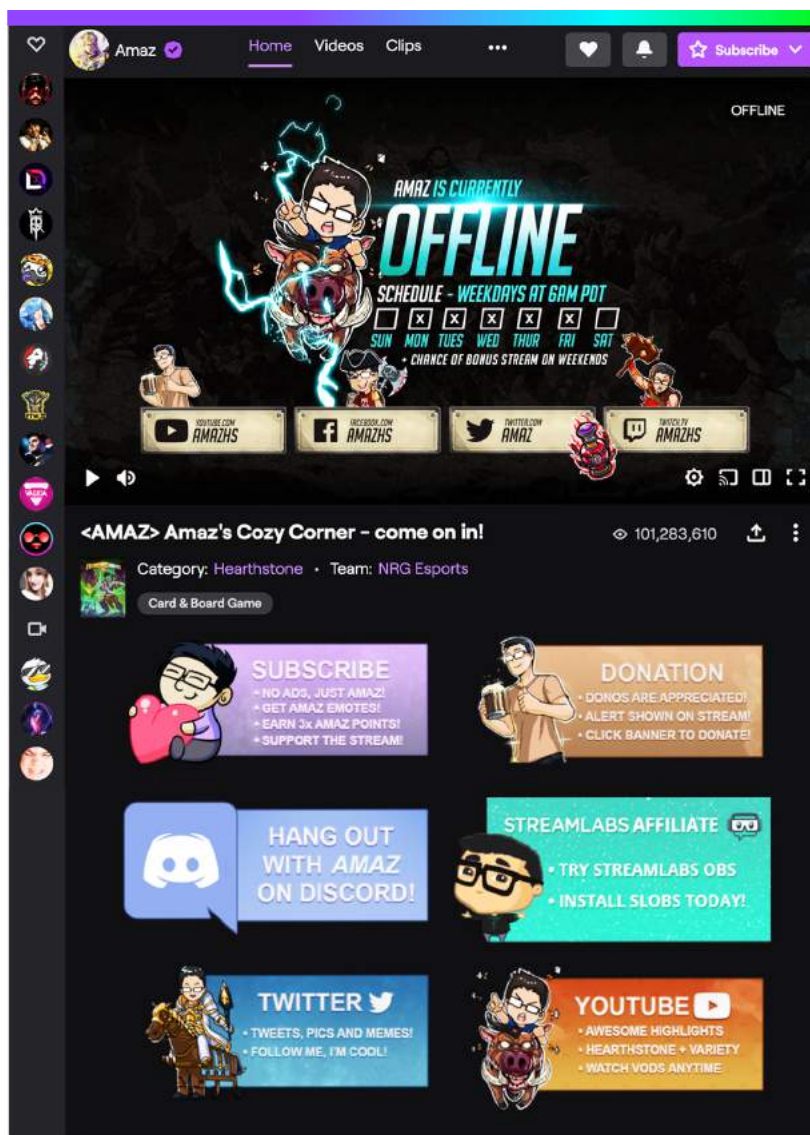
This is the image people will associate with your brand on Twitch. Make sure it's clear and memorable. [Dimensions 256x256]

Video Player Banner

This image is shown in your video player when you're offline. Use this space to feature your brand and communicate your schedule to visitors. Update this in [Channel Settings](#) [Dimensions: 1920x1080]

Channel Panels

These are images (or text fields) you add from your channel page that appear below the video player. Use these images to promote your social links, describe your channel, communicate your schedule or highlight your community norms. Channel Panel must be 320px wide but can vary in height.



Twitch.tv/amaz

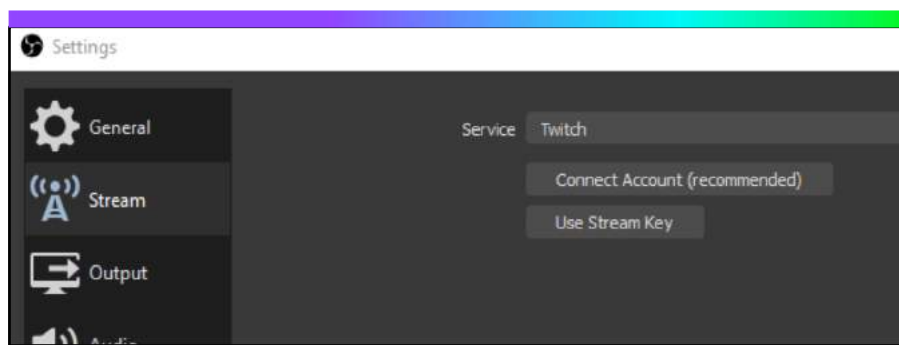
Set Up Your Stream

Your streaming software is what ties your cameras, mics, and sources together to create a single output: your stream. Whether you use Twitch Studio, OBS or something else, you'll need to get your output set up and scenes built for your show.

Set Your Output

For most of the popular streaming software options, including [Twitch Studio](#) and [OBS](#), all you need to do to connect your channel is log in to Twitch. In Twitch Studio this is required during setup, and in OBS you can do this by clicking Settings, then Stream.

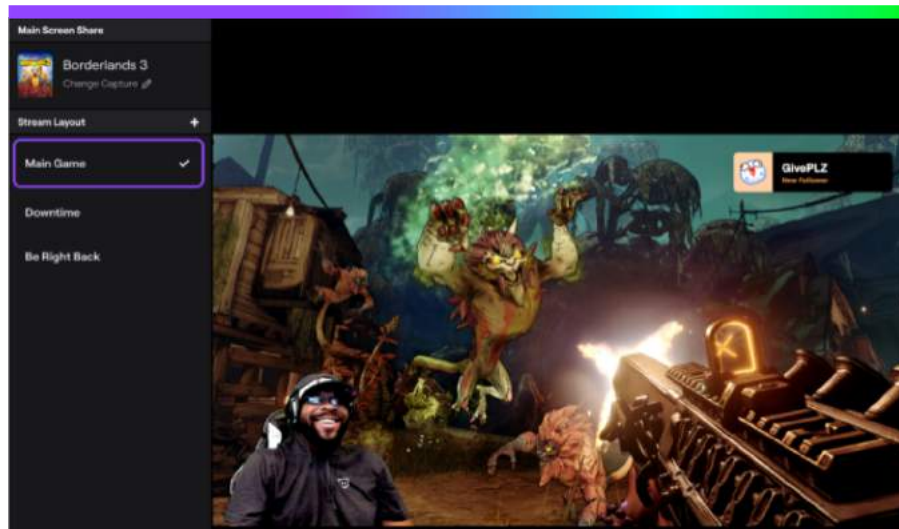
Some broadcast encoding equipment may require you to use a Stream Key. You can find your Stream Key on the [Channel Settings](#) page. Be extra careful not to show this on your stream or share it with anyone who doesn't need it because whoever has this can stream to your channel - no other passwords required!



Create your Scenes

In your broadcasting software you can create a handful of 'scenes' that you can use throughout your stream. Scenes are arrangements of your video sources and premade graphics that you can easily switch between.

In Twitch Studio, this user's 'Main Game' scene has his webcam, the game, and alerts. He also has a 'Downtime' scene for when he's not playing games and just wants to chat, and a 'Be Right Back' scene for breaks.



Set Up Your Stream

Scenes

Whether you're counting down to the beginning of your stream, just chatting with your viewers, reacting to content, playing games, or collaborating with another streamer, unique scenes for each use case help uplevel your stream.



Slates

These scenes are generally full screen graphics or video loops. Create Slate scenes such as 'Starting Soon' to run before your show, and have a 'Be Right Back' ready for taking breaks. Make sure your microphone is muted whenever you don't want to be heard!

Full Screen Camera

It's always nice to take some time to focus on your audience. A 'Full Screen Camera' scene is great when you want to communicate without distractions. Some subtle graphics such as your social info can help add a bit of polish to this simple scene.

Picture in Picture

Depending on what you choose to stream, you may spend 99% of your time in this scene. Shrink your camera down and layer it over your game or other video source.

Side by Side

You can create overlays to match your format. For example, if you have a guest calling into your show, create a 'Side by Side' scene.

Set Up Your Stream

Before you can go live, you need to update your **Stream Info** in the [Stream Manager](#). Being descriptive and accurate will help viewers find you.

Title

A good title can help viewers find you when they are searching for a stream to watch, and help provide info about what your stream is about.

Go Live Notification

This is sent to your existing Followers the moment you start your show.

Category

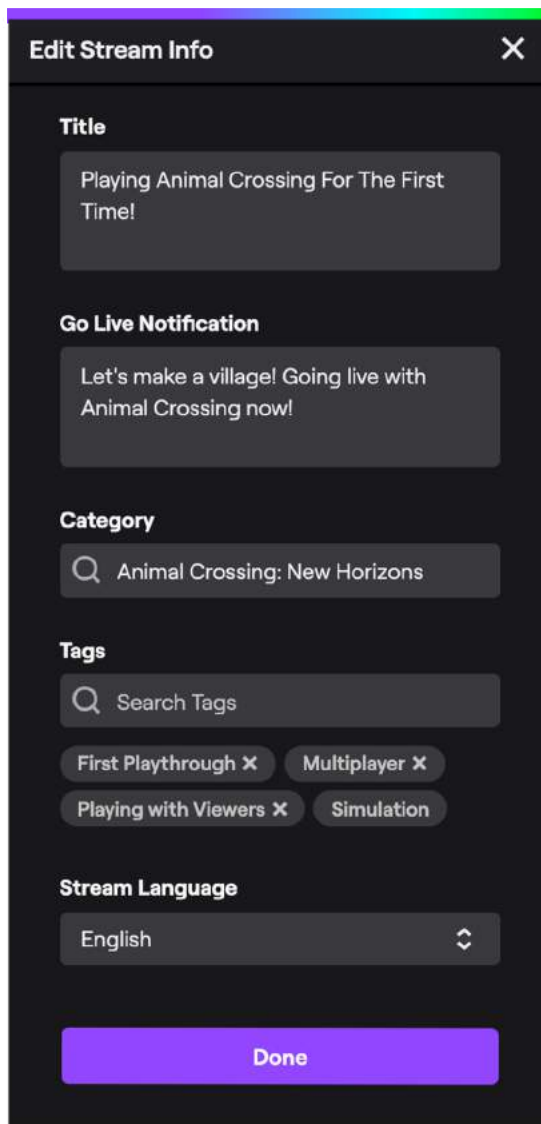
Viewers won't be able to find you if you're not in the right Category. Make sure to choose the category that is the most descriptive of your content. Don't worry - you can change your category throughout your stream if you want to switch things up!

Tags

Tags are meant to help viewers find streams they're interested in watching. Select the tags that describe your stream best.

Stream Language

Set this to the language your intended audience speaks.



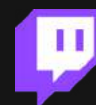
The screenshot shows a mobile application interface for editing stream information. The title bar is dark with a colorful gradient and contains the text "Edit Stream Info" and a close button. The main content area is dark and contains several sections: "Title" with a text input field containing "Playing Animal Crossing For The First Time!"; "Go Live Notification" with a text input field containing "Let's make a village! Going live with Animal Crossing now!"; "Category" with a search input field containing "Animal Crossing: New Horizons"; "Tags" with a search input field containing "Search Tags" and four tag buttons: "First Playthrough X", "Multiplayer X", "Playing with Viewers X", and "Simulation"; and "Stream Language" with a dropdown menu showing "English". At the bottom is a large purple button labeled "Done".

Set Up Chat Moderation

To make sure your community is safe, Twitch offers a few ways to [moderate and safeguard chat messages](#) ↗, including tools like AutoMod, and the ability to [promote viewers to Moderators](#) ↗ to help. Moderators can be a powerful force in your community, so choose wisely.

From your [Channel Dashboard](#) ↗, be sure to adjust your moderation settings before you go live, and understand your options to combat harassment while broadcasting, such as timeouts, bans, and chat modes. How and if you use these tools is entirely up to you. Try one, try them all, and see what works best for you:

Email verification ↗	You can choose to require viewers to have a verified email address before they can participate in your chat.
AutoMod ↗	AutoMod can automatically apply rules for moderating your chat. You can set the level from 0-4.
Word filters ↗	You can limit (or allow) the use of certain words or phrases in chat.
Moderators ↗	Moderators are the sword to AutoMod's shield. This role (which you can assign to other users) allows them to ban and timeout viewers in your chat, keeping your channel safe and friendly as you grow. Moderators are often viewers who have been long-time community members.
Timeouts & Bans ↗	You can temporarily or permanently mute a user in your chat at any time through typing commands right in chat or from the user card that opens when clicking a username in chat.
Chat Modes ↗	Sometimes chat can get a little hectic, especially when a lot of people are actively chatting. If chat is moving faster than your moderators can effectively manage, you can activate chat modes. Slow mode limits the amount users can chat, and Followers and Subscriber Only modes can be used to limit chat users to community members.
Chat Commands ↗	Many options can either be adjusted in various settings pages, but using chat commands can allow for quick and convenient adjustments. Bookmark the Chat Commands page in case you need to react quickly.
Blocks & Reporting ↗	If someone is harassing you and breaking the Terms of Service or community guidelines, you may block and report them. Blocking someone will stop them from messaging you and prevent you from seeing their messages. Reporting someone will create a report that will be reviewed by Twitch. If someone is a nuisance but not breaking the Terms of Service, feel free to block them.



03

Create Engaging Streams

Create Engaging Streams

There's no place on the internet quite like Twitch. Twitch content is live, shared, and entertaining. We call this 'multiplayer entertainment' - you're not creating and playing on your own, you're co-creating your stream with your community. Anyone can be successful on Twitch if they keep in mind these best practices and avoid common mistakes:

Entertain in Real Time

While it's important to have a rough plan for your stream, the beauty of live content is that anything can happen. Like a live concert or sporting event, the best livestreams create those unexpected 'you just had to be there' moments for viewers.

Co-Create with Your Community

Think of your stream like a party and you're the host. It's your responsibility to make sure your guests - or viewers - are interacting and having a good time. Read and respond to chat and 'co-create' your stream with viewers by asking for their opinions and input on your stream.

Put Personality First

Take a minute to think about what makes you or your stream unique and run with that. Whether you are streaming as your authentic self or a persona you've created, your unique point of view is what Twitch viewers care about most. You don't need the best equipment or elaborate set to stream from - just do you!

Choose Your Format

You can broadcast all sorts of things on Twitch. Let your creativity flow. But if you're struggling to choose where to start, try one of these popular stream formats:

Game!

Grab your favorite game - or try out something new - turn your camera on and go live. Keep things lively by talking as you game - even if you haven't found an audience yet. Once you have a few viewers, banter with Chat, ask their advice, and give shout-outs the most engaged members of your community.



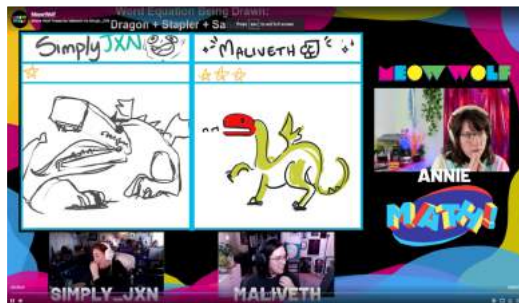
Share Your Craft or Passion

From dancing to woodworking, and cooking to cosplay, no matter what your interest is you should share, perform, or demonstrate it on Twitch!



React to Other Content

Scroll the internet with your community, read news stories or watch videos and give your hot-takes on everything from memes, to pop culture and politics. Ask chat to help you decide what to watch or look at together!



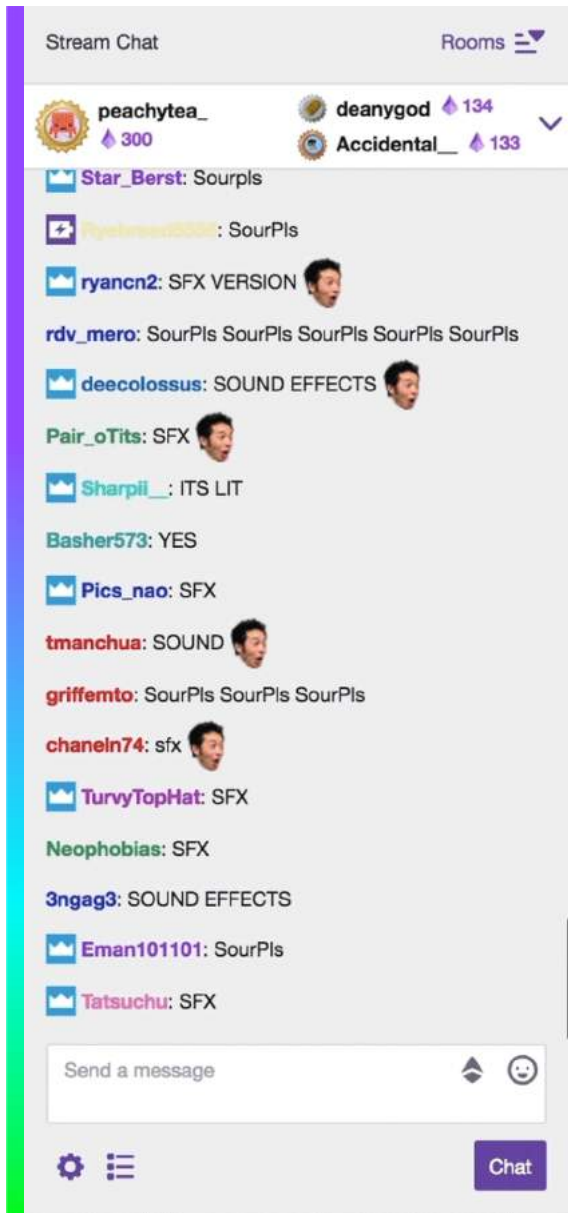
Chat with Chat

Feel like Just Chatting with your audience? No extra effort necessary. Decide upon a topic, add it to your headline, turn your camera on, then engage your community in discussion. Ask their advice. Answer their questions. Let them help guide the direction of the show.



Interact with Your Audience

No matter what type of stream you are creating, it's important to engage with your viewers. Unlike other forms of entertainment, viewers come to Twitch to connect and interact with each other and with you. Here are some ways you can help your viewers feel like they are part of the stream:



Welcome New Viewers

New viewers are more likely to stick around if you welcome them. As you see new viewers join the stream say hello and let them know what you're up to in stream,

Encourage and Thank New Chatters

Users who chat in their first visit are 50% more likely to come back to that channel. To encourage new viewers to chat, ask your audience questions they can respond to in chat.

Respond to Questions

Your stream is a 2-way conversation. If chat asks you questions – answer! This encourages everyone to participate.

Encourage Community Interaction

Encourage community members to talk to and mention each other, helping to foster a sense of community among your viewers.

Thank Followers and Subscribers

Verbally thanking and celebrating events will encourage others to join your community.

Ask Chat to Help you Make Choices

If your community has a stake in the stream, it's incentive to stay longer, subscribe and share your stream.

Use Calls to Action (CTAs)

Viewers are most engaged in the first 15 and last 15 minutes of your stream, using strong CTAs periodically can be very effective. Ask them to follow, sub or share.

Uplevel Your Interactivity

Ready to take your interactivity to the next level? There are lots of great tools you can use including our ever expanding [library of extensions](#) [↗] – interactive overlays and panels that integrate directly with your stream and can do pretty much anything. Not sure where to start? Try one of these great extensions and other tools:

CTRL+

[Ctrl+](#) [↗] is designed to provide flexible interactive options to content creators. Use [polling*](#) and [trivia](#) to give your audience a voice and an opportunity to create the show with you. Ctrl+ allows you to feature other streams such as co-streamers, friends, or talk show guests.

*Channels that run polls have 10% more viewers engaging when chat is visible

Featured Chat

[Featured.Chat](#) [↗] puts the best comments from Chat on the screen for all to see. It can make Chat healthier by demonstrating what type of comments get featured if they want to be featured themselves. It also enables search to filter chat, which can be helpful to find questions or specific topics.

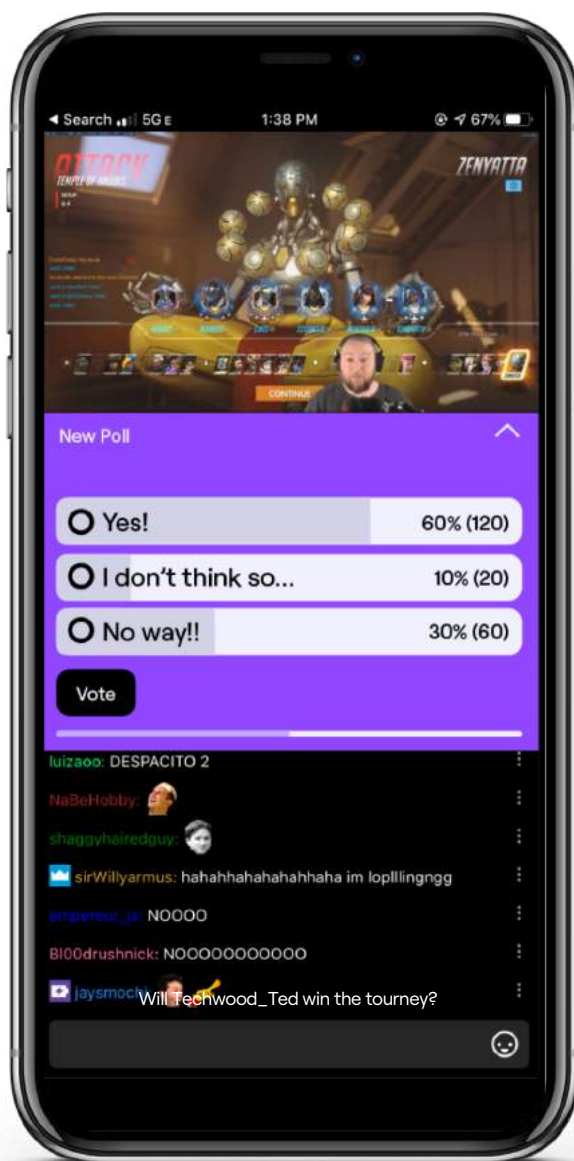
Channel Points

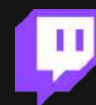
[Channel Points](#) [↗] is a customizable and channel-specific points system that allows you to reward members of your community for engaging.

Channel Alerts

Alerts are configurable graphics that welcome and celebrate followers, subscribers, or gift-givers. They can appear both on your stream and in Chat, dependent upon your settings. You can set up alerts directly in [Twitch Studio](#) [↗], or you can use [Streamlabs Alert Box](#) [↗].

Need help installing extensions? [Read This](#) [↗]





04

Reach Your Audience

Reach Your Audience

Viewers come to Twitch to find LIVE channels. This means you are most discoverable when you are broadcasting. You can help viewers find you and encourage them to tune-in to your stream by keeping these best practices in mind:

Accurately Set Your Stream Info

As covered in the 'Getting Started' section, your Stream Info includes a title, go-live notification, category, tags, and stream language. It's incredibly important to fill out each of these fields accurately. This info not only helps viewers decide what to watch, but it ensures Twitch discovery systems know where to show your stream. Never deliberately mis-categorize or describe your stream -- this can create a negative viewer experience and result in lower viewership for your stream.

Set And Communicate A Schedule

Because you'll only be live for a few hours each stream it's incredibly important that your viewers know when to tune-in. Determine what your broadcast schedule will be in advance, communicate this to your community on and off Twitch, and stick to it!

Stay Live Longer

You can increase the odds of connecting with an audience by staying live longer. Most streamers stay live between 90 minutes and 3 hours. If you stream for less time, you have less of a window when audiences can find you!

Promote Your Stream To Drive Tune-In

While some video services are designed for individual video-on-demand - viewers watching content whenever they decide - Twitch favors collective appointment viewing - all viewers tuning in together during the same time window. You can encourage appointment viewing by promoting your schedule and upcoming streams on social media and with verbal shout-outs in your streams.

Where Viewers Find You

Discover

Head over to the [Twitch.tv](https://www.twitch.tv) homepage - also known as the 'Discover' page to see **Recommended Live Channels** and **Recommended Categories** in action. These sections showcase live channels and categories personalized to each viewers' interests.

Browse

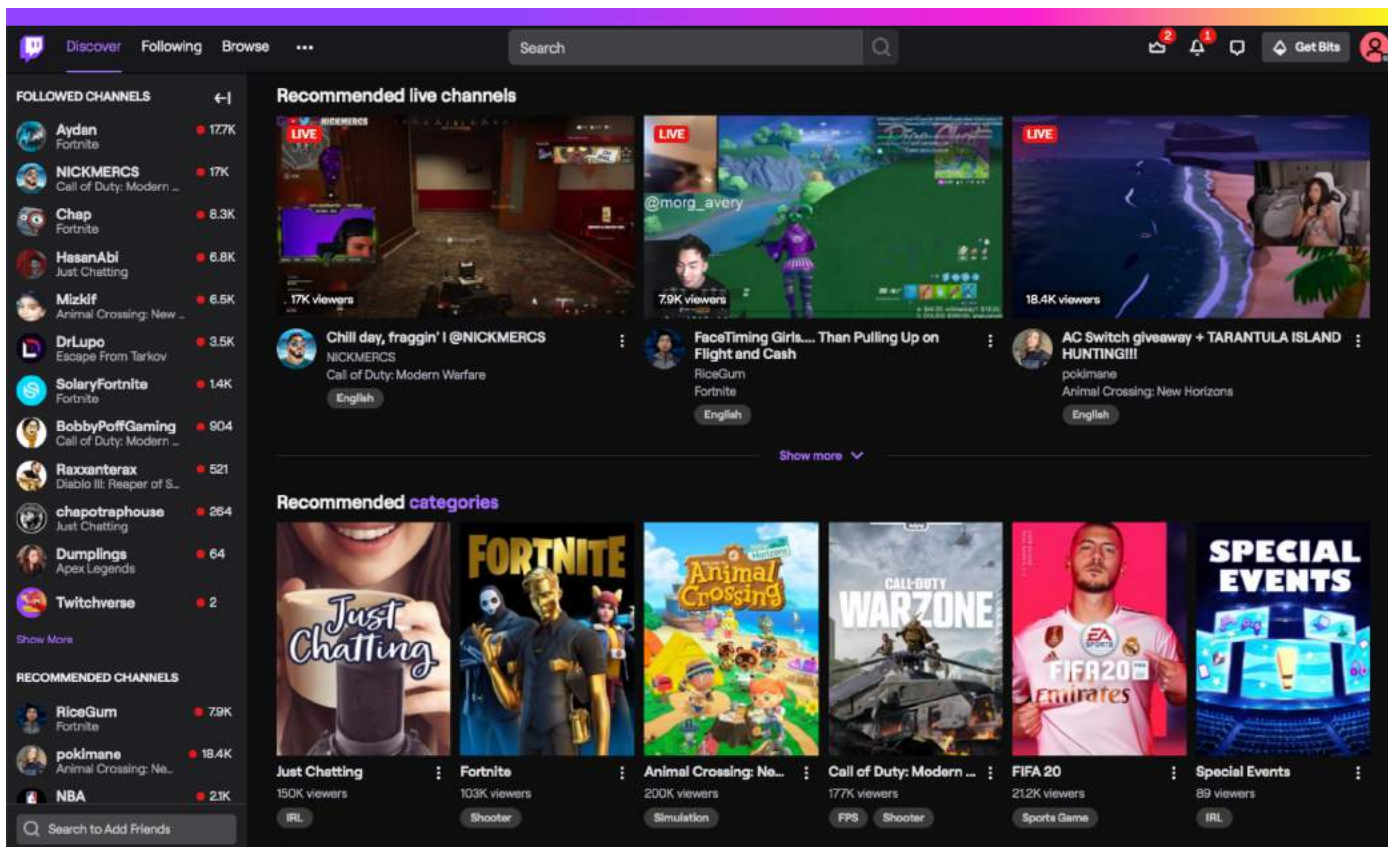
The **Browse** tab is where users can peruse live streams by category or by live channels. Here viewers can filter the results by 'tags' (IRL, Indie Game). [Take a look](#). To optimize your channel for discovery on the Browse tab, make sure you are always selecting accurate categories and tags in your stream info.

Left Nav + Following

The persistent panel at the left hand side of Twitch and the **Following** tab highlight your channels to your followers when you are live.

Search

Viewers can find your channel, past videos, and livestreams via the search bar at the top of Twitch regardless of if your channel is live or not. Be sure to use familiar and searchable keywords for your stream title and VODs in order to help viewers find you. Same goes for your channel name - the easier it is to spell and remember, the easier it is to search!



Connect with Other Streamers

Networking with other Creators on Twitch is a great way to grow your community, form genuine connections with your fellow streamers, and introduce your viewers to some of your favorite content on Twitch. Your streamer colleagues are looking to grow their communities too, so even a little can go a long way. We've even built a few tools to help you branch out.

Collaboration

You don't have to stream alone! Involving others in your content, especially other streamers, is a great way to make interesting content, and for viewers to be introduced to new creators. Join them or have them join you in a video chat to create a talk show, play games together, support a shared charity campaign, or make music together

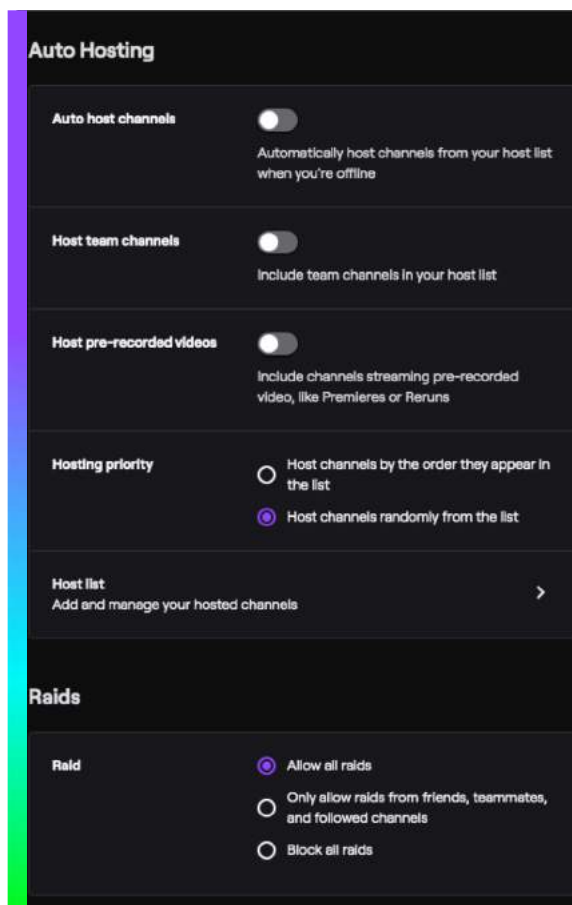
Hosting and Autohosting

Hosting is just what it sounds like. Host another channel on your page when you're not live. Your chat remains your own and lets your viewers check out content you like while you're offline. While it's always good to have channels in your autohost list, it is more effective and fun to end your stream with a Raid!

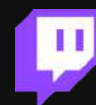
Raids

[Raids](#) ↗ allow streamers to send their viewers to another live channel at the end of their stream to introduce their audience to a new channel and have a little fun along the way. Raiding a channel at the end of your stream can be a great way to help another streamer grow his or her community.

The /raid command makes it easier for you to start a raid and for your viewers to join. You'll also have tools to manage raids and can see information on who recently raided their channel. After you raid, remember you still have to end your stream in your broadcast software.



[Update your autohost list and raid settings](#) ↗



05

Build Your Community

Grow Your Community

Twitch isn't just a video service, it's a living, breathing universe of communities, each one with a unique set of values. You establish the ground rules for your individual community, but everyone who visits your channel plays a part in making it feel like home. So as a creator, it's important to help facilitate that sense of familiarity.

Set The Example

You're not just the entertainer, you're the leader of your community. You get to set the tone, values, and rules. Spend some time thinking through what type of community you want to be a part of and then model those things for your viewers.

Recognize and Reward Loyal Viewers

We know viewers are going to love you. In no time at all you'll have a group of loyal viewers who regularly tune-in, chat, and support you. Reward your loyal audiences with things like custom emotes and channel points, and empower your most responsible fans to help manage your channel as moderators.

Work Together Towards a Shared Goal

Nothing brings people together like a shared goal. Bring your community in to help you achieve things – get their help bringing new viewers, solve puzzles or problems together, or even raise money for a charity you all care about.

Set Your Community Norms

Twitch is a place where communities come together. You've built the clubhouse (your channel), you've put out the flyers (correct tags and social promotion), and started the meetings (streaming). Now it's time to nurture your community. After all, you're the captain.

Set The Tone

Channel rules helps you shape the community you want to lead. But don't let the 'r' word dull your enthusiasm. This is where you signal the code you want your community to live by - as lax, offbeat or rigid as you like. Add your 'Chat Rules' in the [Moderation section of your Dashboard](#) ↗ which display when users comment and upload them as a channel panel.

Establish Community Rituals

Do you have a catch phrase or a consistent greeting for your audience? Are there call-and-response moments you repeat in every stream? Does chat have 'copy pastas' specific to your channel? These types of rituals are a fun way to bring your fans together.

Delegate Responsibility

Empower your most loyal viewers to help lead your community as [Moderators](#) ↗. It's a genuine sign of trust. Mods manage chat messages for spam and offensive comments, and welcome newcomers. They're easily identified in Chat by the green sword badge next to their name.

Keep The Conversation Going Offline

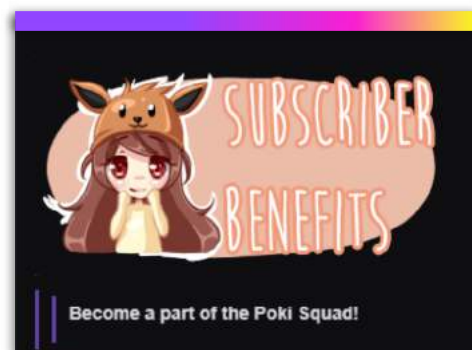
You can't always be live, but that doesn't mean your community ceases to exist between streams. Set-up a [Discord Channel](#) ↗ where your community can stay in contact with one another when you're not live.

Name Your Community

Like 'Deadheads' or 'Beliebers', streamers on Twitch often name and theme their communities to create a sense of belonging.



[Dr. Disrespect's Champion's Club](#) ↗



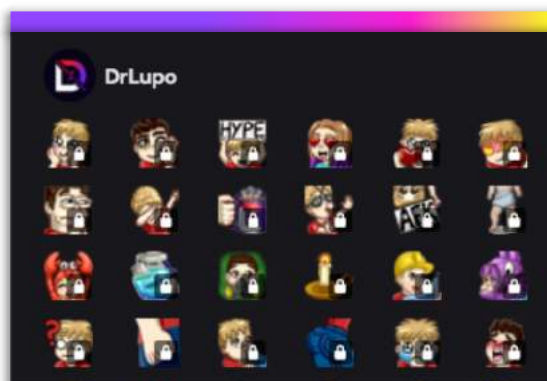
[Pokimane's Poki Squad Club](#) ↗

Reward Your Community

Like any club worth being in, community members enjoy being rewarded. And there is no shortage of special perks on Twitch to celebrate, encourage and retain long-time viewers and subscribers.

Custom Emotes

Affiliates and Partners (keep reading for more info on these terms) can create [custom emotes](#) that can be unlocked by their subscribers. If you notice something happening every time you stream, think about creating an emote so your audience can form a ritual around it. Custom emotes must meet the [size and quality requirements](#) and abide by our [Emote Guidelines](#).



[Dr. Lupo's Custom Emotes](#)

Loyalty Badges

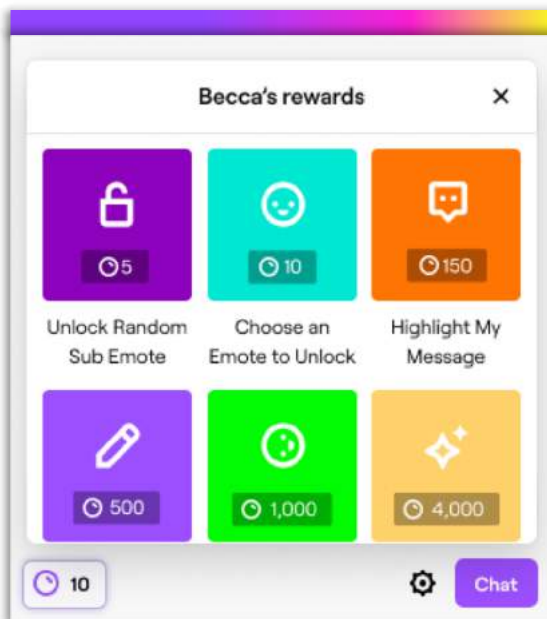
Subscribers get a badge next to their name in Chat that they can wear with pride. You can [create different badges](#) to reward subscribers who have been loyal.



[Annemuniton's Loyalty Badges](#)

Channel Points

[Channel Points](#) is a program that allows you to reward loyal members of your community with perks even if they aren't yet subscribers. As viewers participate in your community and watch, they gain points which they can redeem for preset and customizable rewards, such as unlocking emotes or getting their chat message highlighted.



Work Together to Give Back

Once you've built a community on Twitch, you can think about using your combined powers to help others. Millions of dollars have been raised for charities on Twitch, and supporting one can be a great way to bring your community together around a common goal, and make a positive difference.

Websites such as [Tiltify](#) ↗ allow you to create campaigns to support charity organizations, and they handle all of the donation and campaign management, so you can focus on energizing your community!

Create a Campaign

Using a tool like Tiltify, create a campaign page so that your community and viewers can donate directly to the charity. In your campaign you'll decide which charity you are raising money for, how long you will be raising money, and what your donation target is!

Hype it up + Communicate Your Goals

Make sure your community knows when, where and how to participate. Be sure to promote your event across social media platforms in advance and share any incentives you have for donations. Use channel panels, in stream graphics, and call to action to tell your community how to pitch in.

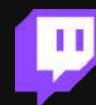
Set up Moderation Tools

Prepare your mods with information about the charity and how viewers can donate. For the best chat experience, set up Auto Mod and Chat Rules.

Don't Collect Donations Directly

In order to run a charity stream on Twitch you need to use a tool like Tiltify to run your campaign. Before you start your charity stream be sure to review Twitch's [Terms Of Service](#) ↗ and [Rules of Conduct](#) ↗ .





06

Get

Rewarded

Get Rewarded

On Twitch, creators can turn passions into careers or get a little bit back for doing something they love. No two channels are the same, so that's why we are serving up all kinds of tools that can help you start making money. Read up on your options and then decide what's best for your community.

Show Gratitude and Don't Be Shy

Many of the ways you can make money on Twitch involve your community directly supporting you as an individual. When your community invests in you and your content don't forget to acknowledge your viewers support, whether that's via alerts, a verbal 'thank you', or extra subscriber benefits. Users are more likely to support you in the future if they feel appreciated and acknowledged.. Don't be afraid to talk about money. Your viewers want to support you and sometimes aren't sure how to.

Keep Your Mission in Mind

Don't overly monetize multiple aspects of your stream. Users can feel disengaged if the primary focus of your content is generating revenue. Make sure you keep focused on sharing your passion, creating engaging streams and building your community first and foremost.

Streamer Levels

As you grow as a streamer by increasing your number of streams, viewers and followers, Twitch unlocks a range of new features and ways to monetize your channel. There are two categories of support, Affiliate and Partner. Here's an overview of what each offers and how to unlock them.

What are the streaming levels?

Streamer

From the second you start streaming you'll have access to lots of great features on Twitch like Chat, the ability for viewers to follow your channel, and analytics on your Dashboard. You can also start working towards Affiliate status. [Achievements](#) let you track your progress and once you reach the requirements, you'll see a link on your dashboard inviting you to Affiliate onboarding.

Affiliate

Once you reach the Affiliate level you'll have even more great tools at your disposal, including a subscription button for fans to support you and a custom emote. For many streamers, becoming an Affiliate is what they strive for. For others, it's a step on the way to Partner status. If that's what you're shooting for, [Achievements](#) will once again help you keep track of your progress and let you apply to the Partner Program when you've reached certain benchmarks.

Partner

At the end of the Affiliate streaming journey lies an invitation to apply to become a Twitch Partner. Becoming a partner takes work and commitment, but there are many additional benefits that come with Partnership including even more revenue opportunities, marketing and prioritized support from Twitch.

Requirements	Affiliate	Partner*
Time streamed (last 30 days)	8 Hours	25 Hours
Unique days streamed (last 30 days)	7 Days	12 Days
Average viewers per stream	3 Viewers	75+ Viewers
Followers reached	50+ Followers	-

Features	Streamer	Affiliate	Partner
Follows	*	*	*
Chat	*	*	*
Subscriptions		*	*
Emote Slots		One (Per sub tier)	Many
Ad Revenue	*		*
Custom Cheermotes			*
Subscriber Badges		Few	Many
Verified Badge			*

Monetization Options

There are lots of ways streamers make a living on Twitch as they grow from new Creators, to Affiliates, to Partners. Here's an overview of some of your main sources of revenue:

[Subscriptions](#) ↗

A Subscription allows a viewer to pay per month to support your channel if you are a Partner or Affiliate, either on a recurring or one-time basis. Subscribers (subs) get access to your emotes and other benefits you can define. For more on subs [check out this article](#) ↗.

[Twitch Prime](#) ↗.

Twitch Prime is included with Amazon Prime and includes a ton of great perks for viewers, including one free channel subscription per month. Twitch Prime members who use that free sub to support you are set up on a non-recurring basis, so it's always a good idea to remind your Twitch Prime subscribers to renew every month.

[Ads](#) ↗

Ads generate revenue for Partners and can be seen by viewers upon page load and when a Partner opts to run additional advertisements midstream on their dashboard.

[Bits](#) ↗

Bits are used to Cheer, which is a way viewers can show you support in chat. If you are a Partner or an Affiliate¹, you receive \$0.01 for every Bit used to Cheer directly on your channel. Many streamers have found fun ways to integrate Bits into their streams like using them for voting, or celebrating big moments. When a viewer uses Bits to Cheer, animated emotes called Cheermotes pop up in chat. If you want to get the full run-down on Bits do's and don'ts check out the [Bits Acceptable Use Policy](#) ↗.

[Hype Train](#) ↗

Hype Train is a celebration when community members unite to support a streamer. It challenges the community to reach epic levels of hype and rewards participants for keeping the train on track. A Hype Train kicks off when there's a spike in Bits usage or subscriptions.

[Merch by Amazon](#) ↗

We've teamed up with Amazon to give Twitch Partners an easy way to sell custom merch and earn every time an item is sold. You can sign up for Merch by Amazon on your settings page. And remember, you must be a Twitch Partner and have an amazon.com account.

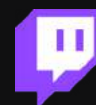
[Amazon Associates](#) ↗

Amazon Associates allows you to earn referral revenue by linking specific products on your page. One of the best ways to use this is by sharing the gear you use to stream with your viewers through [Gear on Amazon](#). Any streamer can take advantage of this earning opportunity.

[Extensions with Bits](#) ↗

Bits aren't only for Cheering. In extensions, they can be used to power novel interactive experiences on your channel. Whenever viewers use Bits within extensions activated on your channel (and you're a Partner or Affiliate), you get 80% of \$0.01 for each Bit used within extension on your channel. The other 20% goes to the extension developer.

For more information about Monetization, check out [Twitch Creator Camp](#) ↗



07

Tips for Non-Gamers

Tips for Non-Gamers

Twitch is home to passionate communities of all kinds, not just Gamers. You'll find artists, musicians, teachers, live events, conferences, cooking competitions, podcasts and more all streaming on Twitch. No matter what your passion is you can find viewers to share in it on here. Keep these things in mind as you decide if you're ready to start streaming:

Twitch Streams are Public and Free

When you stream on Twitch, anyone can discover and watch you stream for free! Twitch doesn't support private, invite-only streams or have systems for putting streams behind a paywall.

You Must be 13+ to Watch and Stream

You have to be over 13 years old to create an account on Twitch. That means you and you're the target audience for your stream should be over this age.

Stream Often to Grow an Audience

Only have one event or moment you want to stream? You're more than welcome to do so, but channels that have stream often and consistently do a better job of reaching an audience. If you can't stream frequently, you'll need to do more promotion of your events on other social media or websites where you have an established audience.

Non-Gaming Categories

Spend some time browsing Twitch and you'll find creators and communities of all kinds. While lots of creators stream themselves gaming, you'll find loads of broadcasters streaming to one of our non-gaming categories. Need some creative inspiration? Here are some popular formats non-gaming viewers love:

[Music and Performing Arts](#) ↗

In this category you'll find artists streaming live performances, album release parties, DJ sets, and even theater performances. A great way to Twitch-ify your stream is to take audience requests or answer questions from chat.

For more advice of how to stream as a music artist on Twitch check out [this blog post](#) ↗.

[Just Chatting](#) ↗

Here you'll find streamers browsing the internet with their audience, doing interactive AMAs, or chatting about news and current events. Just Chatting streams are an opportunity for you and your community to get together and hang out.

If you want to make a formal talk show or want to livestream a podcast recording, [there is a category](#) ↗ specifically for that!

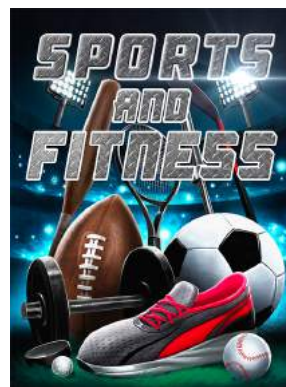
[Sports and Fitness](#) ↗

Pro Athletes streaming in the off-season, Fitness instructors teaching classes, sports fans talking the news of the day: the Sports and Fitness category has it all.

[Here's](#) ↗ some more best practices for streaming sports on Twitch.

And Many Many More...

[Live cooking](#) ↗ and [craft tutorials](#) ↗, [interactive science experiments](#) ↗, and [real-time art demonstrations](#) ↗, [travel shows](#) ↗ and even conferences and [live events](#) ↗– you can find all these and more on Twitch. If you can dream it, you can stream it.



Tips for Companies and Organizations

Lots of companies and professional organizations recognize Twitch is a uniquely valuable way to connect with their community. Whether you are streaming a pre-existing event, like a conference, panel discussion, or press event, or you're creating new content specifically for Twitch, here's a few things to keep in mind:

Level Up Your Broadcast Specs

For large-scale events and professional broadcasts its important to optimize your production set up and staff accordingly. If you're investing a lot of time and resources, or expect a large audience for your stream please review these [Professional Broadcast Specifications](#) ↗

Optimize Your Moderation

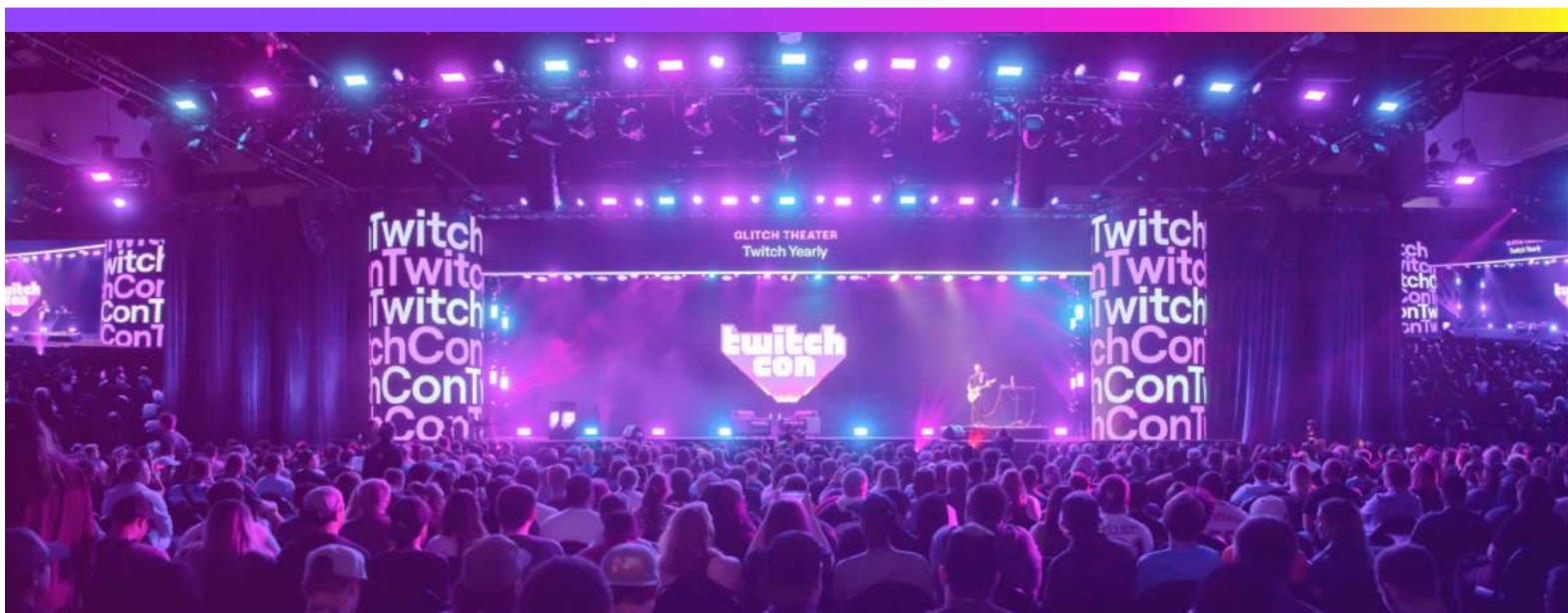
As a professional organization, you'll want to pay extra attention to chat moderation to ensure a safe and positive chat environment. We recommend staffing two moderators for your large events, with additional moderators for every additional 10K expected concurrent viewers of your stream. We also recommend setting your Auto Mod to level 2 or higher, blocking hyperlinks, and requiring email verification to chat. Double check your settings [here](#) ↗ .

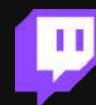
Keep It Personable

Don't forget, viewers come to Twitch to be entertained and to connect with other people. Avoid talking at your audience – maintain a 2-way conversation. You can add more personality to your stream by choosing a charismatic host to drive the event. And don't forget to respond to chat and find ways for your audience to interact with your content!

Involve the Twitch Community

Before your broadcast, reach out to Twitch streamers and communities and invite them to participate in your event. Invite Twitch streamers to collaborate and be guests in your stream, or you can encourage and allow them to [co-stream](#) ↗ your event on their own channel, providing commentary for their viewers.





08

Extra

Resources

Getting Started Checklist

Settings Page ↗

- Uploaded Profile Picture
- Edited Bio

Channel Settings ↗

- Enable Store past broadcasts
- Enable Mature Content (if relevant to your channel)
- Pick Profile Accent Color
- Upload Video Player Banner

Moderation Settings ↗

- Set AutoMod Rulesets
- Adjust Blocked and Permitted terms, if necessary
- Block Hyperlinks (recommended)
- Create [Chat Rules](#) ↗
- Adjust other moderation settings as desired

Stream Software ↗

- Check stream encoder settings
- Test all scenes
- Test audio and cameras

Stream Manager ↗

- Edit Stream Info (Title, Category, etc.)
- Regularly monitor Activity Feed
- Regularly monitor My Chat

Resource Link Library

[Twitch Creator Camp](#) ↗

Learn the basics of streaming, hone your skills, and get tips and tricks from streamers who have walked the same path you're on now. All without bug spray.

[Twitch Help Center](#) ↗

Tactical how-to's, frequently asked questions and product deep dives.

[Twitch Broadcast Specifications](#) ↗

Detailed technical specification for premium broadcasts.

[Twitch Terms of Service](#) ↗

[Twitch Community Guidelines](#) ↗

[Twitch Blog](#) ↗

New product releases. Upcoming streams. Announcements from Twitch staff.

[Twitch Partner Application](#) ↗

Apply to be a partner.

[Broadcasting Tools Library](#) ↗

Library of broadcasting tools and software

[Channel Dashboard](#) ↗

Manage your stream, edit your preferences, moderate your community, view stream insights, and more all within the Creator Dashboard.



You're already one of us.