COURSE SYLLABUS

Streaming for Social Media (Self-Paced)

Self-paced: Prepare live streams with OBS Studio and explore how Twitch, YouTube, and TikTok fit a social media strategy.

Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/streaming-social-media-online



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Course Outline

OBS for Streaming

- How to set up content sources
- Using sources to establish scenes
- Connecting to your streaming account
- Connecting Streams to Nightbot
- How to start streaming through OBS

Streaming on Twitch

- Introduction and History of Twitch
- The Twitch community, subscriptions and emotes
- Twitch Affiliate and Partners
- How to work with OBS and Twitch
- Reaching goals and establishing a schedule

Streaming on YouTube

- Introduction and History of YouTube streaming
- The YouTube community and subscriptions
- How to work with OBS and YouTube
- Reaching goals and establishing a schedule

Streaming on TikTok

- Introduction and History of TikTok Live
- The benefits and disadvantages of vertical streaming
- Subscriptions and TikTok gifts
- Establishing a theme for content
- Reaching goals and establishing a schedule
- Additional vertical streaming platforms