COURSE SYLLABUS

Streaming for Social Media Course

Discover how to effectively utilize streaming in your social media strategy with this class on OBS for Streaming. Learn how to set up content sources, connect to your streaming accounts, and reach your goals on Twitch, YouTube, and TikTok platforms.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/streaming-social-media



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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