



FULL SAIL UNIVERSITY

FULL SAIL ARMADA'S HOW-TO GUIDE FOR STREAMERS

armada.fullsail.edu



How to Get
STARTED



What you'll need:

- A PC or gaming console
- An internet connection
- A microphone or gaming headset

Optional:

- High Definition Capture Card
- High Definition Camera or Web Cam

Follow along with this guide to get started on your adventures in streaming.

Streamers and online content creators cover a wide variety of topics including gaming, cooking, fashion, and beauty; some simply chat with their audience. While this guide focuses on gaming, many suggestions can be applied to several different types of streams.





First Steps

1 Choose a Platform:

Choose where you want to host your streams on platforms like [Twitch](#) or [YouTube](#) — these are FREE services.

2 Create an Account:

Account creation is straightforward. When creating a username, keep in mind it will also serve as the name for your channel and for your unique URL, e.g. twitch.tv/fullsailarmada

3 Choose a Broadcasting Application:

Applications like [OBS Project](#), [Streamlabs OBS \(SLOBS\)](#), and [OBS LIVE](#) are recommended if using a PC.

On console, these applications are not necessary when streaming directly through the Twitch app. However, streaming directly from a console will limit your ability to customize your stream.*

**Xbox is currently in development of overlay options for console streamers.*





How to Stream

- 1 Once you've set up your account and downloaded your streaming program of choice, you'll want to locate your stream key that can be found on Twitch or YouTube in your channel preferences.

You may also link your Twitch account directly to your selected broadcast application, allowing you to see stream stats, follower and subscription counts, and notifications. Stream keys are not necessary when linking accounts.

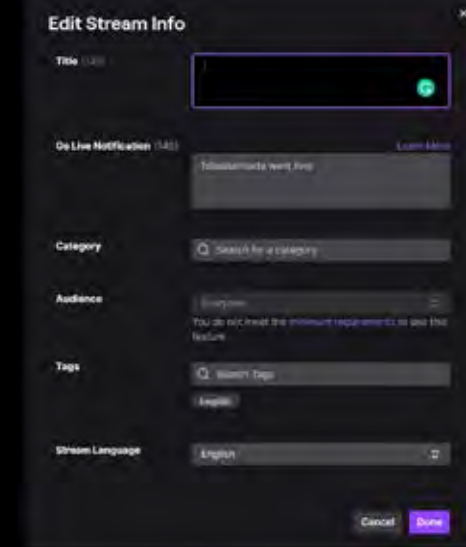
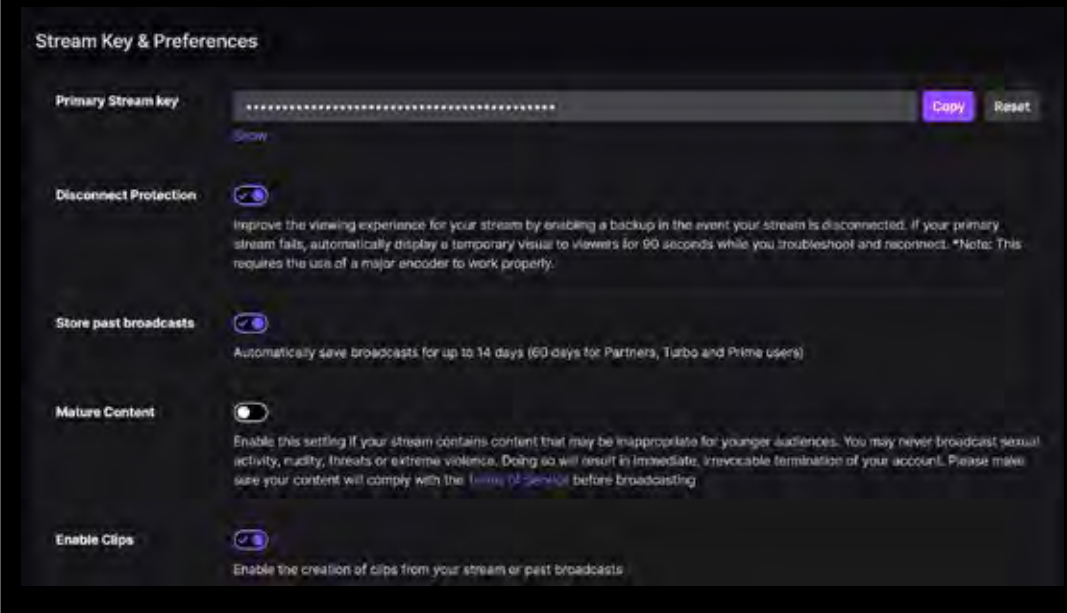
Connecting your stream key to your program of choice will allow you to launch your streams directly from the application.

- 2 Set your streaming bitrate no higher than 75% of your internet's upload speed. It's important to check your upload and download speeds with a simple [internet speed test](#).

While Twitch has a cap of 6,000 kbps for bitrate, new Twitch streamers and Affiliates should not stream at 6,000 kbps. Non-partnered Twitch streamers are not guaranteed encoder options that allow a stream to downsample or upsample quality based on the viewer's internet speed. This means if the bitrate is too high, viewers with slower internet connections will not be able to watch the stream.

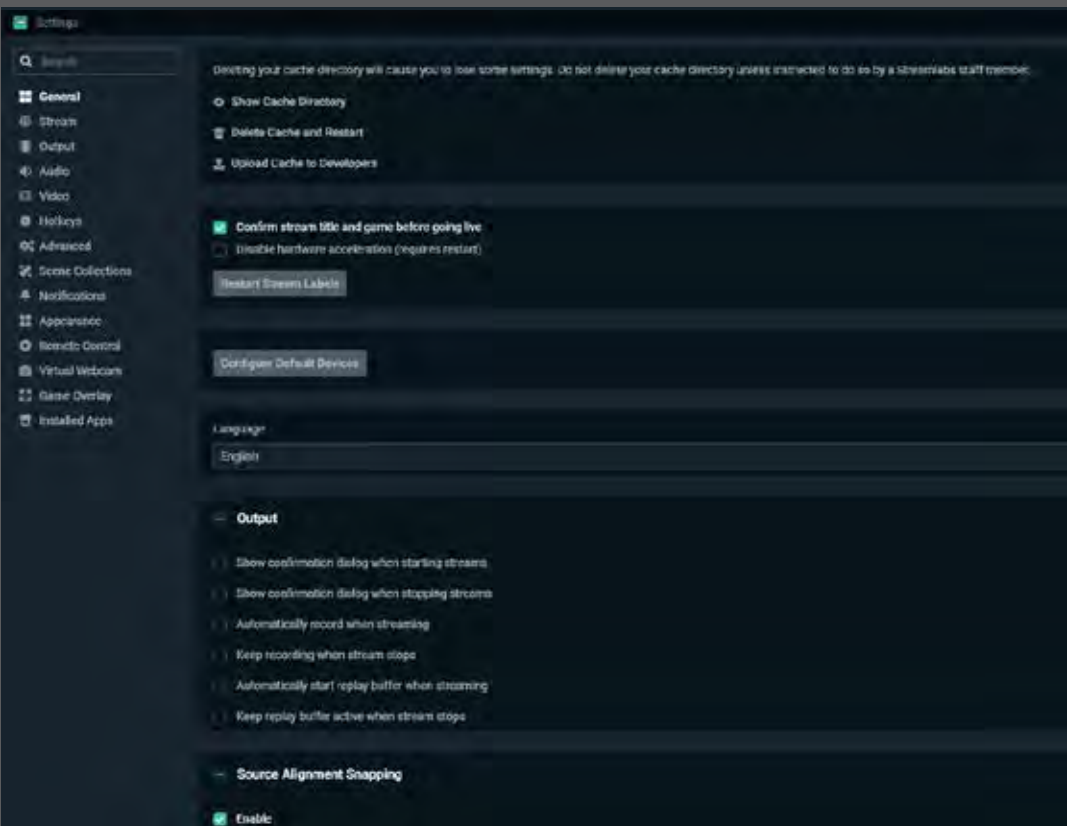
The recommended bitrate for non-partnered Twitch streamers is around 3,000-3,500 kbps, but it should also be based on the range of your upload speed.

- 3 Once you're ready to stream, you'll need to choose your stream title on the Twitch Dashboard, as well as a going live notification and the game you'll be streaming.

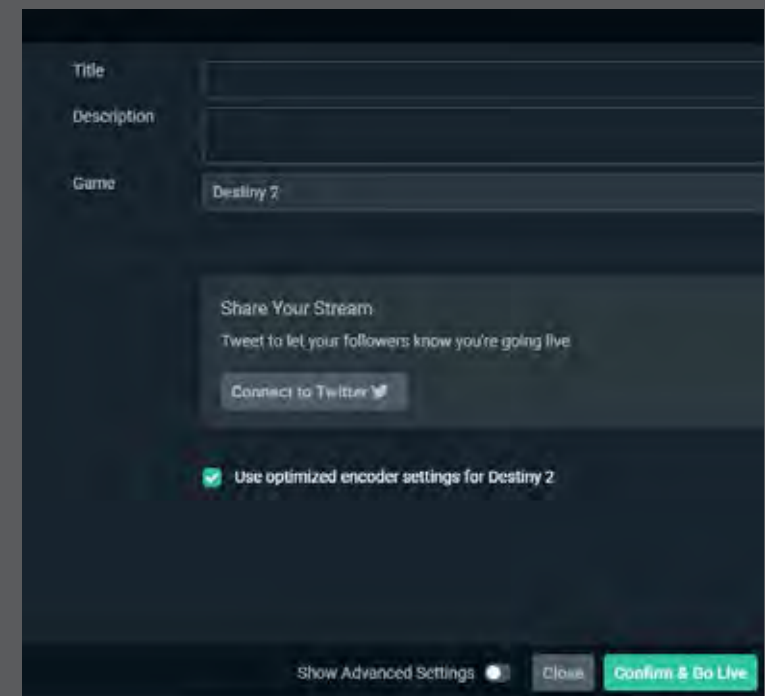


Setting Title and Game:

You can choose your stream title, going live notification, and the game you'll be streaming in this section of the Twitch Dashboard.



You'll want to set your bitrate in SLOBS; the easiest way is to use the Auto Optimize option found under the settings tab.



This can also be done in SLOBS but you won't be able to set your going live notification.



Building

FOLLOWERS

& Engaging

VIEWERS

Tell Everyone You Know!

If you can't convince your friends to come watch, why should anyone else? This is always a good mindset to have. You have to be your biggest cheerleader. While promoting your channel is key, it's important that you promote yourself in the right ways.

For example, going into someone else's stream and promoting your own channel is not only rude, but will more than likely get you banned or timed out in that channel.

Creating Twitter, YouTube, Instagram, TikTok, and/or Facebook accounts are all great ways to share your content with your network.



Don't Be Discouraged

When you first start streaming, it's likely there won't be many viewers. But don't let that get you down! This is a great time to start to practice. Work on keeping the conversation going. Dead air isn't great and when a viewer does pop in, they'll likely leave if you're not keeping them engaged.

Always Keep an Eye on the Chat

The worst thing a new streamer can do is miss when someone is trying to interact with them. Get used to looking at your other screen while playing the game. This will help you build relationships and convert viewers to followers.



Twitch offers an excellent creator camp to help new streamers get up and running that we recommend checking out.

Twitch Creator Camp
[twitch.tv/creatorcamp](https://www.twitch.tv/creatorcamp)



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