



“Nice guys dont always finish last on Twitch...”

## 1. BUILDING YOUR COMMUNITY

Your community is the foundation of your channel, that is why building your community ‘well’ is almost more important than building it at all. This outline will provide insights on the importance of your community, how you can protect it, define it and some helpful tips you can use to begin fostering your own.

### IMPORTANCE OF COMMUNITY

When it comes to building a community, it’s one thing to gather people together in one place, but if they aren't benefiting your channel or other people you appreciate being there... there's no use having them at all.

Imagine if tomorrow, you had a call out from a major streamer, you get 1000 followers. What would you do differently to keep your new following? How would you bring them into the world and community you’re building?

### SHAPE/DEFINE YOUR COMMUNITY

Be Nice: The work you do to build community outside of your stream is just as important as the work you do in stream.

- Stay in touch with viewers off stream via social media (aka: tweet at and mention people who tune in and strike up conversations)
  - Provide a sense of belonging
  - Create a name for your followers
  - Provide resources to stay engage like Discord or Team Speaks
  - Interact regularly with followers via social media channels
- Style your channel around activity during stream
- Catchphrases
  - Memes
  - Running jokes

## KEY TAKEAWAYS

IMPORTANCE OF COMMUNITY

PROTECTING YOUR COMMUNITY

DEFINING YOUR COMMUNITY

## TAKE SOME NOTES

**WATCH:** "What you're not getting about creating a community" - Gary Vaynerchuk

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