COURSE SYLLABUS

Streaming for Social Media Course Online

Learn how to integrate live streaming into your social media plan in this self-paced streaming course. You will learn how to configure content sources, link your streaming accounts, and use live video to support your goals across platforms like Twitch, YouTube, and TikTok.

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



admissions@vdci.edu • (619) 758-9300

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