

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 in Live Online and onsite training is available for this course. For more information, email partnerships@vdc.edu or visit: <https://vdc.edu/courses/streaming-for-social-media-course-online>



admissions@vdc.edu • [\(619\) 758-9300](tel:6197589300)

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