Livestreaming for Technical Content:
Twitch, YouTube, and Beyond
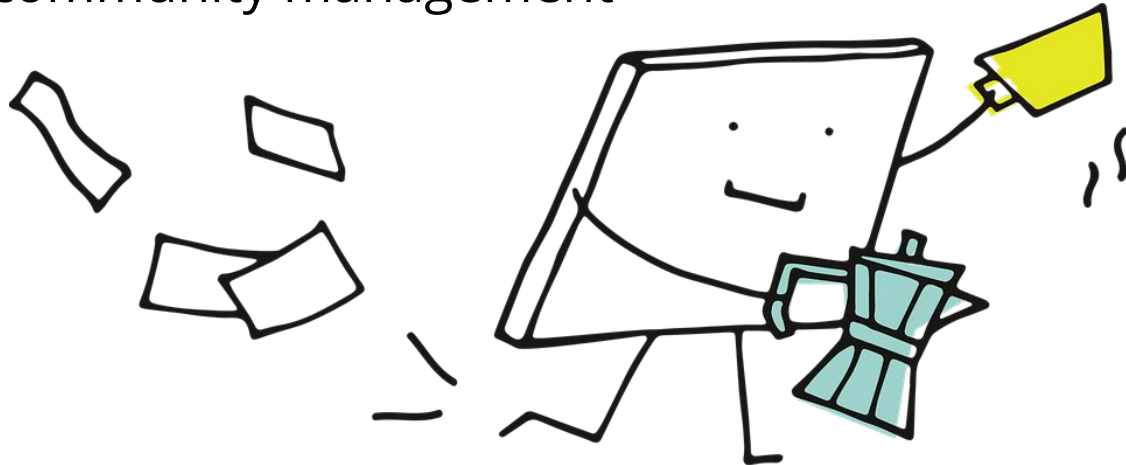
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Hi! I'm Mia! (they/she)

- Austin, TX, USA
- Past: Developer Advocate @ IBM, content marketing, MBA in Digital Media Management
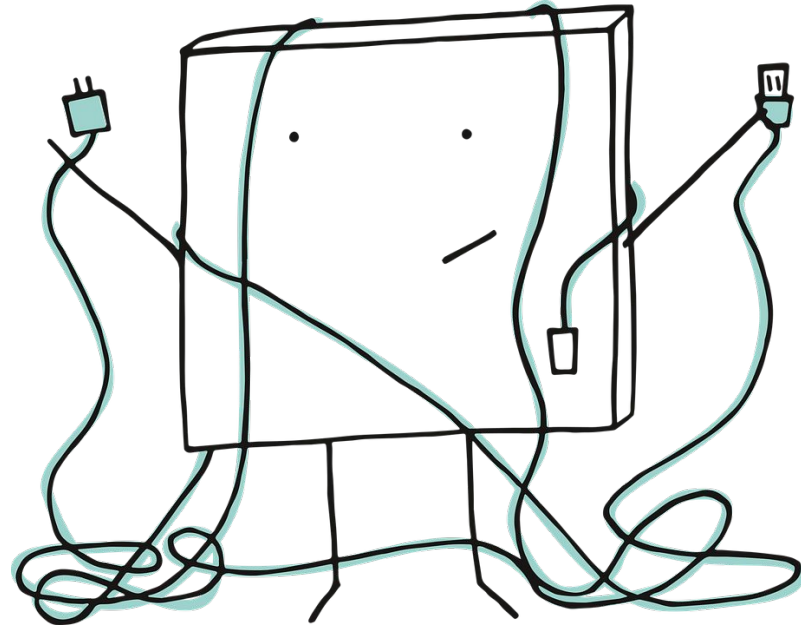- Previous channel owner of IBM Developer Twitch

Today's Goals

- Why livestreaming? Why now?
- Which streaming platform(s) are for me?
- Tips for streaming technical content
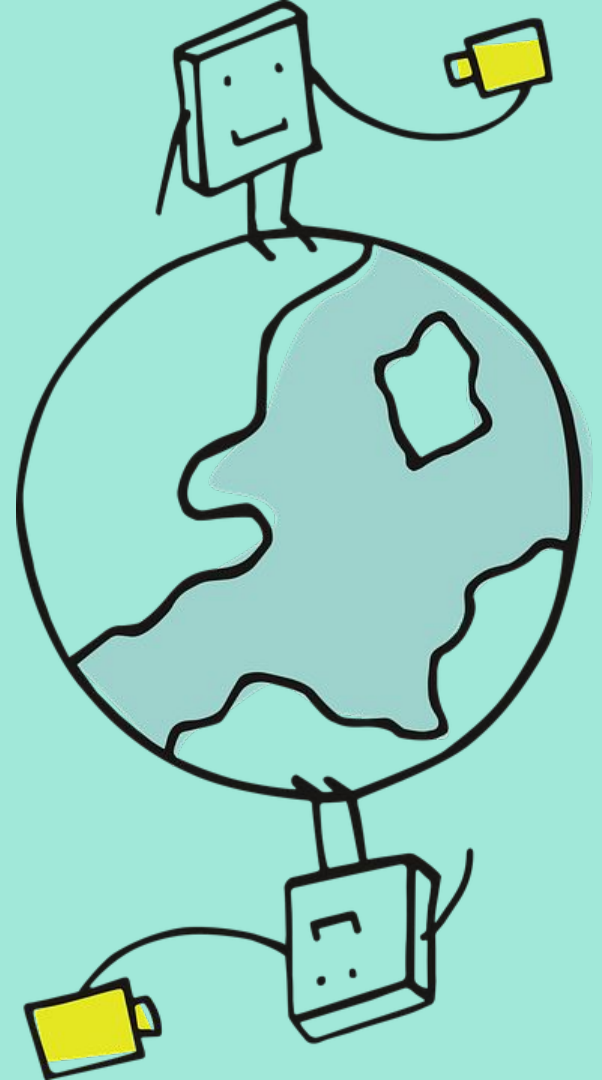- Tips for community management

What is Livestreaming?

- Live content, broadcasted while it is happening
- Interaction with the audience is key
- Popular platforms: Twitch, YouTube, Facebook Live, Periscope
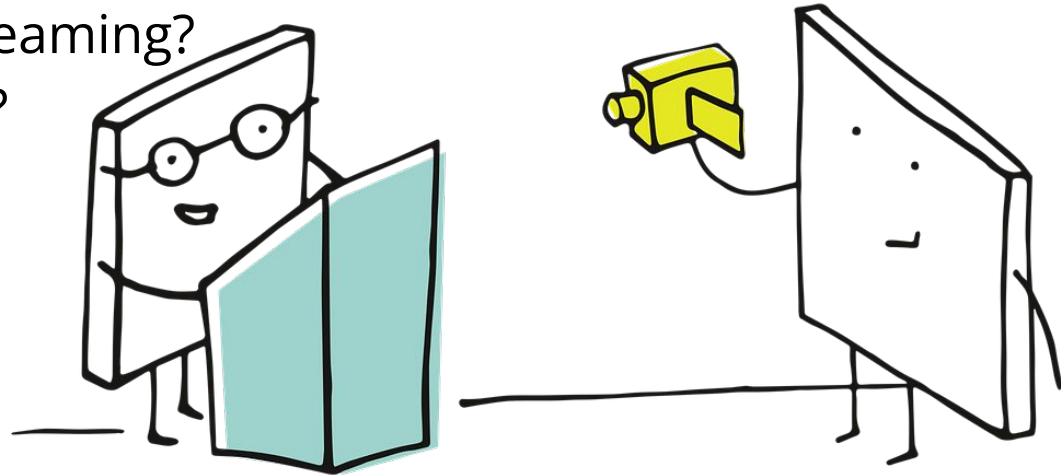- "Second screen" experience
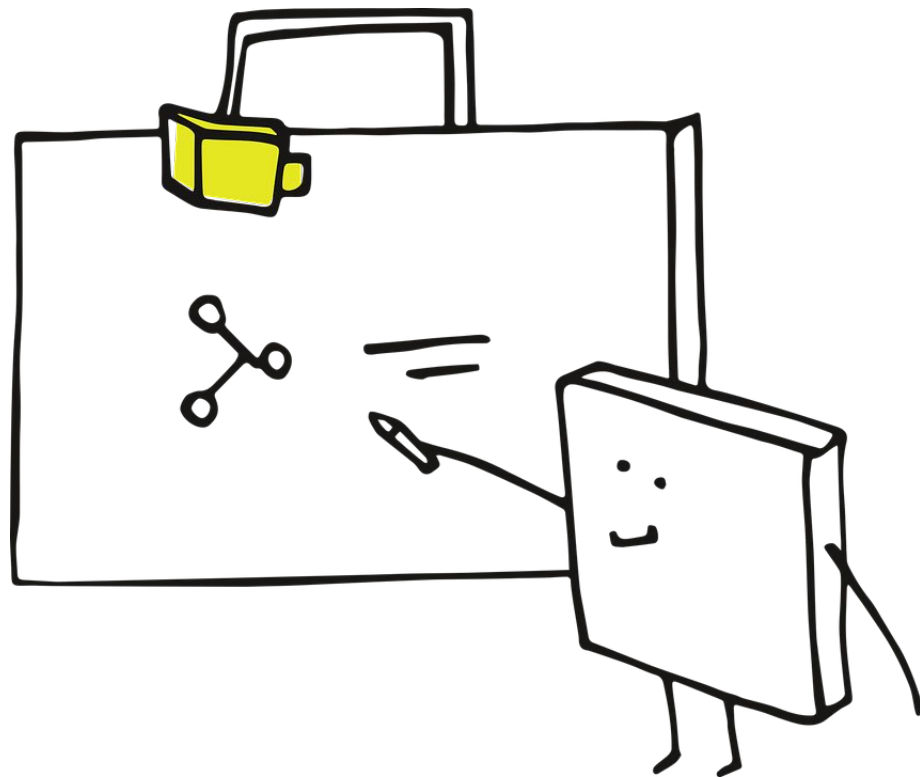
Reach global audiences at home

Which Platform is Right for Me?

- Do you have an **existing audience**? Community?
- Who is your **target audience**? Where are they?
- **What** are you interested in streaming?
- Do you create **other forms** of content?
- What are my **goals** with streaming?
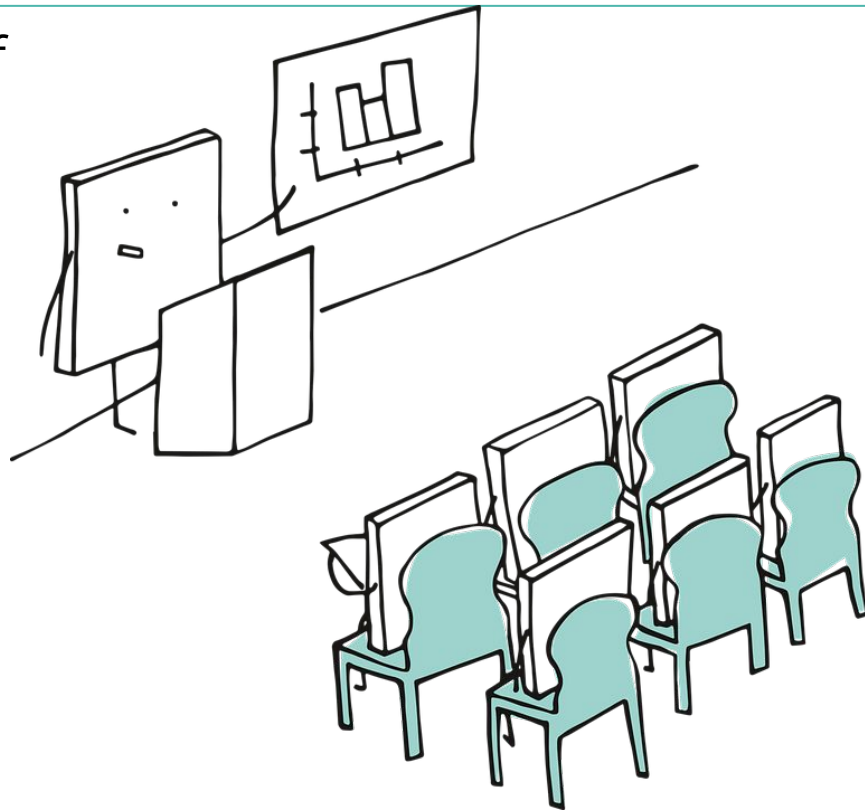- Do I want to **multi-stream**?

Tips for Streaming Technical Content

- Content first, shiny tech later
- Education + Entertainment
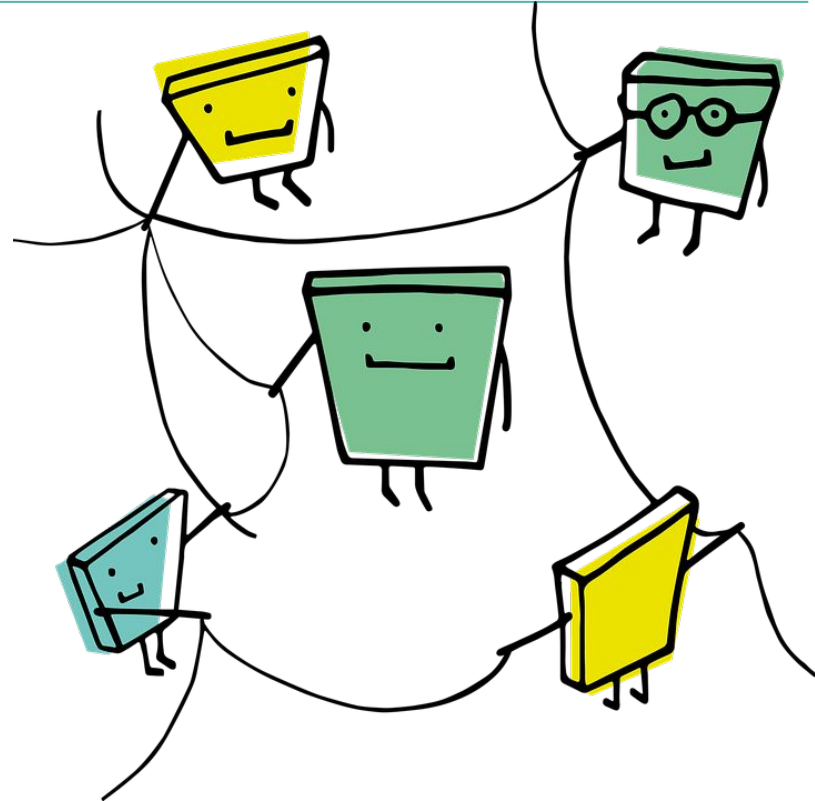- Interact with chat
- Plan, but be flexible

Tips for Streaming Technical Content

- Focus on the "developer loop" of "code, build, test"
- Mistakes, debugging, and learning are okay!
- Post code in a repo

Being a Strong Community Leader

- Create a Code of Conduct/rules
- Use inclusive, welcoming language
- Value community input, but be the final decision maker
- Keep an eye out for bad actors -- moderation is key

Thank You!

Questions/comments:
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