

# Streaming for Social Media

Find out how to leverage streaming as part of your social media strategy. In this class, you'll learn how to stream to platforms like Twitch and YouTube with the free app OBS.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit: <https://www.nobledesktop.com/classes/streaming-social-media>



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## 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