

TWITCH FOR MUSICIANS

PART ONE – UNDERSTANDING TWITCH

1.3 – HOW LIVESTREAM CONTENT RELATES TO ALL OTHER CONTENT YOU CREATE

HOW LIVESTREAM CONTENT IS UNLIKE ALL OTHER CONTENT YOU CREATE

Through years of using social media to promote your music and find new fans, you've no doubt been trained to create posts that perform well in a user's newsfeed. This usually means keeping video lengths short, making every second of the video entertaining with quick edits, making your photos look pro with filters (and brand yourself by always using the same filters), and that huge view counts equal success.

It is all the opposite when you livestream. It's not about making a quick impact while the user is scrolling their feed. It's about being the place where they want to slow down and spend time.

Livestreaming is Long-Form

This is so opposite of almost every content rule on the internet, so it may feel uncomfortable at first. Livestreaming is definitely long-form content. Remember how we talked about community? Community does not happen while scrolling a newsfeed. It happens when you spend time with people.

Plan at least two hours for your stream. Don't panic – it goes by fast! You'll be talking with fans and playing songs and having fun and the time flies.

You'll find that your audience takes about 30-45 minutes to see that you're live and join your stream. Keep streaming even if no one is watching. Don't give up, and don't sign off just because only two or three people are watching. It takes time to build an audience, but if you do it right, you'll earn each viewer and keep them as a fan.

Once they're there, they want to spend time with you. The average Twitch user is on for 95 minutes per session. People may pop in and out of streams until they find something they like, but once they do, they'll stay in and have fun and lose track of time just like you will.

Livestreaming is Casual

Unlike YouTube and Instagram, you do not need to be perfect when you livestream. It's actually a turn-off to see an overproduced stream. Most creators are in their bedrooms or home studio when they stream. They decorate with string lights and inexpensive party lights. They are not dressed up. They make mistakes. They learn songs live. They don't have a script, and they aren't entertaining every minute. It's just like having friends over and playing some music and hanging out.

You are making a connection with people, and they won't feel connected to you if you're up on a pedestal of perfection, so don't pressure yourself to be on one.

Livestreaming is Not About Huge View Counts

Because it's live, you'll only get views from the fans who show up. You can archive your streams and even make clips from them, but they will not get as many views as your livestreams. That's fine. What livestreaming loses in total view count, it makes up for in spades in **ENGAGEMENT**, meaning people are paying attention and interacting with you. Engagement is what you're really after, anyway. Engagement creates fans. Engagement is what creates value for fans and fans return that value with tips, subscriptions, merchandise purchases, Spotify listens, newsletter signups, concert ticket sales, etc.

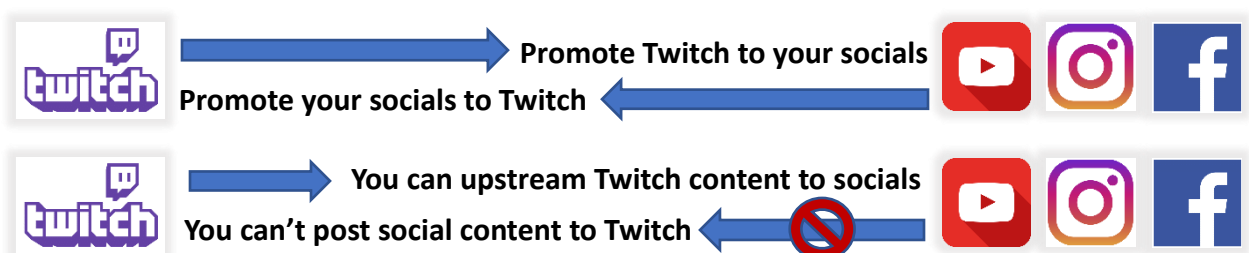
HOW LIVESTREAM CONTENT IS COMPLEMENTARY TO ALL OTHER CONTENT YOU CREATE

Since the content you're creating on livestreaming is different from what you create and how you interact with your followers on other platforms, it's not competitive. It actually all works together.

Stay on Facebook. Stay on Soundcloud. Stay on Instagram. Keep doing what you're already doing. Add livestreaming to it.

Your livestream will be the easiest content you create all week. You just go live and start playing music and talking with fans. That's it. When you're done, pull the best moments, make them into short clips that do well on social networks, and use them as posts to promote your next livestream. Pull some screenshots of funny moments out of your chat and use them for your Twitter. Show your audience on your socials how much fun you're having livestreaming.

Similarly, go on your socials before you go live on Twitch and ask your followers to come watch. Do a quick Instagram story as you're setting up. Talk about your socials during your stream and encourage viewers to join so you can communicate with them in between streams.



You can promote everything else you're doing to your audience on Twitch. Encourage your Twitch viewers to pre-save the next song you have coming out on Spotify. Tell them about your crowdfunding campaign and the perks of joining your Patreon. Post links on your Channel Page to your merch and your tour dates.

Because the type of content and level of engagement on Twitch is so different from everything else, it's not going to cannibalize anything you're doing on your socials, and it's not going to be redundant to your social posts, either. Livestreaming is where you're going to go a level deeper with your followers and make them passionate fans instead of casual ones. Your socials are where you're going to stay top of mind with your Twitch viewers in between streams and promote your channel to everyone else. It all works together.