

NAVY RECRUITING COMMAND

Twitch GUIDE for streamers

GETTING STARTED

All of NRC's nationally managed social media properties are meant to generate awareness, support the brand, and drive visitors to navy.com. At the NRD/NTAG level, social media is meant to generate leads and engage prospects with eTalent team members. Everything done on social media should be aimed at making connections between prospects and recruiters.

NRC's established Twitch channel is an established nationally managed social media property, meant to generate awareness of and interest in the Navy and in Navy content. This guide provides direction for how designated esports gamers should stream from this national social media account.

CONTENTS

I TWITCH OVERVIEW 4

1. Responsibilities

II BEST PRACTICES /ETIQUETTE 6

1. On-Camera Etiquette
2. General Best Practices
3. Engagement Criteria

III WHAT TO TALK ABOUT 10

IV TONE & VOICE 14

1. Twitch Tone

V GAMES 16

1. Ideal Games

VI TROUBLESHOOTING 18

I.

TWITCH OVERVIEW

I. OVERVIEW

1.

RESPONSIBILITIES

Each streamer is responsible for streaming from America's Navy Twitch account. This includes launching the stream and responding to those engaged with the channel. In addition, the type of content you are posting depends on the specific account you are operating. If you are on your personal account, post about day to day activities in the Navy, interesting parts of events you are attending, and behind the scenes candid photos that would give a user a chance to see a world they otherwise wouldn't have access into.

TWITCH STREAMS

- Stream games that our audience is typically engaged with (a list of examples is included in section IV)
- Engage with the game content and audience in real time

RESPONDING TO USERS

- Between games, review for any new followers or comments or questions
- Share information about life as a Sailor, educate followers/viewers about opportunities within the Navy

II.

BEST PRACTICES/ETIQUETTE

II. BEST PRACTICES/ETIQUETTE

1.

On-camera etiquette

Use the following lists to make sure you are engaging with the platform and the accounts' followers in a responsible way

GENERAL

- ✓ Do not eat during the stream.
- ✓ Do not play unlicensed music within the livestream.
- ✓ No smoking or vaping while on stream.
- ✓ Place all drinks within an unbranded koozie.
- ✓ Refrain from the use of vulgar language.
- ✓ Always maintain sportsmanlike conduct and professionalism.
- ✓ Do not belittle lurkers or lack of activity within the stream.
- ✓ Pick games that are in good taste.
- ✓ Be mindful of what is in view of the webcam, including posters, pictures, friends/family, etc.

- ✓ Interact with the chat as much as possible, including verbally on camera as well as within the in-feed chat.

II. BEST PRACTICES/ETIQUETTE

2.

GENERAL BEST PRACTICES

Use the following lists to make sure you are engaging with the platform and the accounts' followers in a responsible way

GENERAL

- ✓ Test streams/overlays and video and audio outputs before going live.
- ✓ Plan to stream for 4 hours at a time.
- ✓ Take time between games to check in with the audience and answer any questions.
- ✓ Do not entertain trolls, and ban them if needed.
- ✓ Plan and keep your scheduled time slots. If you need to trade a scheduled stream, inform MM2 Crosswhite so that NRC leadership is aware.

- ✓ Always respond to comments as the voice that reflects positively on the Navy.
- ✓ Put up videos or stand-by screen to play when going on breaks!
- ✓ Do not add unauthorized users as mods during your stream; if you feel the need for an additional mod, reach out to NRC leadership or a representative from The Navy Partnership.
- ✓ Do not disclose where you or any member of the team is streaming from, including city.

II. BEST PRACTICES/ETIQUETTE

3.

ENGAGEMENT CRITERIA

Use this to determine when and how to engage with a user.

DO NOT ENGAGE WITH

- ✓ Minors or anyone under the age of 13.
- ✓ Content that is highly political in nature or negative.
- ✓ Users that appear to be spam, robots, or people trying to sell something.

✓ Content that involves illegal activities.

✓ Comments that trash another individual, celebrity, or brand.

BANNING

✓ Ban users who share content that does not abide by community standards.

✓ Ban trolls

III. WHAT TO TALK ABOUT

1.

RESPONSE DECISION TREE

User comments

Does it Meet
Community

NO

Do not respond

YES

Is it a general question unrelated to recruiting?

YES

Answer the question

NO

Is it a recruiting question?

YES

Respond and let the user know how to reach a recruiter in their area by searching on navy.com or completing the RFI form

NO

If the content/question does not require an answer yet meets community guidelines, ignore it

Address all questions in a timely manner; do not ask the user to share confidential information

III. WHAT TO TALK ABOUT

2.

Themes for discussion

Use this section for ideas on what to discuss

- Be ready to talk about yourself—why did you join the Navy? What did you do prior to joining the Navy’s esports team?
- Talk about the excitement of your Navy career.
 - Where has the Navy taken you?
 - What have you experienced because you joined the Navy?

INTRODUCE THE NAVY’S GOATS & GLORY TEAM

- America’s Navy is partnering with the Evil Geniuses’ Counter-Strike: Global Offensive team to help us find more Sailors who can compete in esports.
- Sailors can apply through an online submission portal through Navy.mil
- Talk about the games you love playing and look forward to competing in later this year, specifically at TwitchCon in San Diego
- Talk about the excitement of your Navy career.
 - Where has the Navy taken you?
 - What have you experienced because you joined the Navy?

III. WHAT TO TALK ABOUT

2.

Themes for discussion

- Gamers utilize skills every day while they compete, sometimes without even realizing it
 - Detail-oriented and working toward long-term goals
 - Problem solvers under time pressures
 - Perseverance in the face of frustration and roadblocks
- These are the same skillsets used in fields in nuclear engineering, aviation, special warfare, cryptology and counterintelligence
- The Navy invests in their people. We want them to excel and consider their skills and how that will help create the best possible Sailor.
- America’s Navy offers the NUKE program—one of the most prestigious careers in the world and only offered when you dive into a career in the Navy.

OTHER TOPICS OF GENERAL INTEREST

- Hobbies you do outside of gaming
- Any advice or information about boot camp
- Why you joined
- Workout tips for passing requirements

Recommendation:

Feel like you’ve run out of things to say? Ask the chat about what they’re interested in learning about the Navy.

TONE & VOICE

IV. TONE AND VOICE

1.

Twitch tone

You should feel comfortable and able to speak as yourself during your streams. The guidelines below are to help guide you with regard to tone, voice, and use of emotes.

DO

- *Share your personal stories of your time in the Navy*
- *Confirm that you are speaking from your own experience, not for the Navy as a whole, and that every Sailor has his or her own story*
- *Utilize appropriate emotes where and when it makes sense*

DON'T

- Use any emotes taken, copied from, or representative of any other brand person, artist, etc.
- Use emotes that are altered or misrepresented
- Tell others' stories



GAMES

¹ IDEAL GAMES

Test out a variety of titles as you stream, including current trending games, recent releases, as well as indie or lesser-known titles.

CURRENT TOP TITLES

- Call of Duty: Modern Warfare
- Counter-Strike: Global Offensive
- League of Legends
- World of Warcraft
- Fortnite
- Dota 2
- Hearthstone
- Overwatch
- Apex Legends
- Minecraft
- Grand Theft Auto V
- FIFA 20
- Rainbow Six: Siege

VI.

TROUBLESHOOTING

1.

TROUBLESHOOTING

Be ready to start every stream with everything working as it should. Before each of your live streams, be sure to do the following tests:

- Test streams and overlays on your own channels before going live on America's Navy Channel
- Test all video/audio outputs before going live to avoid doing so after stream has already started

VII.

WHO TO CONTACT

VII. WHO TO CONTACT

CONTACTS

If you come up against any issues on Twitch, have any questions, or feel you should escalate a conversation or comment, please reach out to:

NRC Contact(s):

LT Robert Dyer
robert.b.dyer4@navy.mil
(479) 670-2782

TNP Contact:

Scott Kadien
Account Manager
VMLY&R
scott.kadien@vmlyr.com
(917) 334-4912

