

TWITCH LINGO GUIDE



Step one to launching a
Twitch channel =
understanding the
language

@THECARLAMARIE

THE
CARLA MARIE
+ ANTHONY
SHOW



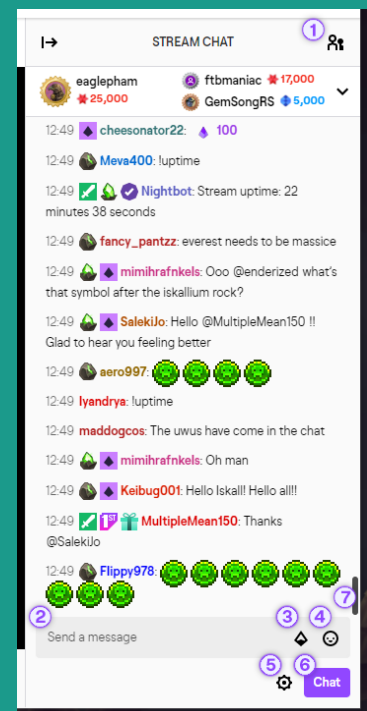
Twitch is an incredible platform to help take your business to the next level but there's a whole new language to learn when entering this space. Twitch originated as a platform for gamers to showcase their game-playing skills, and while gaming still a prominent part of Twitch, it's expanded to MANY genres. Like most languages that root back to an original culture, Twitch's lingo roots back to gaming culture and if you're not a gamer it can make your head spin. This is a Twitch glossary to help you understand the basics before you broadcast your first stream.

Carla Marie XO

CHAT

The Twitch chat allows you to interact with your community members in real time. Any commands used by a community member will appear in the chat. This is by far my favorite part of the Twitch platform and where your community members will build relationships with one another.

A LIVE CHAT EXAMPLE



MODERATOR/MODS

A moderator's job is to make sure the chat is meeting the behavioral expectations of the streamer. They have the ability to ban words, phrases, or community members during the stream. They also have the ability to add polls and launch other live features during your stream. This helps the streamer focus solely on streaming.

MODS HAVE THESE
BADGE NEXT TO THEIR
USER NAME



SUB/SUBSCRIPTION

Twitch users can subscribe to your channel for a fee. There are a few levels you can offer but the basic is \$4.99 per month. Subscribers get perks like custom channel emotes, a unique badge next to their user name, ad-free viewing, and more.



*OUR CUSTOM CHANNEL SUB BADGES -
BASED ON SUBSCRIBER TIER AND AMOUNT
OF MONTHS THEY'VE SUBSCRIBED*



PRIME SUB

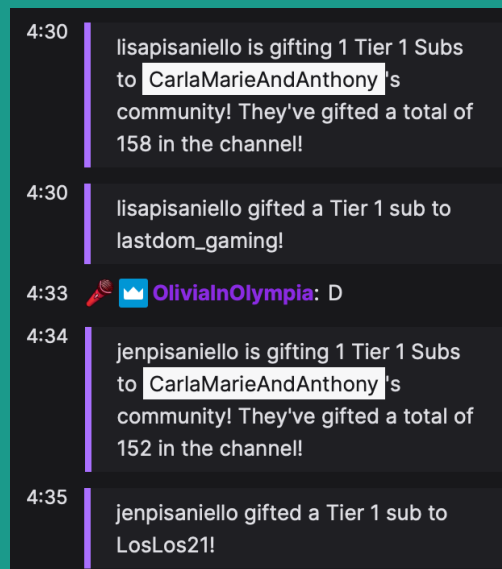
Since Twitch is an Amazon company, Amazon Prime members have the option to subscribe to ONE Twitch channel at NO cost each month. Your channel makes the same amount of money, your subscriber doesn't have to pay anything, it's a win win! We encourage our community to use this option whenever possible. They will have to physically subscribe every month, it cannot be automated. [Here](#) is a step by step process on how to link your Amazon Prime account to your Twitch account.

*PRIME SUBSCRIBERS
HAVE THIS BADGE NEXT
TO THEIR USERNAME*



GIFTED SUB

Users are able to “gift subscriptions” to other users in the Twitch chat during a live stream.



AFFILIATE

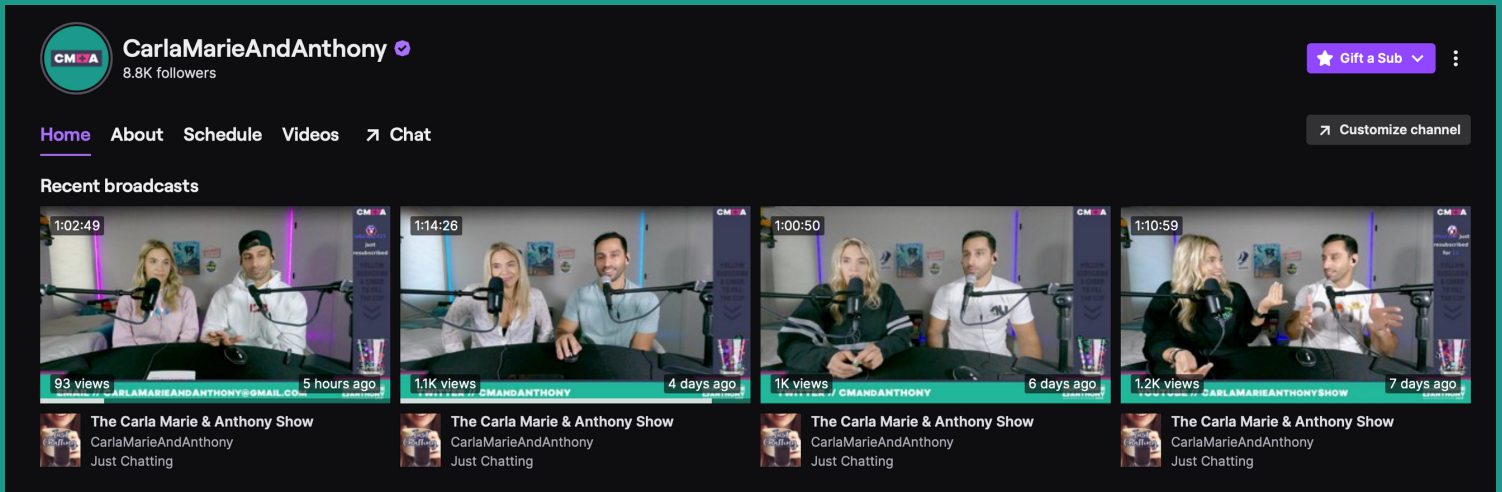
When a streamer completes the following in any 30 day period they will become a Twitch affiliate: have at least 500 total minutes broadcasted, have a least seven unique broadcast days, have an average of three or more viewers, and have at least 50 total followers. Once you reach affiliate level you can monetize your stream through subscribers, ads, and cheers/bits, and you'll have the ability to create custom emotes for your channel.

PARTNER

The next level for streamers after achieving affiliate status. Partnership status is the highest level each streamer can achieve on Twitch, which helps them them unlock more revenue sources, and a partnership contract.

VODs/VIDEO ON DEMAND

Each live broadcast gets automatically saved to channel as a video on demand. Community members can watch past broadcasts. Some streamers may choose to disable VODs, our channel has them available only to subscribers.



BITS

It's basically Twitch's form of currency. Community members can purchase bits (with real money) and "cheer" with them to streamers in the chat during their show. Some streamers offer incentives like "if you donate 100 bits I will give you a shout out"



BITS APPEAR LIKE THIS 

HYPE TRAIN

A Hype Train is kicked off when there is a spike in support events like subscriptions, use of bits, and new followers. A countdown is activated and it encourages users to continue subscribing or using bits. If a Hype Train is “completed” everyone who participated will receive new emotes to use in the channel. If a Hype Train is completed during our show we take a shot of alcohol, it gives people something fun to look forward to at the end of a Hype Train.

EMOTES

Twitch's version of emojis. They can be earned by community members who support streamers. Partners and Affiliates can also create custom emotes for subscribers of different tiers.



CLIP

Viewers have the ability to clip small portions of a stream – these clips will show up on your channel home page and are usually fun and memorable moments from streams.

COMMANDS

Streamers have the ability to enable custom commands that start with “!”. For example if someone uses !podcast in our chat a link to our podcast will be shared. If someone uses !newsletter a link to our newsletter signup will be shared in the chat. These are a free and convenient way to share information consistently during your streams.

HOST

When a streamer is done broadcasting they have the ability to host another streamer. Hosting a streamer forwards all of the current viewers of a stream to another one. This is one of my favorite parts of the Twitch community, it's almost a free pay-it-forward and a fun way for community members to find other streamers.



The Carla Marie and Anthony Show streams live on Twitch Monday, Tuesday, and Thursday 8am PT//11am ET. Search "Carla Marie and Anthony" on Twitch or head to [Twitch.tv/carlamarieandanthony](https://www.twitch.tv/carlamarieandanthony)

**YOU
LOOK
GREAT**