Pogging At Social Media Findings: The Effects of Social Media on Live Streaming

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Dewlan, also known as DolanProductionz, is my brand as an online content creator and entertainer most well known for Minecraft videos and live streams. On top of this, other games have become more prevalent on the channel, and can best be summed up with goofy, casual humor. More recently, I have had a major change from focusing on YouTube to focusing on Twitch, a live streaming service. A big reason for this is the added benefit of income and community interaction. Twitch is live and in the moment, and is a growing platform for new viewers wanting something more personal than a YouTube comment section. I have been streaming regularly since 2017, and have become more consistent since entering college.

Compared to other smaller streamers, Dewlan stands out in the way I interact with the community. There is a tight-knit feel among the Dew Crew and Twitch has helped facilitate that by allowing viewers to contribute to the stream in the form of "channel points." Channel points accrue as a viewer tunes into a content creator's streams. Viewers can then redeem points to different options the streamer has customized. A big difference between my brand and a lot of other smaller Minecraft streamers is costumes. Viewers can redeem channel points for any variety of costumes including (but not limited to):

- Mario

- A giant eggplant

- A combination of the two aforementioned costumed known as "Deggplant Parmesian"

- A cowboy

- A post-apocalyptic coffee addict

By creating a more casual environment where the streamer isn't placed on a pedestal of perfection, viewers feel more inclined to participate in shenanigans. This is in stark contrast to

streamers such as RaysWorks, a larger streamer with some overlap in my community. However, I provide a much different feel to streams than his.

One competitor on a larger scale is the creator "Mumbo Jumbo." This is because, similar to me, he is a gamer and a filmmaker and chooses to separate his content into two different channels just like I have. The main way that our content differs is the approach to how we play the game. I am more carefree and small-scale, while Mumbo Jumbo is a member of the most famous Minecraft server in the world. However, the added benefit is the crossover in similar playstyle interests for SMP's, or "Survival Multiplayer" worlds. This means that members from his much larger community will sometimes find their way into mine and stay for the vastly different approach in content, creating a loyal fanbase.

Remaining on the topic of competition, the Minecraft streaming market is highly saturated. Minecraft is, after all, the best-selling game of all time. Because of this, the audience is also a wide variety of consumers. To cater to each individual audience, I keep streams family-friendly and avoid crass language, inappropriate topics and realistic violence. This opens me up to the broadest audience possible. Because of this, I have a wide array of ages watching me depending on the day. In order to maintain a balance between children and adults watching, I will do some streams later in the day to ensure younger audiences are asleep and tag the stream under "mature" if we are playing something like a horror game. I haven't limited myself by staying family friendly because I have built a schedule up that allows me the opportunity to play something more mature.

My existing media methods include YouTube, Twitch, Twitter, Discord, TikTok and a Reddit account. I have also begun using my Instagram account that shares a username with my TikTok to post Reels. Discord and Twitter are the main driving forces behind advertising and

day-to-day contact with fans of Dewlan's content. I have my own Discord where a community

has begun to form, and has different channels including one for fan art. Fan art has definitely

shaped the way newcomers see the stream as it has given it a sense of validity in a streaming

reputation sense. People like me enough to draw me, which can entice a new viewer and make

them more likely to stay and watch. Members of the Discord also make memes of my streams

which both improves engagement with the content, but also solidifies the comedy aspect of the

streams.

 Engagement with most of the social media is increasing, especially with the addition of Instagram. Dewlan's YouTube channel is the most successful; as of May 2022, it has accrued over 87,500 views and nearly 570 subscribers. Twitch is currently sitting at 100 subscribers and over 350 followers. Dewlan's Twitter has 66 followers and relatively even engagement daily. TikTok, Instagram and YouTube Shorts have presented a new kind of data with the development of short form content, usually hitting anywhere from 400-1,000 views.

A meme made by Kasbak, a member of the Dewscord.

In order to bring more engagement to the Twitch channel, I formed a campaign

surrounding an event called the "#TeamDewlan Subathon." The goal of this subathon is for

Dewlan's YouTube channel to surpass DolanProductionz's channel in subscriber count, a

difference of 35 subscribers. A subathon is a streaming event where a timer is added to a live

stream and can have its time duration increased with subscriptions and bits (Miceli, 2022). Twitch subscriptions, while seemingly similar to YouTube subscriptions by name, have one key component that separates them: monetary value. A subscription on Twitch costs the viewer $5 and unlocks custom emotes to be used all across the platform and supports the creator.

It may seem backwards to promote a YouTube channel for a Twitch event, but this actually benefits Twitch more in various ways. While YouTube does offer streaming, it is not intuitive when compared to Twitch. Messaging in chats are slower, there is typically more latency and interactive options such as channel points and bits do not exist. According to Ashley (2021):

> They (Twitch) have an inbuilt audience. Whereas it is difficult to grow an organic audience over on YouTube. Fewer gaming streamers show up on a users' home page unless they actively seek it out. This means most new streamers are pushed over to Twitch, at least until they grow enough of a following to move to YouTube.

Because of this, I get all of the benefits of using Twitch while still campaigning for my YouTube channel. The campaign begins with the idea of streaming to both Twitch and YouTube, so that new viewers on YouTube can find the stream, subscribe for free and then move to Twitch where they can add *additional* subscribers. While subscribing on YouTube is free, it can only be done once per account. Twitch allows users to "gift" subscriptions to others in chat or completely at random. This means that users can continuously run up the subathon timer by themself, but I also have the added benefit of collecting income from it.

I began initiating the campaign by garnering attention on Twitch during my weekly live streams. I would play games that would be included in the subathon as a way to both bring attention to the games and practice at them before the event started. Posts on Discord were more

relaxed with images attached to bring attention to them. As per the content calendar, I wanted to make sure I was live before the subathon to ensure viewers Dewlan was active, and then use the momentum from the subathon to continue views from clips onto other accounts such as Instagram Reels, TikTok and YouTube shorts.

Design the Plan

May 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
	Vegas Camera photo	Red Rocks with Tech N9ne				
		GTA V Gambling Stream		Hardcore Skyblock: New Series		
						Adelaide's Coffee
8	9	10	11	12	13	14
				Hypixel Minigames (prepare 4 subathon)		#TeamDewlan Subathon
	RT Dog Mentality, promote #TeamDolan	RT Replay Mod, pro. #TeamDewlan				Take down Team Dolan (announce)
The Dog Mentality						
15	16	17	18	19	20	21
Adelaide's Coffee	Follow My Scream (Phas)	Wrinkles In My Brain (GTAV)	MLG Tire God (Scarworld)			
	Iron Lung Horror Stream (record for YT)	Mineirhino (subathon wrapup)	Scarworld Cemetary (subathon wrapup)			
	Follow My Scream (Phas)	Wrinkles In My Brain (GTAV)	MLG Tire God (Scarworld)			

Orange indicates Instagram and YouTube Shorts, purple indicates Twitch, black indicates TikTok and blue indicates Twitter.

       In order to measure the success of the event, I will measure the week before and after the subathon to determine the difference in engagement between the two time frames.

- #TeamDolan Instagram Promos:
    - Vegas Photo: https://www.instagram.com/p/CdFK69DLA4x/
    - Red Rocks Tech N9ne: https://www.instagram.com/p/CdHHjgwr2aV/
- Twitch Streams Before Subathon (VODs):
    - "I'm Back From Vegas": https://www.twitch.tv/videos/1474414214
    - "Stranded on an Island in the Sky": https://www.twitch.tv/videos/1476170400

- ○ "Hypixel Mini-Games with Dewds:" https://www.twitch.tv/videos/1482305009

- Twitch Streams After Subathon

  - ○ "Breathing in the IRON LUNG": https://www.twitch.tv/videos/1485882330

  - ○ "The Most Infuriating Game I Own": https://www.twitch.tv/videos/1486761459

  - ○ "Getting Ready For Graduation": https://www.twitch.tv/videos/1487638518

- Twitter:

  - ○ https://twitter.com/DewlanYT/status/1521649238450446336

  - ○ https://twitter.com/DewlanYT/status/1522372907921338369

  - ○ https://twitter.com/DewlanYT/status/1523836875835789314

  - ○ https://twitter.com/DewlanYT/status/1524194991337181184

  - ○ https://twitter.com/DewlanYT/status/1524901240940859392

  - ○ https://twitter.com/DewlanYT/status/1526334617288003584

  - ○ https://twitter.com/DewlanYT/status/1526699916831035392

 - ○ https://twitter.com/DewlanYT/status/1527060245045907457

Data Analysis

The subathon campaign brought both successes and failures in its own right. To start, the goal of beating DolanProductionz's subscriber count did not quite hit the mark. Falling short of the 575 goal at 565, the Dewlan channel still gained an impressive 25 subscribers in the span of one stream. Because of the uncertainty of the duration of the subathon, I began the stream at four hours long. From there, subscriptions and bits would increase it. Subscriptions and gifted subscriptions would increase the time by 10 minutes each and bits by one second increments.

With a handful of people given numerous subscriptions, the entirety of the subathon lasted 15 hours and 43 minutes. Starting at 1:00 p.m. on Saturday, May 14, this event lasted well

into the morning of Sunday. While the YouTube channel area of the campaign may have not

exactly hit the intended mark, the Twitch side far outweighed my expectations. By the end of the

night, Dewlan's Twitch account sat at 100 subscribers, nearly breaking the record for most

subscribers on the channel at one time. When accounting for the 50/50 split of creator revenue

and taking into account the bits used to increase time, I made nearly $300 from this event and

expanded my social media presence, and that's poggers.

To keep the momentum of the event going strong, I posted clips from various games on

TikTok, YouTube Shorts and Instagram Reels. All of these videos are clipped from the Twitch

channel and focus heavily on advertising that it came from a stream. Perhaps most interestingly,

an Instagram Reel posted three days after the subathon gained nearly 4,000 views and over 230

likes. This featured the same branding as my live streaming personality which helps with

expanding my reach to other platforms.

Comparing the last 30 days of analytics versus the one week of the subathon campaign makes a compelling set of data. Engagement was improved, followers nearly doubled in that time and -- of course -- subscriptions skyrocketed. I expect all of these to die down within the next month, but the campaign gave the account a boost that will allow me to collect more clips and establish longer events in the future.
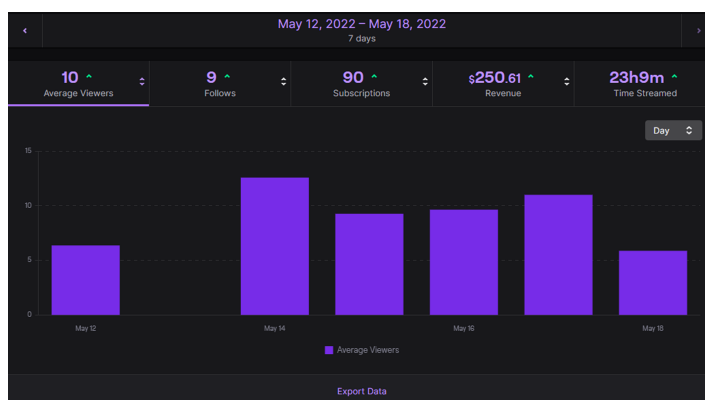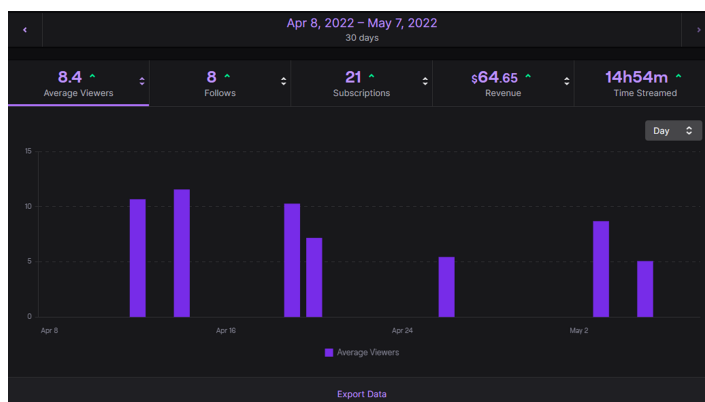
Twitter analytics had a significant bump in engagement for the subathon announcement tweet compared to other tweets from the time period.
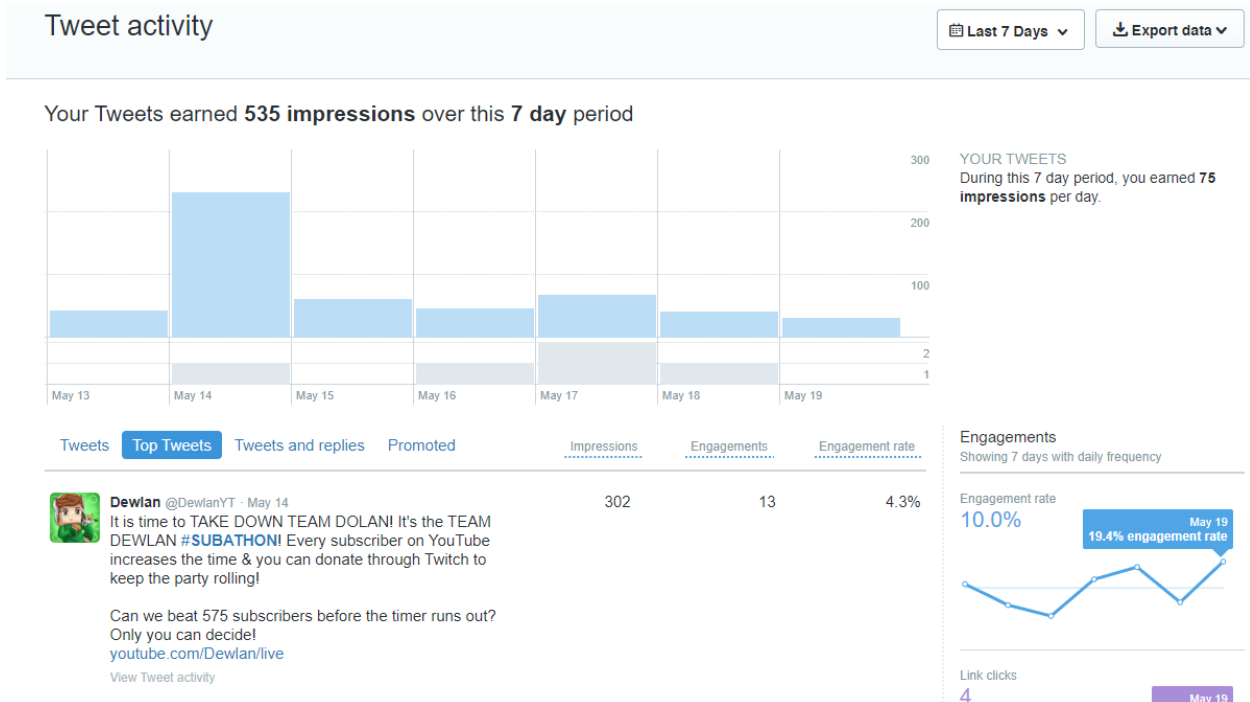
TikTok also has seen a significant increase since the campaign, interestingly enough shifting my analytics to predominantly female viewers now which is a brand first.

Views have spiked, but consistency also plays a part in that role as I have been posting more during the subathon campaign.
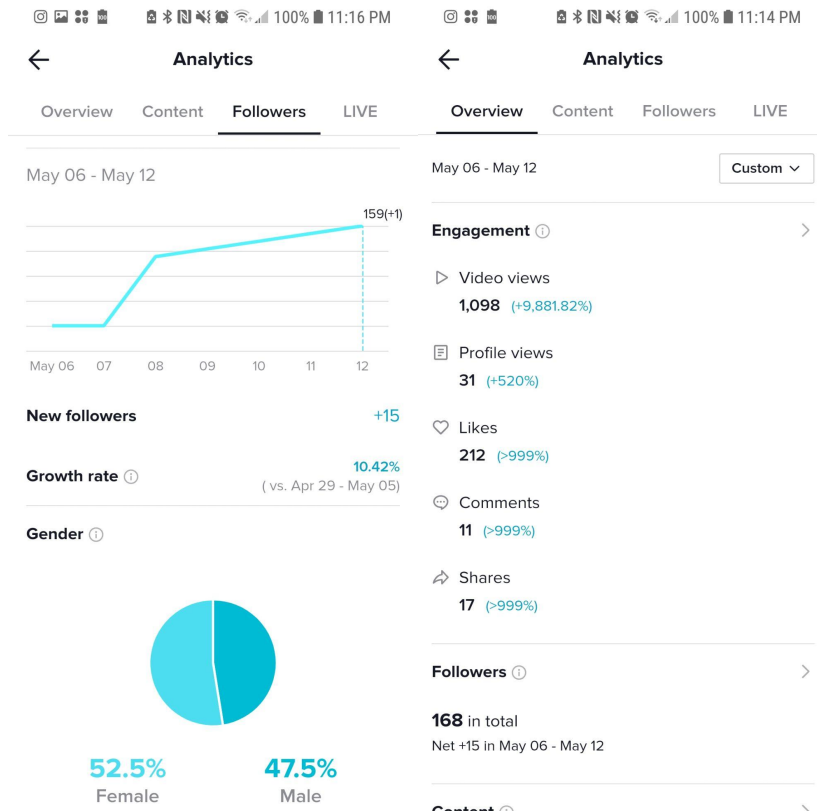
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