Maximizing Esports Streams

AMERICA'S NAVY

Situation

- Divisive comments and personal attacks have increased during live esports streams.

- The offensive rhetoric is frustrating and painful, and impacting the team's ability to engage positively with fellow gamers.

- We commend our team members for their efforts to deal with these challenging situations.

- Need to take a collective look at the techniques developed to help navigate these types of disruptions and violations.

Objective

Support Navy streamers and moderators with **technique-driven**, **message-centered** tools for maximizing Twitch livestream opportunities and minimizing the disruptive behavior of others.

Agenda

- Learn more about the specific challenges each streamer and moderator is facing so that we can provide tailored support.

- Review techniques and tips to deflect negative comments and take back the conversation.

Ignore and Play On

- While difficult, the best approach is to simply ignore disruptive individuals.

- Situation will escalate if you engage with someone who is there only to disrupt.

- No reason to draw additional attention to disruptive individual.

- **Let the moderators control the chat.** If an individual continues to bully, harass, personally attack or spam, the moderator will take the appropriate action.

Ignore and Play On

- Control your reaction and convey a sense of Navy calm.

- Focus on the most important audience.

- Take back the attention of your viewers and pull their eyes from chat to the game.

- Reference anything relatable/funny/engaging that will pull attention away from the chat and back on you.

- Create a go-to list of topics to pull from when you see something in chat that frustrates or angers you: movies, which consoles you prefer, pop culture, etc.

- Create a relationship with your viewers based on your own experiences and personality.

If You Must Respond

Attempt to use one of these four, general responses:

- "I am here to hang out with people like me who love gaming. If you want to know more about my life in the Navy, I am happy to discuss. But I will not speak on behalf of others."

- "I understand that some people here oppose the military and have no interest in a Navy career. But for those who are curious about what it's like to serve, let's talk."

- "If you have concerns about Navy policies or actions, I suggest you contact the Federal Elected Officials from your state."

- "I'm here to play games. I have no interest in engaging in personal attacks."

"I am here to hang out with people like me who love gaming. If you want to know more about my life in the Navy, I am happy to discuss. But I will not speak on behalf of others."

"I understand that some people here oppose the military and have no interest in a Navy career. But for those who are curious about what it's like to serve, let's talk."

What's your favorite U.S. war crime?

"If you have concerns about Navy policies or actions, I suggest you contact the Federal Elected Officials from your state."

"I'm here to play games. I have no interest in engaging in personal attacks."

Message Control

Bridging (Transitioning)

- "I don't have access to that data, but I can tell you..."

- "But it's also interesting that..."

- "Some of the other work we do includes..."

- "I can't really speak to that but what I can tell you..."

Flagging (Emphasizing)

- "The most important thing is..."

- "The bottom line is..."

- "If you remember one thing it should be..."

- "For me, the biggest issue..."

Message Control

Bridging (Transitioning)

- "I don't have access to that data, but I can tell you about my personal experience with that issue."
- "I can't really speak to that, but if you have any tips on the game I'm playing, let me know."

Flagging (Emphasizing)

- "The bottom line is, I am here to hang out with people like me who love gaming."
- "If you remember one thing, it should be that sailors are just like everyone else."

Message Map

Like the Navy, esports is a competitive environment that requires loyalty, teamwork, communication, and a commitment to improvement.

MAKE IT PERSONAL

Like the Navy, esports attracts people from all walks of life.

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Esports provides a compelling way for the Navy to connect with Gen Z and make Sailors and Navy life more relatable.

Like the Navy, esports attracts high-ability individuals interested in cutting-edge innovation.

MAKE IT PERSONAL

Like the Navy, esports puts people in positions to utilize individual strengths and passions to be successful.

MAKE IT PERSONAL

Make It Personal

Share your personal story before you joined the Navy

- What were you like as a young person?
- Where did you grow up?
- When did you start playing video games?
- What were your early favorite games?
- What were your interests in high school?
- What were your favorite subjects in high school?
- What were your friends like?
- What were your options post-high school?
- What does your typical day look like?
- Do you have any pets or siblings or funny stories to share?

Make It Personal

Share your decision to join the Navy

- When did you decide to join the Navy?

- What motivated you?

- Did anyone in your family serve in the Navy or military?

- How did your family react to your decision?

- How did your friends react to the decision?

- What were you most excited about?

- What were your biggest fears?

- Did you know what Navy career path you wanted to pursue?

Make It Personal

Share stories about your Navy adventure

- How long have you been in the Navy?

- What was your job before joining Goats & Glory?

- What training did you receive?

- How do esports relate to Navy life?

- Where have you traveled?

- What ships have served? What's it like to live on a ship?

- What was the most fun you've ever had in the Navy?

- What was your greatest Navy adventure?

- How has your life been changed by the Navy?

- Have you taken advantage of Navy education reimbursement opportunities?

- What is your life like outside of the Navy?

Make It Personal

Promote other Navy marketing activities and asset

- Navy.com features videos showcasing every rating

- America's Navy YouTube channel features a range of content

- Faces of the Fleet films shows what it's really like to serve

- Sailor Vs. films feature popular YouTube influencers

- America's Navy Facebook and Twitter

- Reddit Ask Me Anything sessions

- New Goats & Glory / Evil Geniuses content series

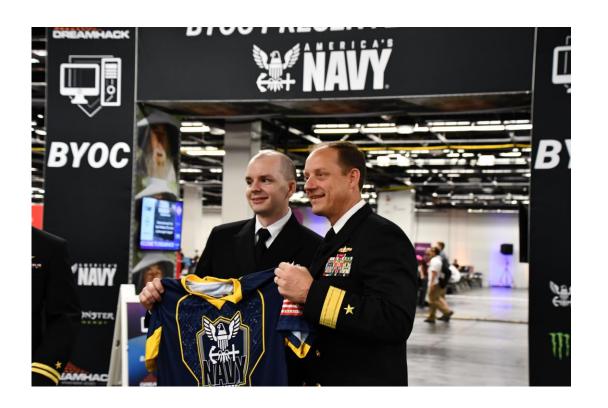- Upcoming Navy esports activations / sponsorships

Do

- **Bring Energy**

  Get excited and remain positive throughout the stream

- **30-Second Rule**

  Aim to talk every 30-seconds to boost stream engagement

- **Explain Gameplay**

  Talk out loud about what you see and the moves you make – your game commentary adds value and engages viewers

- **Utilize Your Personal Commentary Arsenal**

  Identify topics to discuss prior to each streaming session

Don't

- Don't read negative chats out-loud
- Don't use explicit, derogatory or sarcastic language
- Don't berate, belittle, or engage with lurkers within the chat

Discussion