

Promotion on RPG Talk

- RPG Talk is here first and foremost to be a community for talking about RPGs. It is not a billboard!
- Please be aware of your surroundings when you advertise your things. Be an active participant in the community and we'll take interest in what you do.
- Many users are readers of lots of channels so repeated messaging in lots of places can be "too loud" so please keep it down. Consider your audience and how discussion might vary from channel to channel.
- It is ultimately up to the RPG Talk Moderation Team on what is Promotion and where it is most appropriate.
- If you are not interested in investing in our community, we are not interested in your advertising.

What is promotion?

Promotion comes in many forms and I can't name them all here. To a certain extent, this is "we'll know it when we see it" but it does specifically include:

- Linking products, podcasts, personal discord servers, blog posts, videos, personal websites or Kickstarters without being prompted for that content.
- Requesting playtesters for your unfinished game
- Requesting art, artists, layout work, editing, proofreading or other help, especially if you want it for free

Brand new members or those who participate only to self-promote are more likely to have their messages classified as promotion.

What isn't promotion?

Once again, things being or not being promotion can be very fuzzy and there is no one-size-fits-all answer. Context is everything!

- Recommending applicable games to users requesting recommendations
- Mentioning games in their designated channels
- Talking about what you just played or bringing up rules or aspects of a product in a conversational manner.
- Talking about game design, mechanics, layout or potential promotion in #game_production or #game_design

Where is it OK?

Kickstarter links, GoFundMes, Patreons and other requests for funding or support in any way are welcome in two places: #crowdfunding and a single applicable channel

(#dungeons_and_dragons for a D&D adventure, #powered_by_the_apocalypse for a PbtA game or #indie_games for your own indie game, for example).

Podcasts, art projects, live-streamed games and other general things are welcome in #game_media and any applicable channels such as #osr for your OSR podcast or #arts_and_crafts for your mini-painting efforts.

How often is it OK?

You may provide links to your thing or plug it unprompted **once** when you announce your thing in each appropriate channel when you begin your effort, **once** when you are nearing completion (48 hours remaining on your Kickstarter or other timed product) and **once** when you release your product and **never more than once a week**.

Exceptions to this include being specifically prompted on your product, being asked what you work on, or asking for examples.

What about new episodes, streamed games, blog posts, comics or other iterative things?

When you have iterative content it is acceptable to post the link and detailed description in a single channel and then briefly mention it in other applicable channels to point users in the right direction. However, the busy nature of website previews means that we would prefer to keep those limited. Do not do this more than once a week. If it is general RPG content, the appropriate channel is #game_media.

What happens when the Moderation Team doesn't like what happened?

When the Moderation Team determines that a promotional message is misplaced, inappropriate, or excessive, the user will be messaged with a clarification or a request for a change in future behavior. If a user shows up to promote but do nothing else, your message may be edited or deleted. Repeat behavior may result in RPG Talk's standard Warning -> Temporary Ban -> Permanent Ban flow but we much prefer to talk about it and keep good people around.