

Promotion on RPG Talk

In Summary

- General promotion goes in #crowdfunding_and_promotion.
- Do not post self-promotion in #general.
- Limit your self-promotion to one promo per week.
- You may cross promote in multiple channels only when the post is specifically relevant to the channel topic.

Our Promotion Philosophy

- 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. Try not to interrupt or intrude on other conversations with your promotion.
- The RPG Talk Moderation Team decides what is Promotion and where it belongs
- If you are not interested in investing in our community, we are not interested in your advertising. Be an active community member and we'll take an interest in what you do.

What is promotion?

Promotion comes in many forms and we can't name them all here. Specific examples include:

- Linking products, podcasts, personal discord servers, blog posts, videos, personal websites or Kickstarters without being prompted
- Requesting players for your game
- Requesting art, artists, layout work, editing, proofreading or other help

Users with a track-record of active participation in the community are less likely to have their messages classified as promotion.

What isn't promotion?

It's hard to precisely define promotion. Most of the time, the following examples will not be considered to be promotion:

- Recommending applicable games to users who request recommendations
- Mentioning games in their designated channels
- Sharing your play experiences or bringing up a product in a conversational manner
- Developing or planning distribution for your game in #game_design or #game_production

Where is it OK?

Never post self-promotion links or Kickstarters in #general.

Kickstarter links, GoFundMes, Patreons and other requests for funding or support in any way are welcome in #crowdfunding_and_promotion with a brief mention in a secondary 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). The reverse -- with the link in the applicable channel and a mention in a promotion channel -- is acceptable as well.

Podcasts, art projects, live-streamed games and other general things are welcome in #livestreams_and_recordings with a brief mention in another applicable channel such as #osr for your OSR podcast or #arts_and_crafts for your mini-painting efforts. The reverse -- with the link in the applicable channel and a mention in a promotion channel -- is acceptable as well.

How often is it OK?

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

For iterative content, like regular live-streams or blog-posts, you may provide the link and description to an individual episode or post unprompted **once**. When you release new content for an ongoing project that you have promoted before, you may mention it without link -- still never more than once a week unprompted.

Exceptions to this include being specifically prompted on your product, being asked what you work on or suggesting your thing to someone who is specifically looking for recommendations. As a general rule, mention first and link only on request.

What actions will Moderation Team take?

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. The offending message will be deleted. If a user shows up to promote but do nothing else, your message may be deleted. Repeat behavior may result in RPG Talk's standard Warning -> 24 Hour Ban -> Permanent Ban flow but we much prefer to talk about it and keep good people around.