

# Self-promotion on RPG Talk

## In Summary

- We encourage sharing items of interest that are not your own in an appropriate channel (which can be #general).
- RPG Talk is a community for talking about RPGs rather than a billboard.
- Do not self-promote in #general.
- Self-promote in the most applicable channel, usually #crowdfunding\_and\_promotion.
- Do not self-promote more than once per week.
- Do not self-promote the same product more than once.

## Our promotion philosophy

- RPG Talk is a community for talking about RPGs, so we prioritize conversation
- Be considerate. Try not to interrupt or intrude on other conversations with promotion.
- The RPG Talk Moderation Team decides what is self-promotion and where it belongs.
- If you are not interested in participating 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.

## Where do I post?

**Do not self-promote in #general.**

Links to your Kickstarter, DTRPG.com, Patreon, etc. belong in #crowdfunding\_and\_promotion. Your podcasts and live-streams belong in #livestreams\_and\_recordings. Game-specific products may be shared in the appropriate game channel.

Exception: You may mention your product in a second channel once, with only one URL between the two messages (e.g. in #fate: "Hey Fate enthusiasts, I am kickstarting a setting book about... Check out the link and details in #crowdfunding\_and\_promotion").

## How often can I post?

**Do not self-promote more than once per week.**

Exception: You may mention both the start and end of a crowdfunding effort in #crowdfunding\_and\_promotion.

**Do not promote the same product more than once, ever.**

Exception: You may mention developments to an iterative product, but no more than once per week (such as a new podcast episode or a new edition of a game).

## What is and isn't promotion?

Self-promotion comes in many forms. We can't classify them all here.

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

Specific examples include:

- Linking or announcing any product in which you have a vested interest
- Linking your personal social media account, blog, website or podcast
- Requesting playtesters, art, artists, layout work, editing, proofreading or other help

Most of the time, the following examples will not be considered to be self-promotion:

- Recommending applicable games to users who request recommendations
- Bringing up a directly *relevant* product in a conversation that you didn't start
- Sharing your play experiences
- Discussing development or distribution for your game-product in #game\_design or #game\_production