

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