



Super Chat & Super Stickers give fans and artists a new way to connect with one another in live chat during **live streams and Premieres**. They allow artists to tap into a new revenue stream and recognize super fans, while allowing fans to stand out from the crowd by purchasing highlighted chat and animated images.

1 HOW TO SET UP SUPER CHAT & SUPER STICKERS

Super Chat and Super Stickers give fans and artists a way to connect with one another during live streams. Viewers watching a live stream with live chat enabled can purchase a colorful Super Chat or animated Super Sticker that is pinned to the top of chat for a set period of time that varies based on the amount paid by viewers, giving more airtime for fan messages. Enablement is only 1 click away for all live streams and Premieres on an artist's channel.

See [here](#) for eligibility requirements. Super Chat and Super Stickers aren't available on age-restricted, unlisted, or private videos. Super Chat and Super Stickers are also not available if live chat is turned off. Please also note that Super Chat and Super Stickers may be used on all live streams and Premieres of non-musical content. Super Chat and Super Stickers may not be enabled for third-party owned music content, like premium music videos.

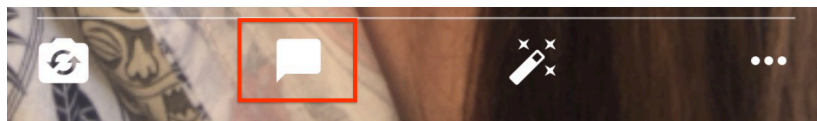
Turn on Super Chat & Super Stickers

- Sign in to studio.youtube.com.
- In the left menu, click **Monetization**.
- In the menu at the top of the main dash, click **Supers** > **Get started** and follow the on-screen instructions.

MANAGING SUPER CHAT & SUPER STICKERS

To see all of your purchases while live, follow the steps below:

If you're using a mobile device, within the live-streaming window, tap on the "chat viewing options" icon > Super chat to view just your paid messages



*If you're using a webcam stream, you'll need to follow along with Super Chats & Stickers within the **live chat feed**.*

*If you're using streaming software or an Encoder, you'll need to open the **VIEWER ACTIVITY** widget in your [live control room](#) once your live stream has started in order to see a feed of all Super Chats and Super Stickers.*

To see purchases after the live stream is over, follow the steps below:

1. Sign in to studio.youtube.com.
2. In the left menu, click **Monetization**.
3. In the menu at the top of the main dash, click **Supers**.
4. Your latest purchases will be in **Your Super Chat and Super Sticker activity**. For all available purchase info, click **See all**.

You can **moderate** Super Chats & Super Stickers the same way you moderate Live chat messages. See [here](#) to learn more.



2 BEST PRACTICES FOR SUPER CHAT & SUPER STICKERS

Provide & highlight value to your fans:

It's important you communicate with your fans why they should tune in, what you're raising money for, and how to use Super Chat. You can do so by promoting on social media before you go live, and also by taking the first couple of minutes of your live stream to inform your fanbase. **Let your viewers know what a Super Chat is going to fund.** Music videos, studio time, new equipment, support for your band or crew? **Viewers want to know how they are supporting you, so it's even better if you state your goal up front.** When you're using Super Chat with Premieres and aren't live, respond to Super chat comments and questions directly in the chat by @-tagging the sender.

Give thanks and show your gratitude:

Show appreciation for viewers and Super Chatters through verbal call outs. Look in the camera and shout out your Super Chat senders to make them feel special. For example, "Ali, you're amazing ... thanks for your Super Chat!" Some creators and artists do Super Chat breaks, thanking all Super Chat senders at once, in order to control the pace of the live stream. **When fans feel like they're getting something in return, fans may be more likely to show support for their favorite artists.** Have fun, be spontaneous, and keep experimenting!

Foster a conversation & answer questions:

Use Super Chat to answer audience and viewer questions in the chat. Follow along with the stream **highlight these viewers with on-screen verbal read outs**, allowing the viewer to feel both appreciated and a **part of the content.**

Experiment with different content types:

Super Chat is an option that can thrive on **any & every** type of content. Past artist live streams include Ask Me Anything dialogue with fans, musical performances where you use Super Chat to take requests, live vlogs and behind-the-scenes access, celebration / landmark videos, and more.

Always promote live streams:

Use Community and **social media to promote your Super Chat content** before and after you stream. Post reminders or celebrate those who Super Chatted you!

For more best practices on Super Chat and Super Stickers on YouTube, visit our [help center](#).