



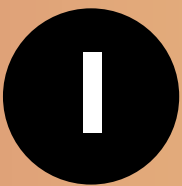
The Hornet Creator Playbook

**Making the most of the world's
queer social network**



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VERSION 3.0



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BUILDING A BRAND ON HORNET

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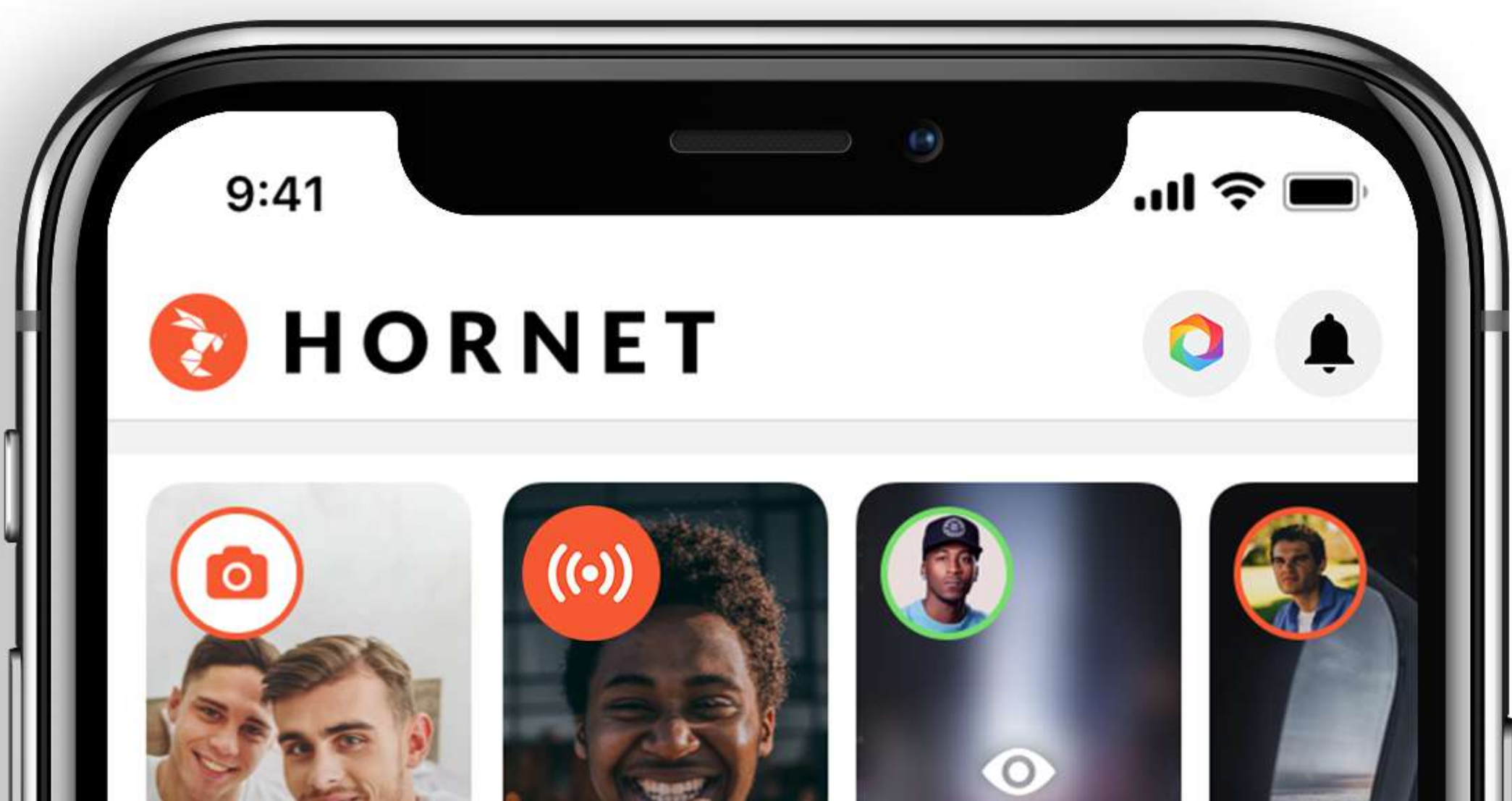
I.

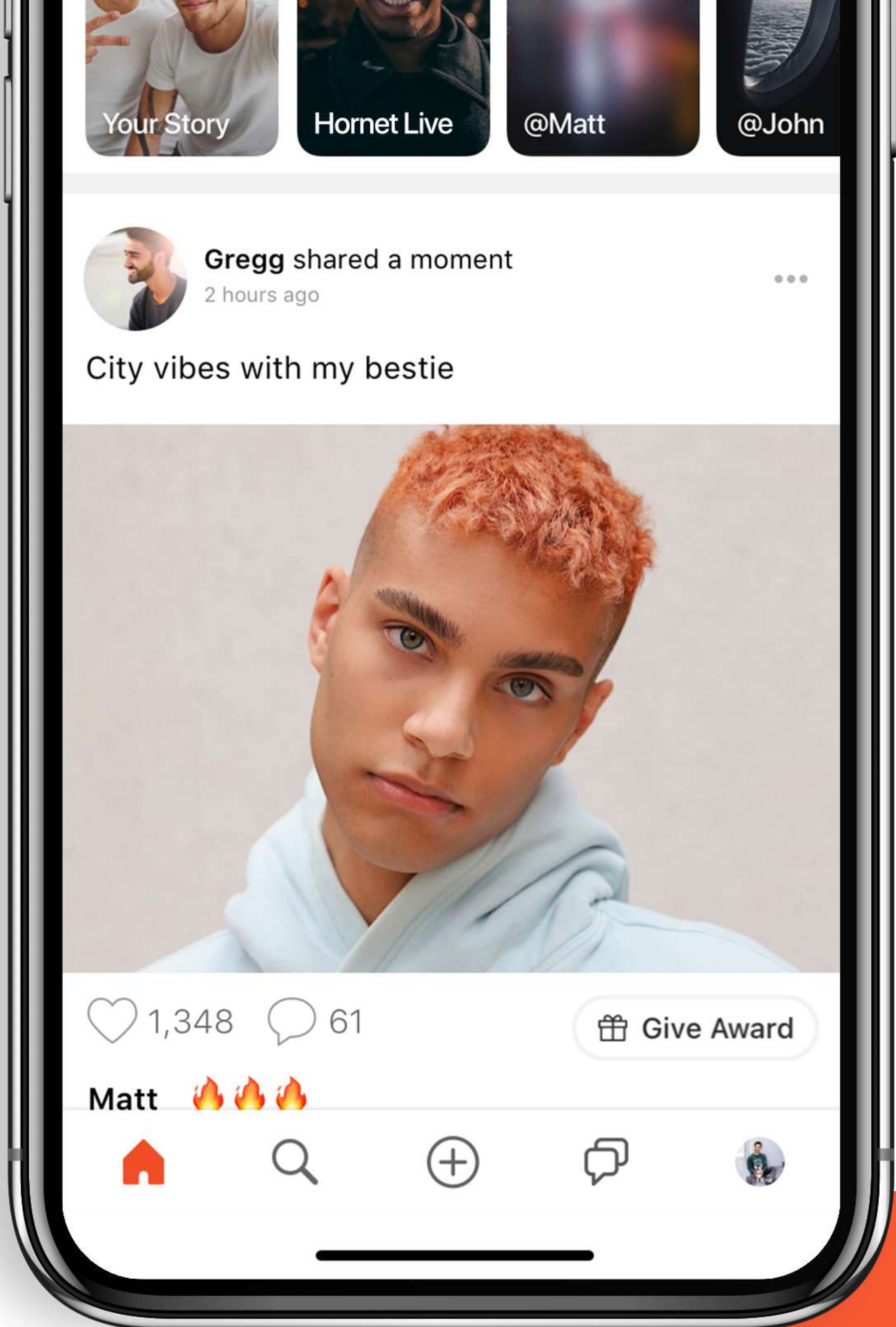
What Is Hornet?

(And how is it different?)

Hornet is where queer life happens — anytime, anywhere

Hornet enables the LGBTQ+ community to connect in all its diversity, by organizing around interests, places and events to create safe, authentic conversation and expression. It's a place where every queer person feels comfortable sharing their experiences, and connecting with a community that understands and validates our life.

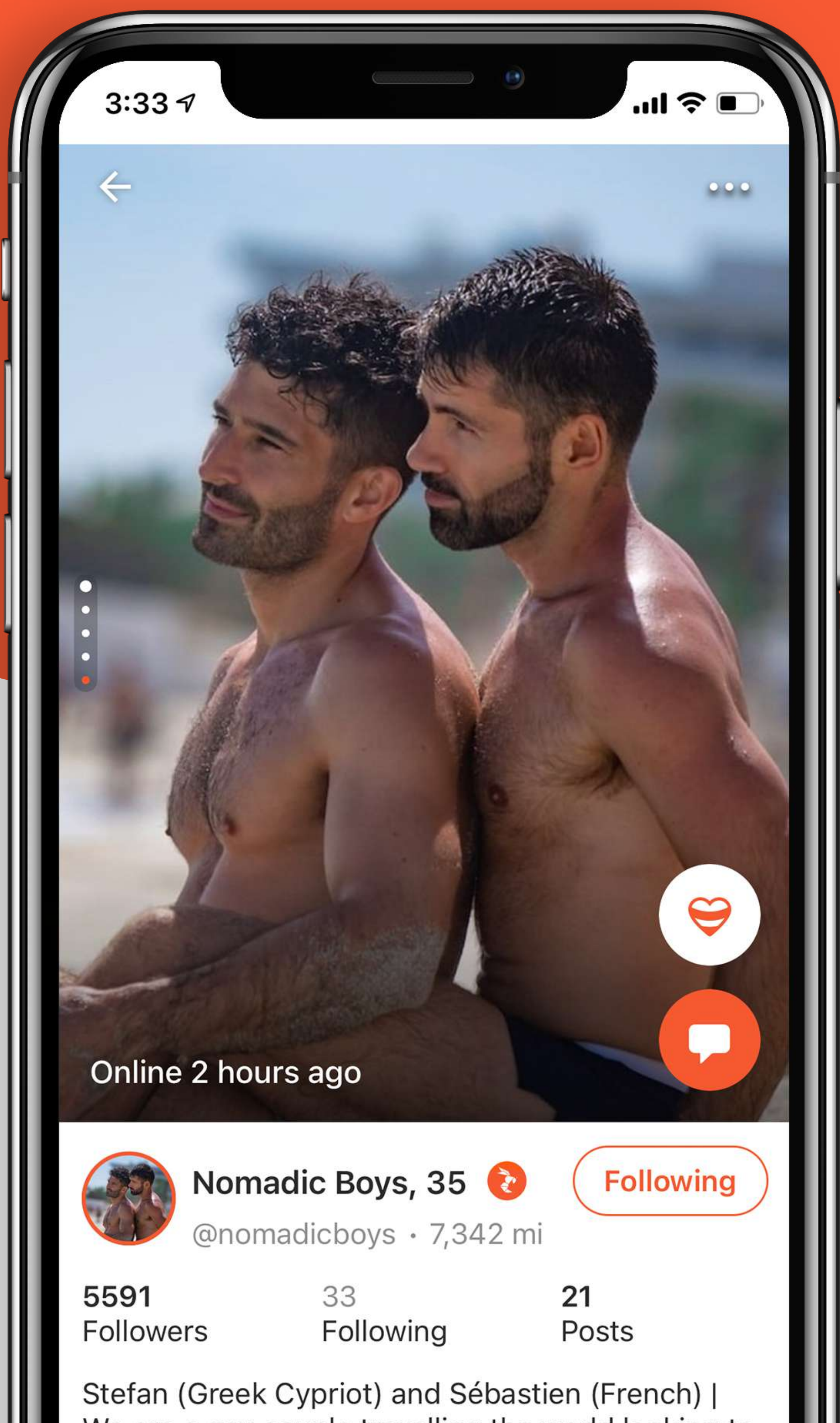




Your Hornet profile is a portrait of you.

It displays your life, your personality and your interests. You can share your dreams and your struggles with a community that

understands and validates your life. Hornet amplifies the radical, affirmative power of the queer community with cutting-edge technology, empowering people to authentically embrace their identity.



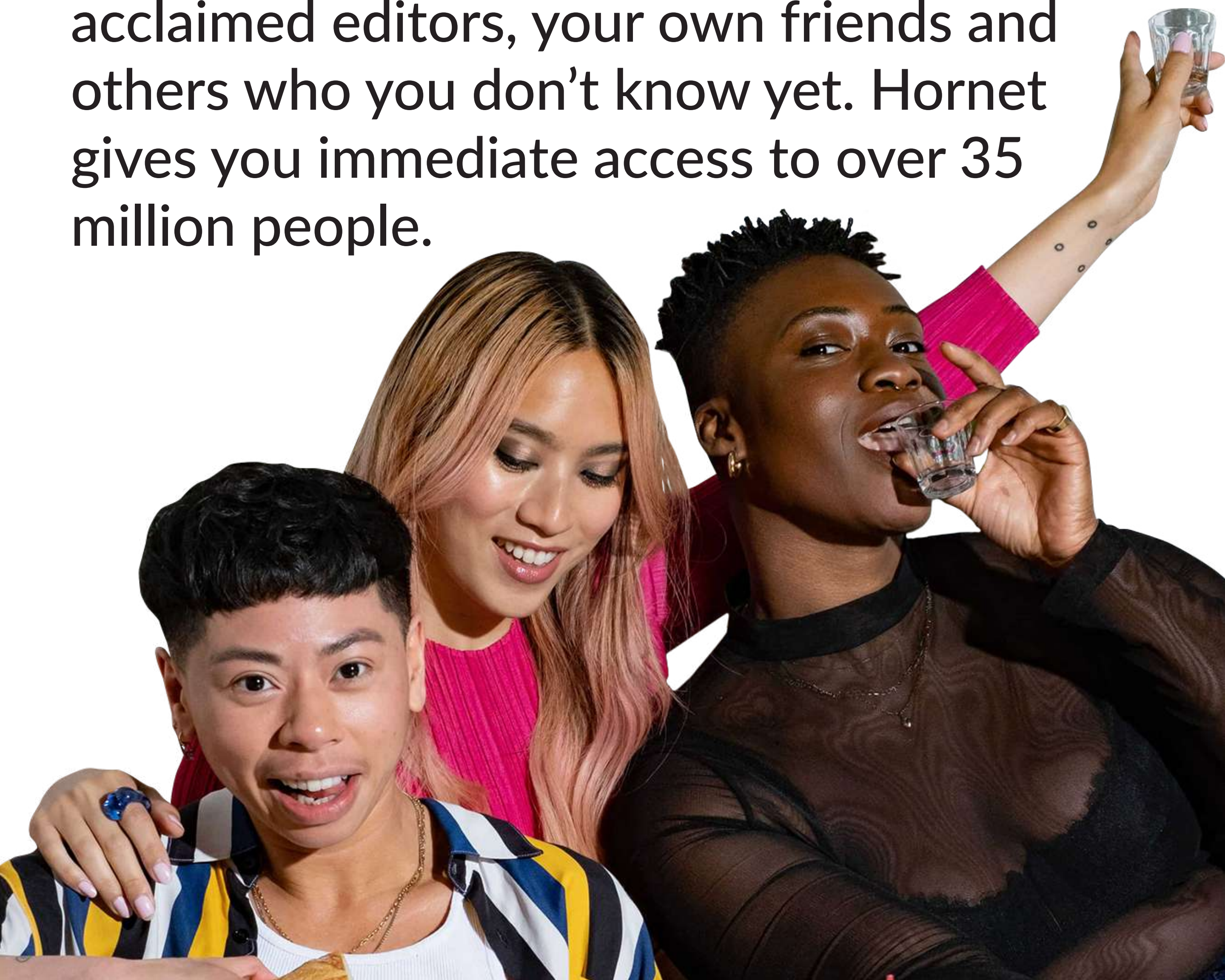


Featured User

The Hornet Feed is all about connecting you to your community.

There is always a conversation to be had on Hornet, which makes interacting with other users easy. You can like and comment on others' posts, give an award, or start a conversation through chat.

Discover everything that's fun and fabulous about the queer community through thousands of community leaders, Hornet's acclaimed editors, your own friends and others who you don't know yet. Hornet gives you immediate access to over 35 million people.



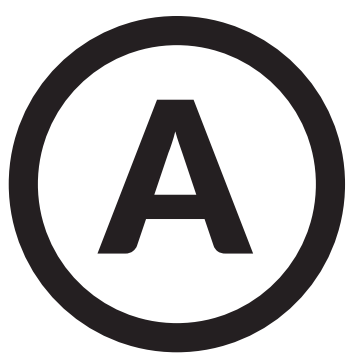


II.

Posting on Hornet

By creating and posting interesting, original photo and video content that other Hornet users will see and want to engage with, you will find people who share your interests and want to connect.

Other users can engage with your posts in multiple ways — by liking your post, by commenting on your post, and by choosing to award your post if it's something they really like, as a way of encouraging you to create more great posts. You can redeem those award points on Hornet's webshop into perks or cash.

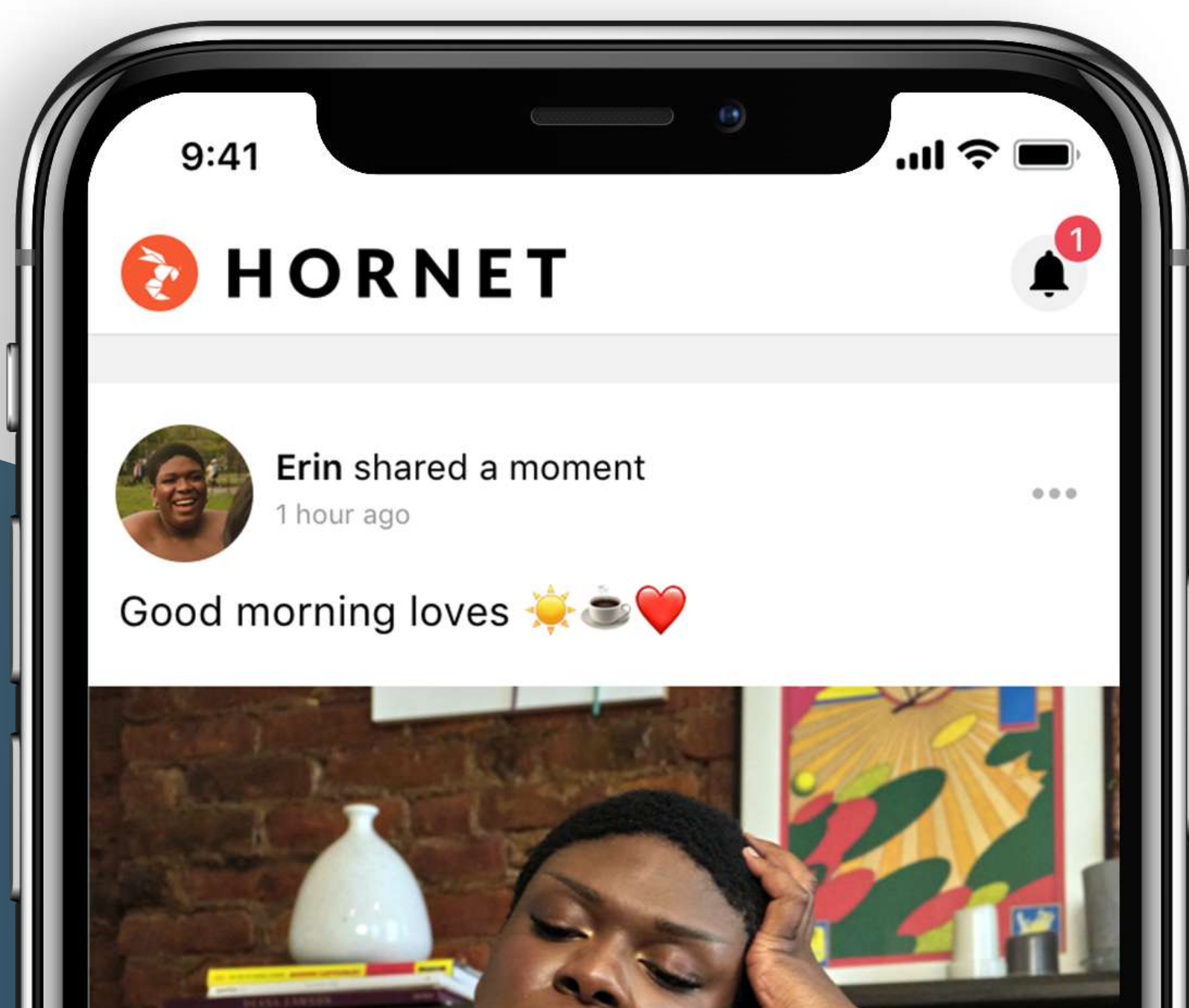


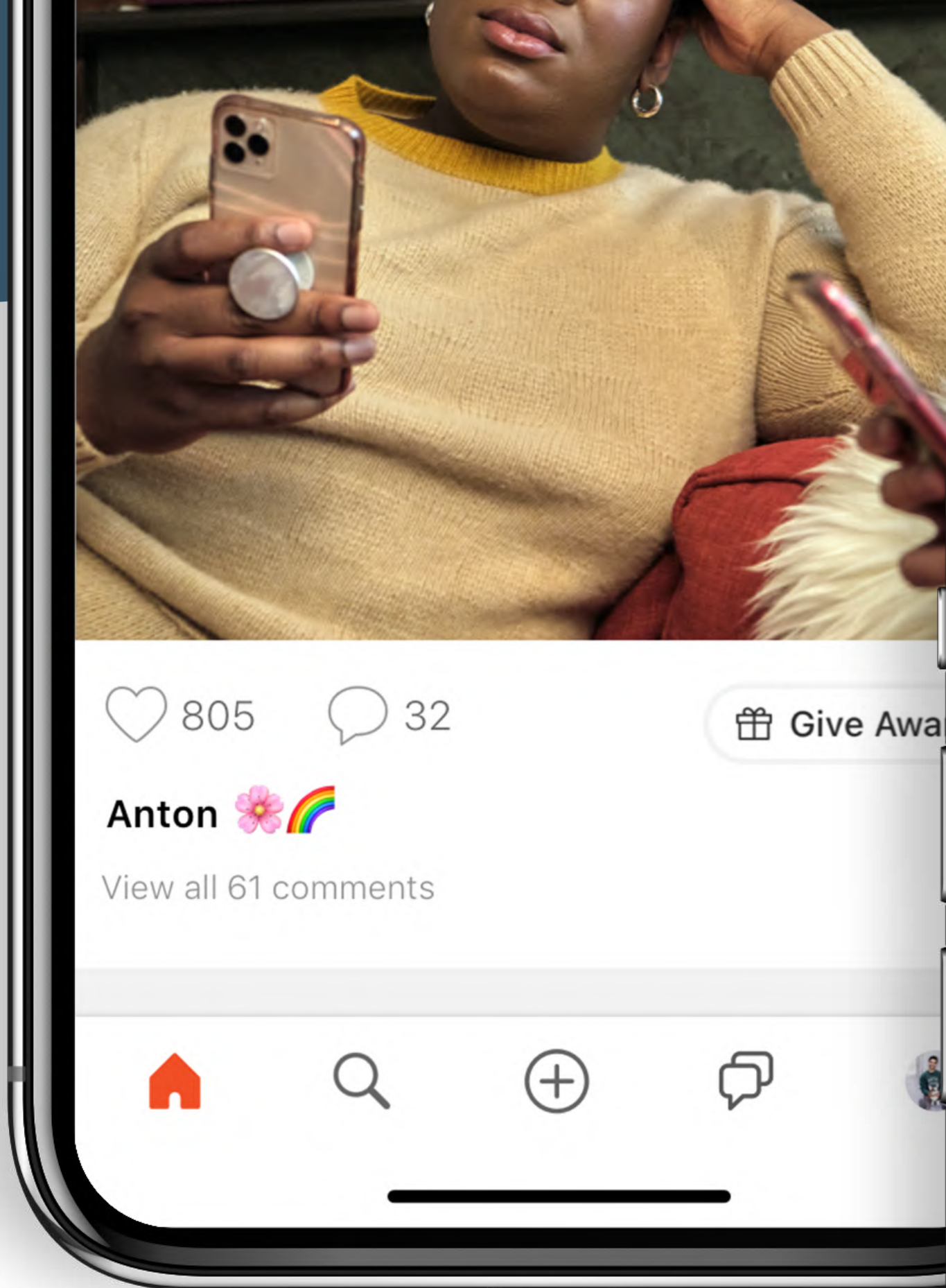
Posting Photos on Hornet

Ideally your posts will invite other Hornet users to glimpse into your life, your personality and your passions, and will allow you to express yourself fully.

The photos you post (we call them “Moments”) are about showcasing what your life is like — not simply how you look but how you live.

Different from your profile pics, these photos should document your life and be an authentic snapshot of you.





B

Posting Video Stories on Hornet

You can post short video stories to the feed, which is yet another way to connect with other users. Just like your photos, your videos should show off the real you: A home workout? A cooking demo? A dance challenge? The possibilities are endless.

Before posting a video, you must also select your audience. Who do you want to see your video: All Hornet users (an option limited to Featured Users), only your followers (limited to users who have a Hornet Badge), or only users who have access to your private album (available to all)?

How often you post is up to you, but your videos will only be seen by other users for a few days.



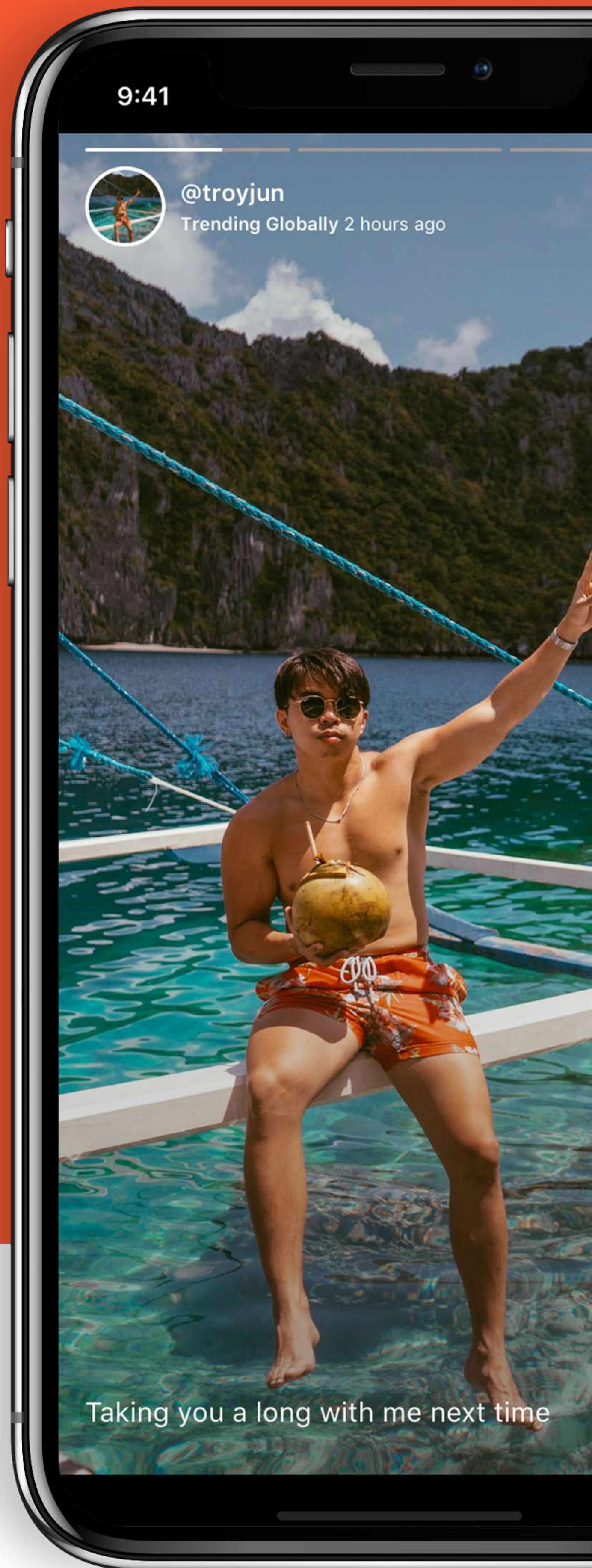


Creating the Perfect Post on Hornet

The perfect photo or video post ...

... is high-quality

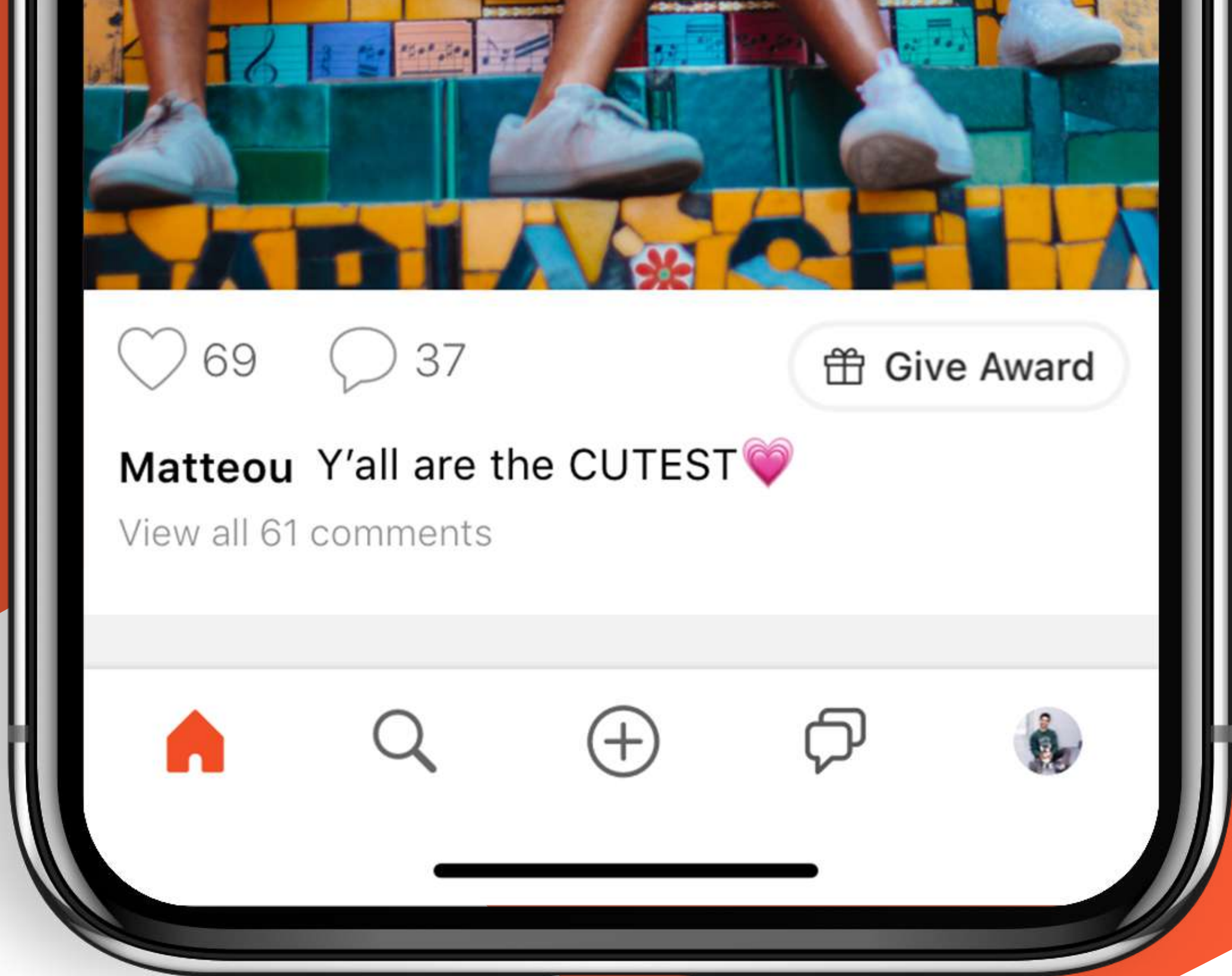
No one likes a blurry photo or video, so put some effort into crafting your content. Make sure it's in focus and well lit. Feel free to use a filter, but avoid anything that could make your post look fake.



... sparks engagement

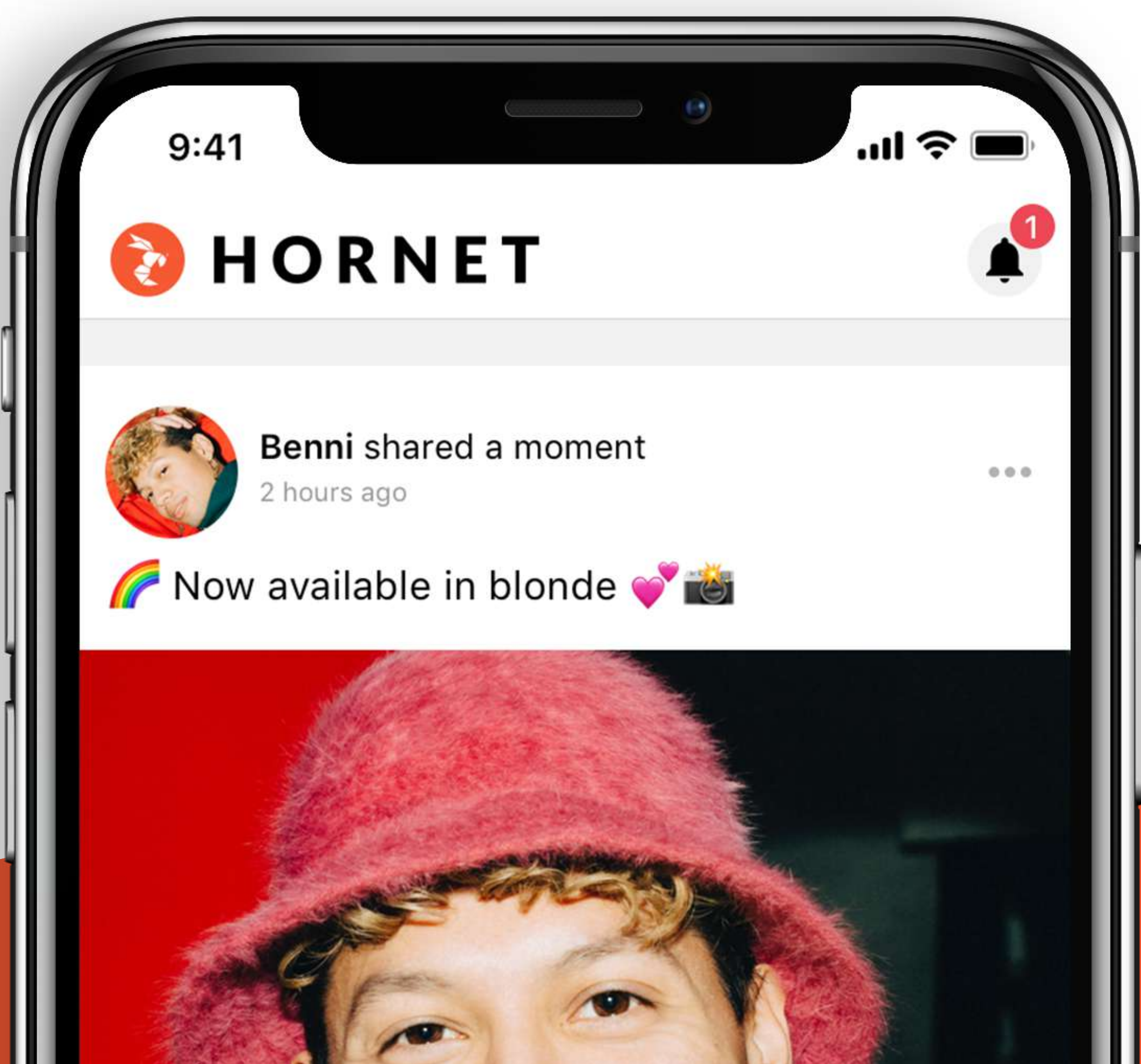
Posing a question or asking other users to weigh in on a topic is a great way to encourage them to comment. You can do this in your post's caption or at the end of a video story.

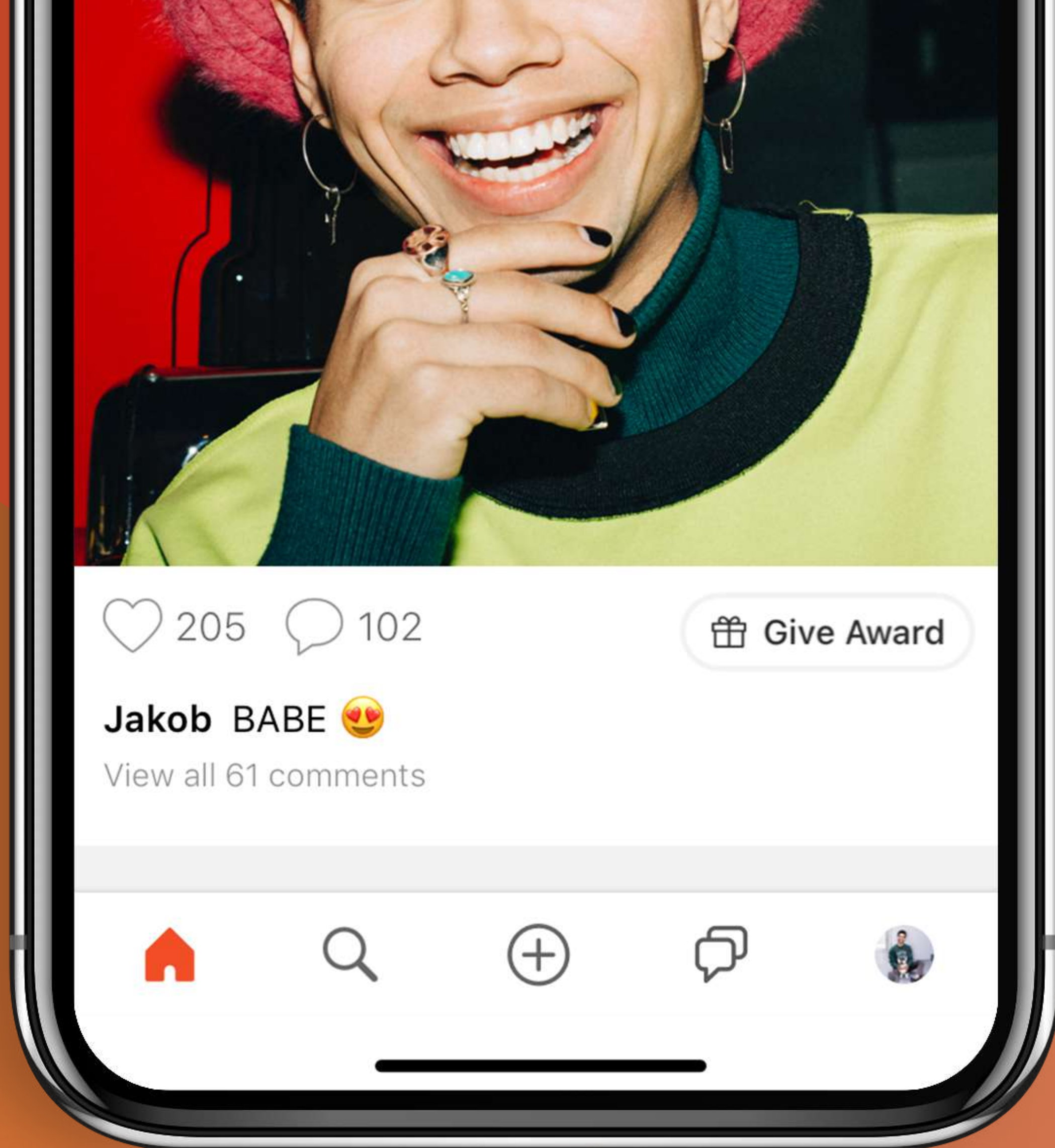




... uses a hashtag or two

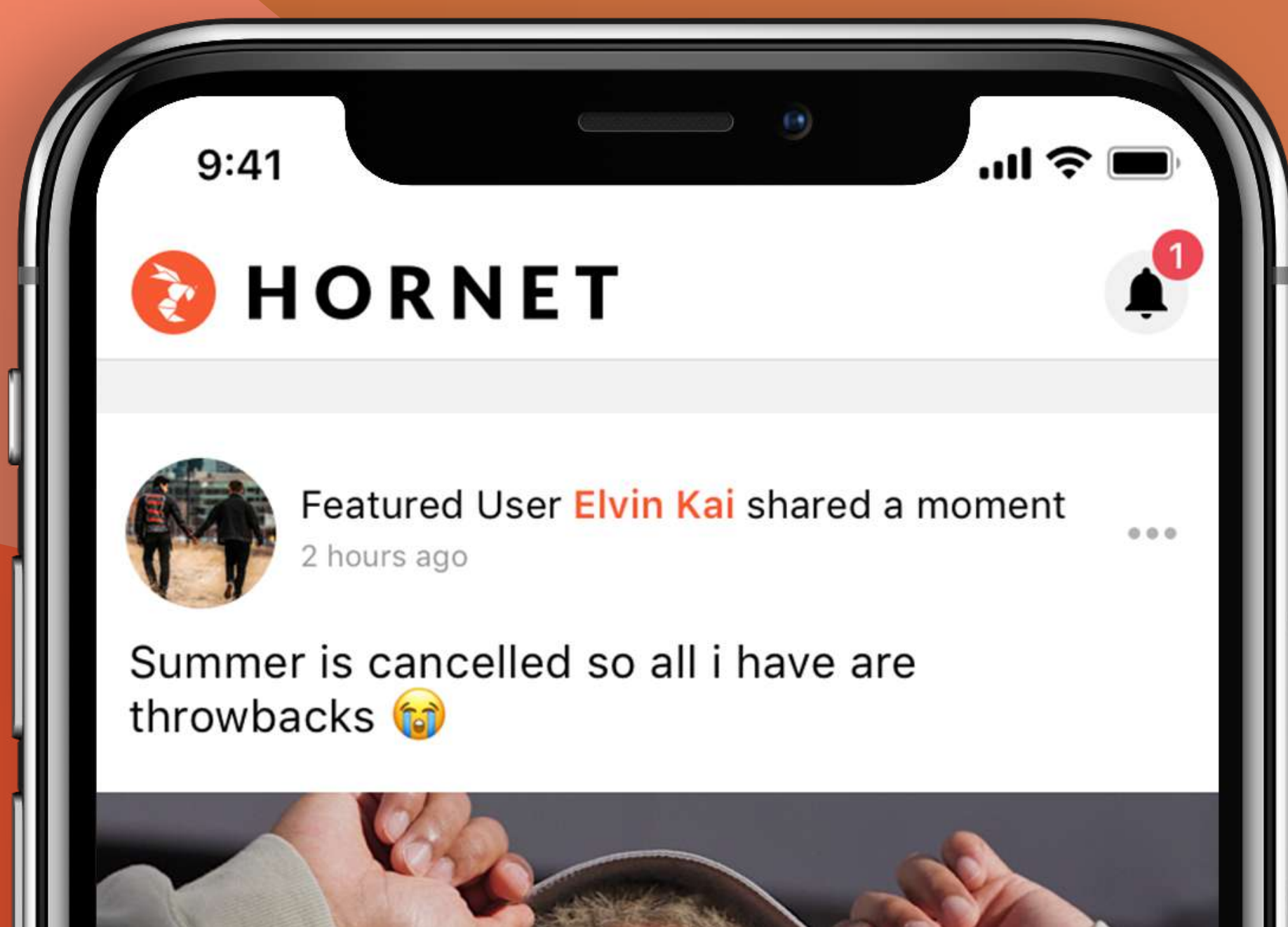
When a Hornet user clicks on a hashtag, they're taken to that hashtag's feed. So tagging your content with a hashtag or two helps other users find your posts when searching for their interests.

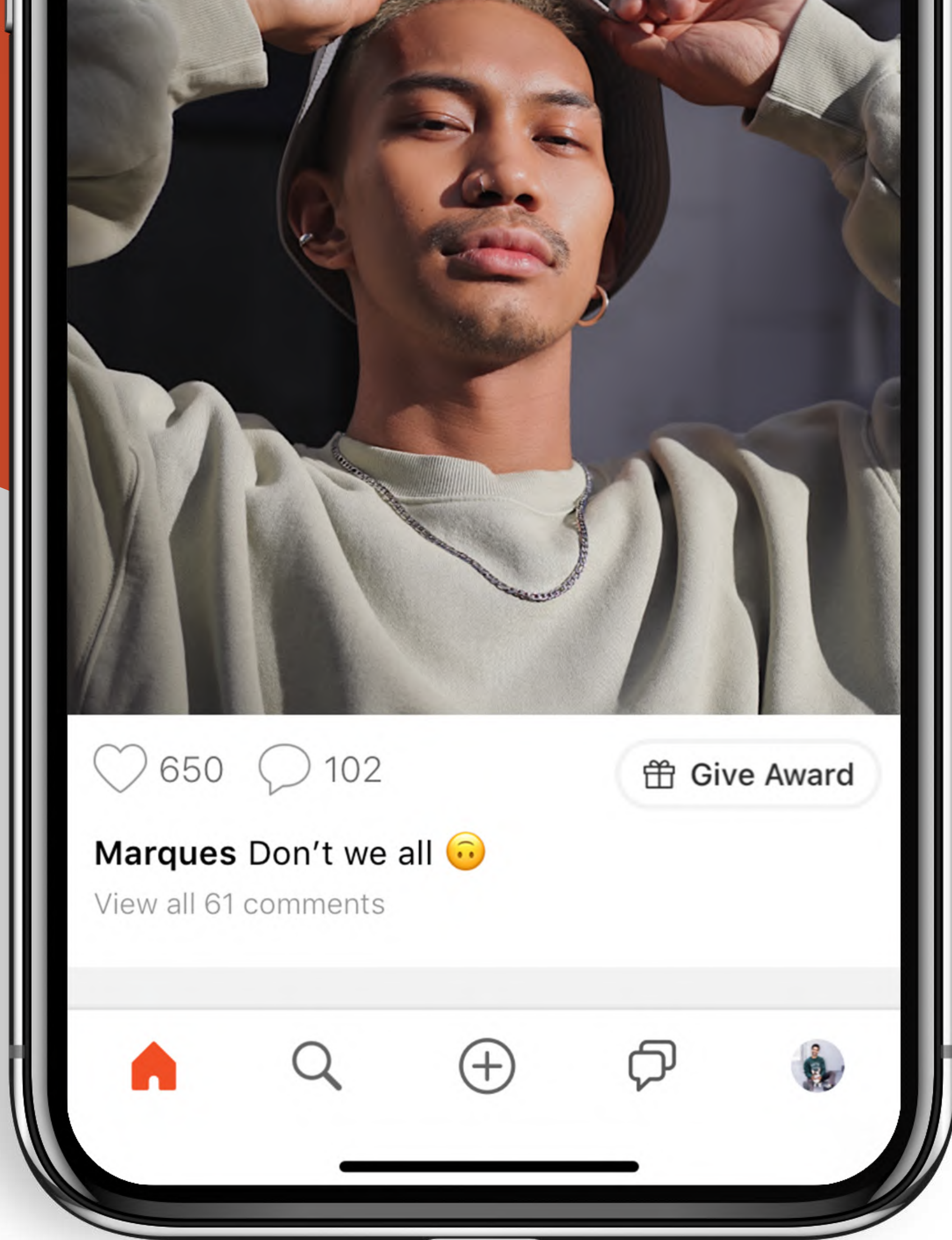




... is authentic and original

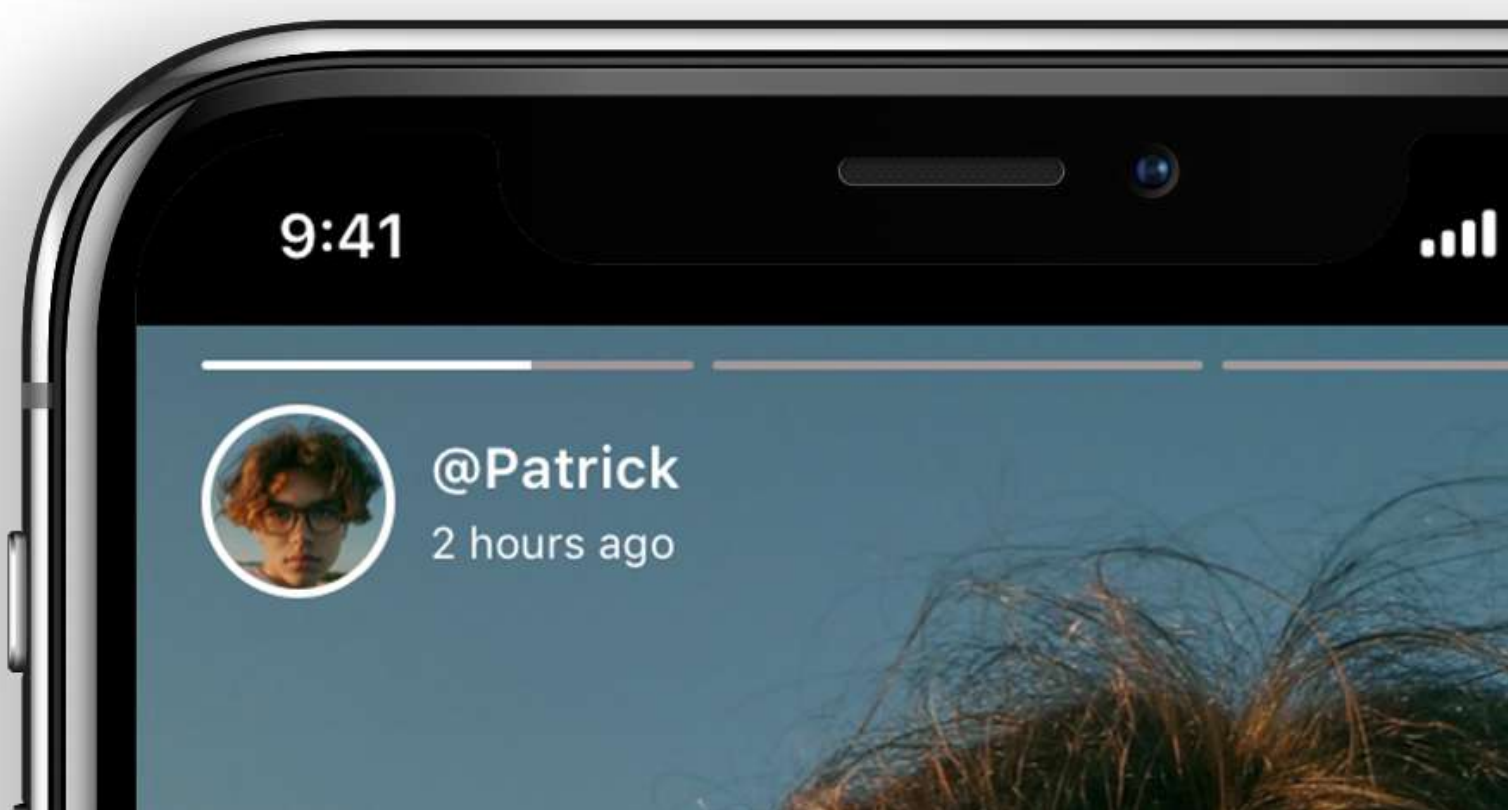
Share yourself. The perfect Hornet post conveys the real you, and is a unique snapshot of you and your life.





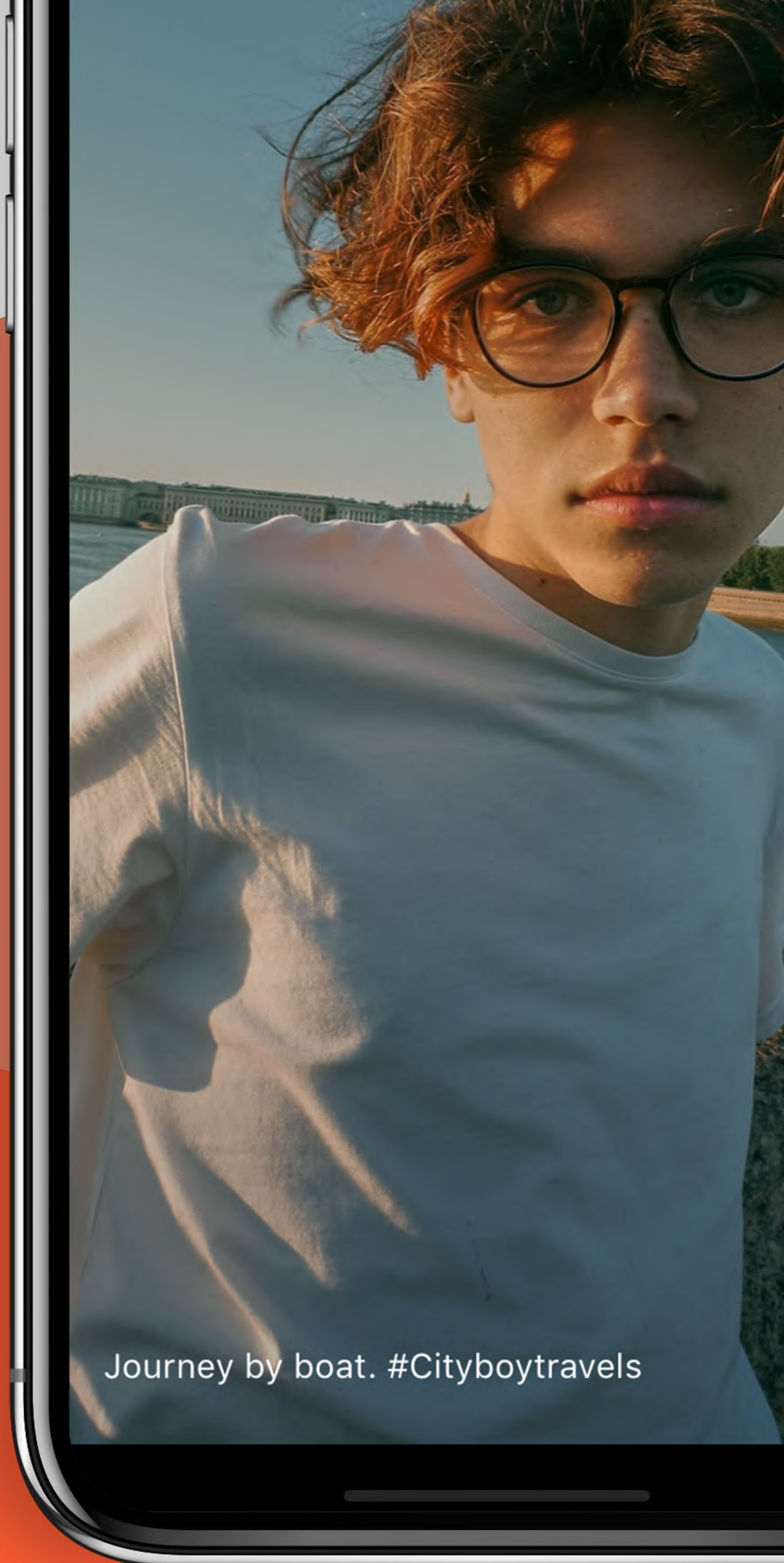
... can be sexy but isn't overtly sexual

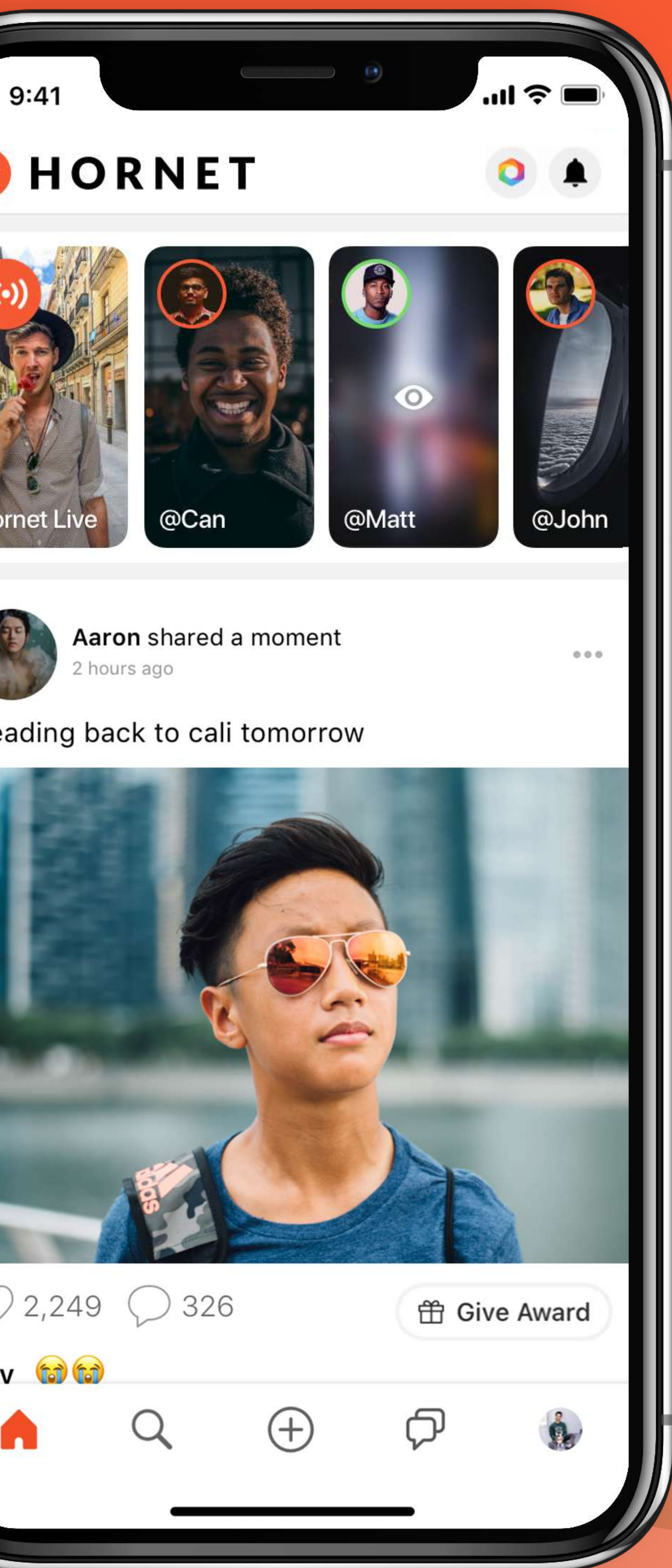
It's important to understand the distinction between sexy and sexual, which means saving overtly sexual images and video for your private gallery.



... keeps users inside the Hornet app

The best photos and videos encourage users to engage with you on Hornet and don't send people to your other social media accounts.

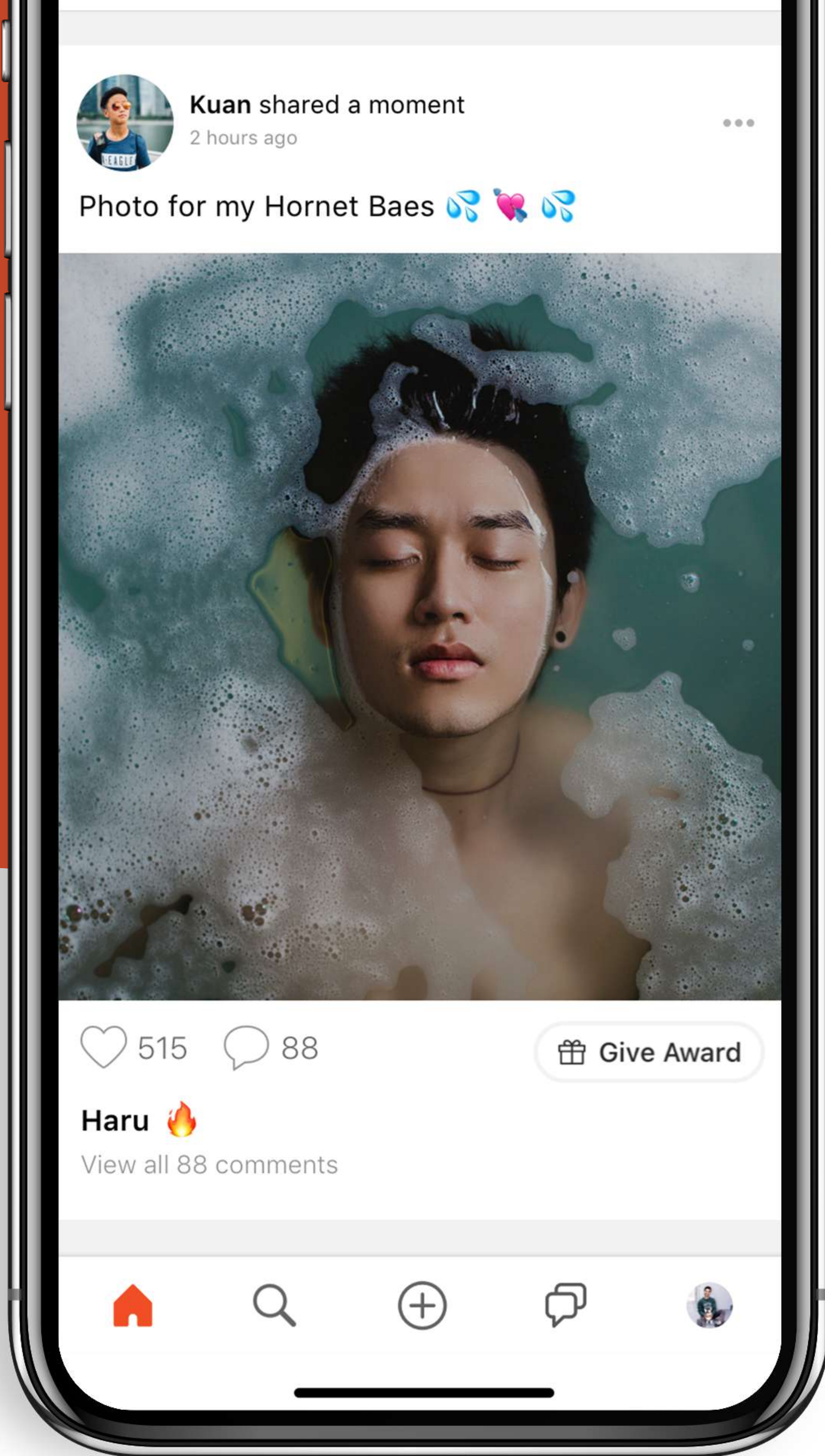




... is exclusive
to Hornet

Posts that
are exclusive
to Hornet
receive more
engagement.
If users can
find your posts
elsewhere, there's
not as much
incentive to follow
you on Hornet.





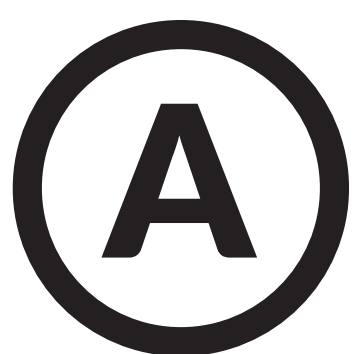
**... conveys friendliness
and positivity**

We can't emphasize this enough: Be nice!
Having a great attitude goes a long way
on Hornet.

Creating the Perfect Post, A Checklist:

- ☐ Is it a high-quality photo or video?
 - ☐ Are you encouraging engagement from other users?
 - ☐ Does it seem authentic and true to you?
 - ☐ Is it sexy without being overtly sexual?
 - ☐ Does it keep Hornet users inside the app?
 - ☐ Is the post exclusive to a Hornet audience?
 - ☐ Does it come across as friendly?
- 

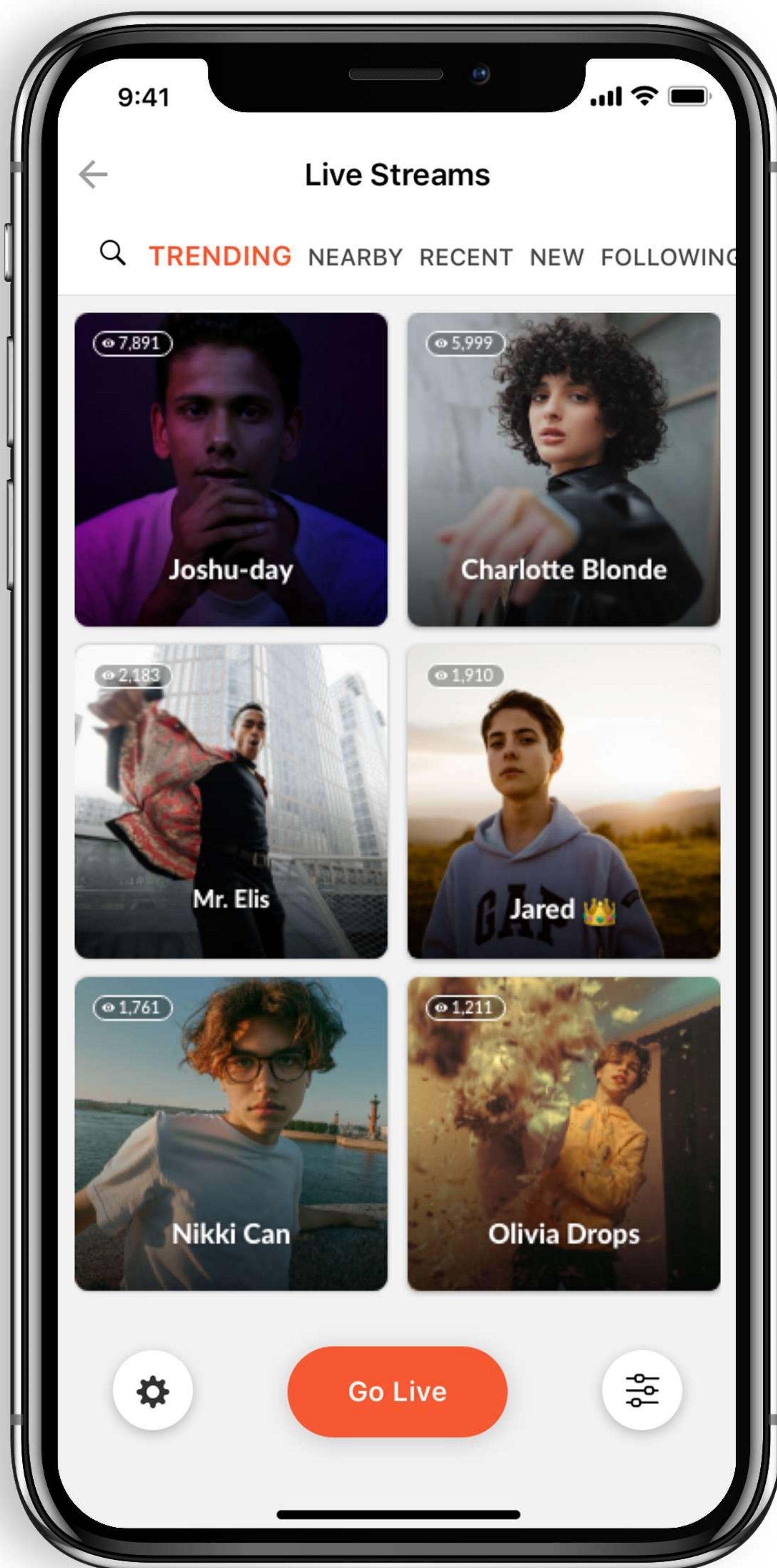
III. 'Going Live' on Hornet



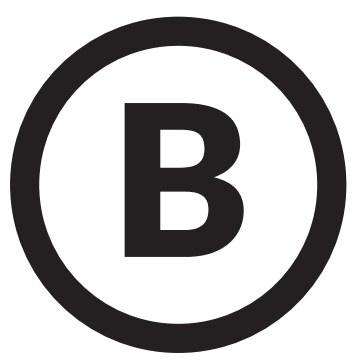
An Overview of Hornet Live

Hornet Live is more than just the latest way for Hornet users to create exciting content.

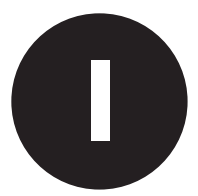
Sure, there's no better way to showcase your personality and interact with people all over the globe in real-time than with live video. And it's a great way for Hornet users to brand themselves and connect to fans through fun, unique video that followers wouldn't otherwise get to see. But Hornet Live is also an opportunity for you to monetize your content.



As a livestreamer, the awards you receive from your followers, fans and new viewers can be 'cashed out' for real earnings, making Hornet Live a money-making opportunity. Read all about the Hornet in-app economy [here](#).



6 Tips for Making the Most of Hornet Live

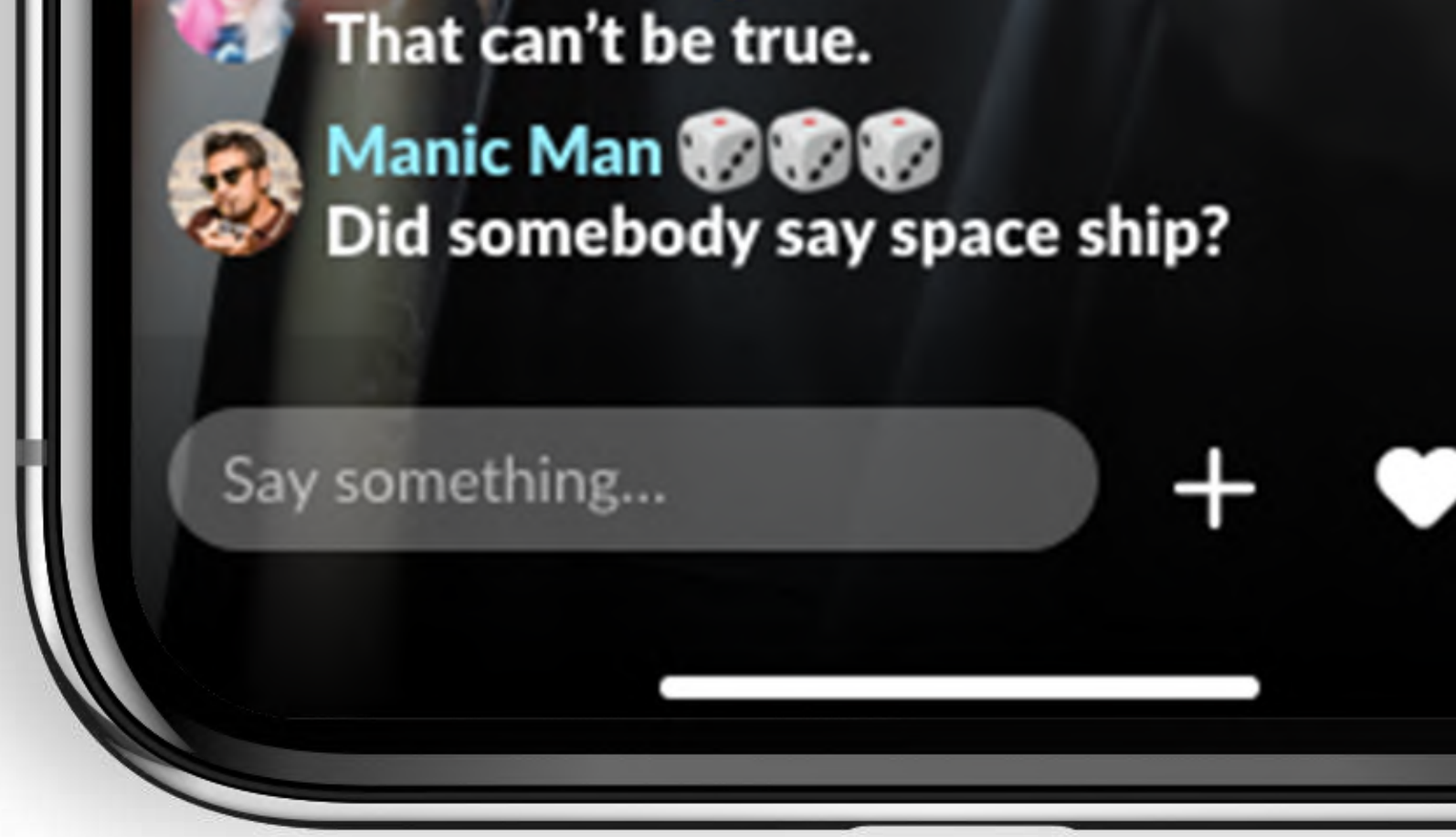


Abide by all Hornet Live guidelines

The best Hornet Live content is fun, inviting, authentic and unique to your own brand. But there are also important guidelines for what is allowed on Hornet Live — no sexual content or plugging other platforms, for instance — and if you don't follow those



rules (check them out here), then you won't be able to reach any viewers!



II

Always host high-quality livestreams

Viewers want to see high-quality live video. That means making sure the lighting is right, that you keep your face in-frame and that you don't step away from your phone mid-stream.

The more professional your Hornet Live presence, the more viewers will want to come back for more.

III

Authenticity is key

It sounds cheesy, but it's important that you "Be yourself!" when you go live, because your authenticity really will shine through to your viewers. Focus on what makes you unique and interesting, and highlight your talents. That is your brand.

IV

Converse with your viewers

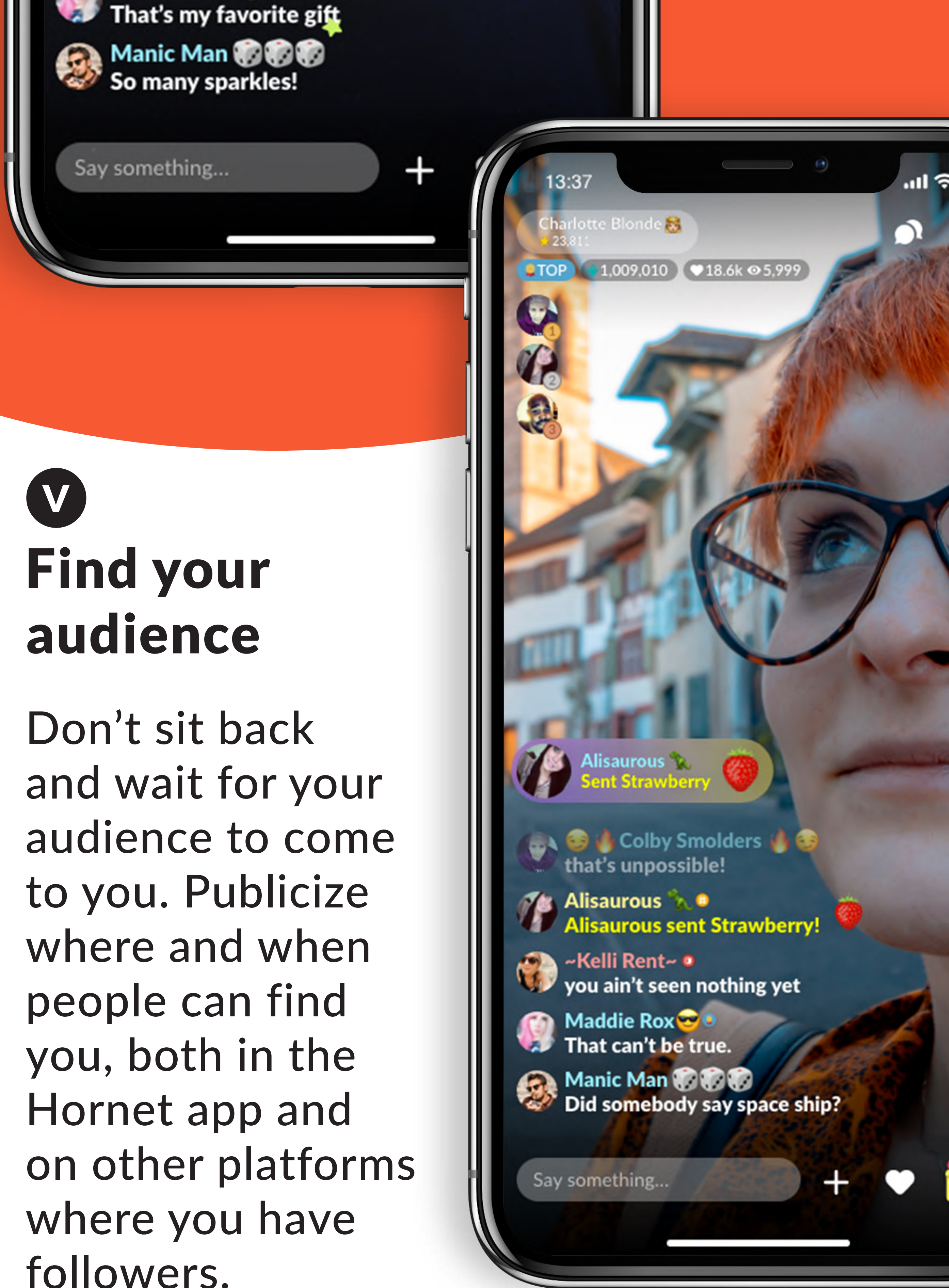
Live video is unique because it allows for real-time connection and communication, and your viewers want to interact with you in the moment. Ask them questions, and encourage them to comment, give you awards and favorite you. Personal shout-outs and thank yous are key!



V Find your audience

Don't sit back and wait for your audience to come to you. Publicize where and when people can find you, both in the Hornet app and on other platforms where you have followers.

Another great way to build an audience is by appearing on other Hornet users' livestreams in their "guest box," which is essentially like Facetiming with a streamer while they're live.



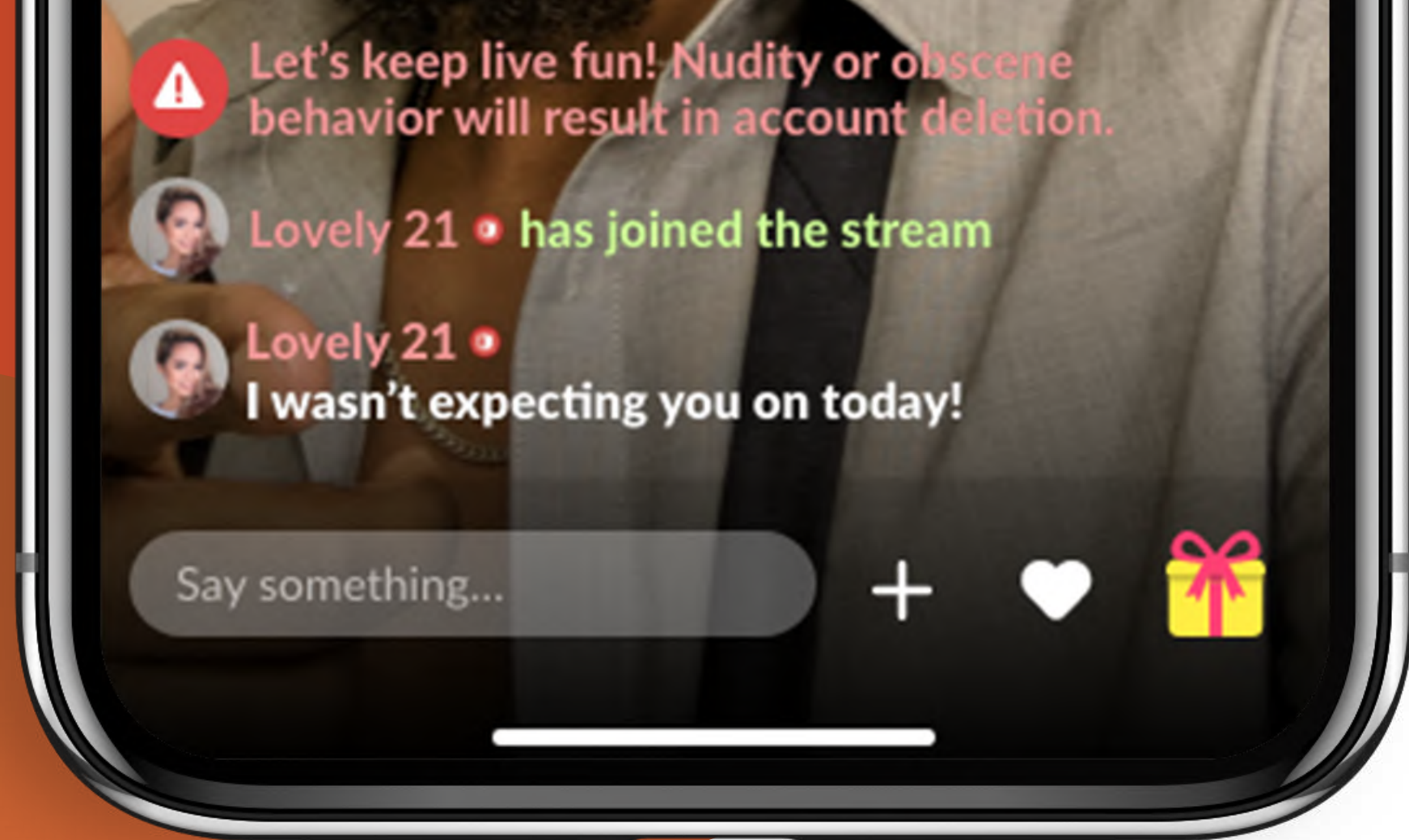
VI

Apply to be a Top Streamer

Only users who consistently create high-quality, engaging live video content (and who have received a minimum amount of awards from viewers) are given the Top Streamer badge, though anyone can apply.

Top streamers are given access to special training courses and, most importantly, are given more visibility when they go live.





IV.

Building a Brand on Hornet

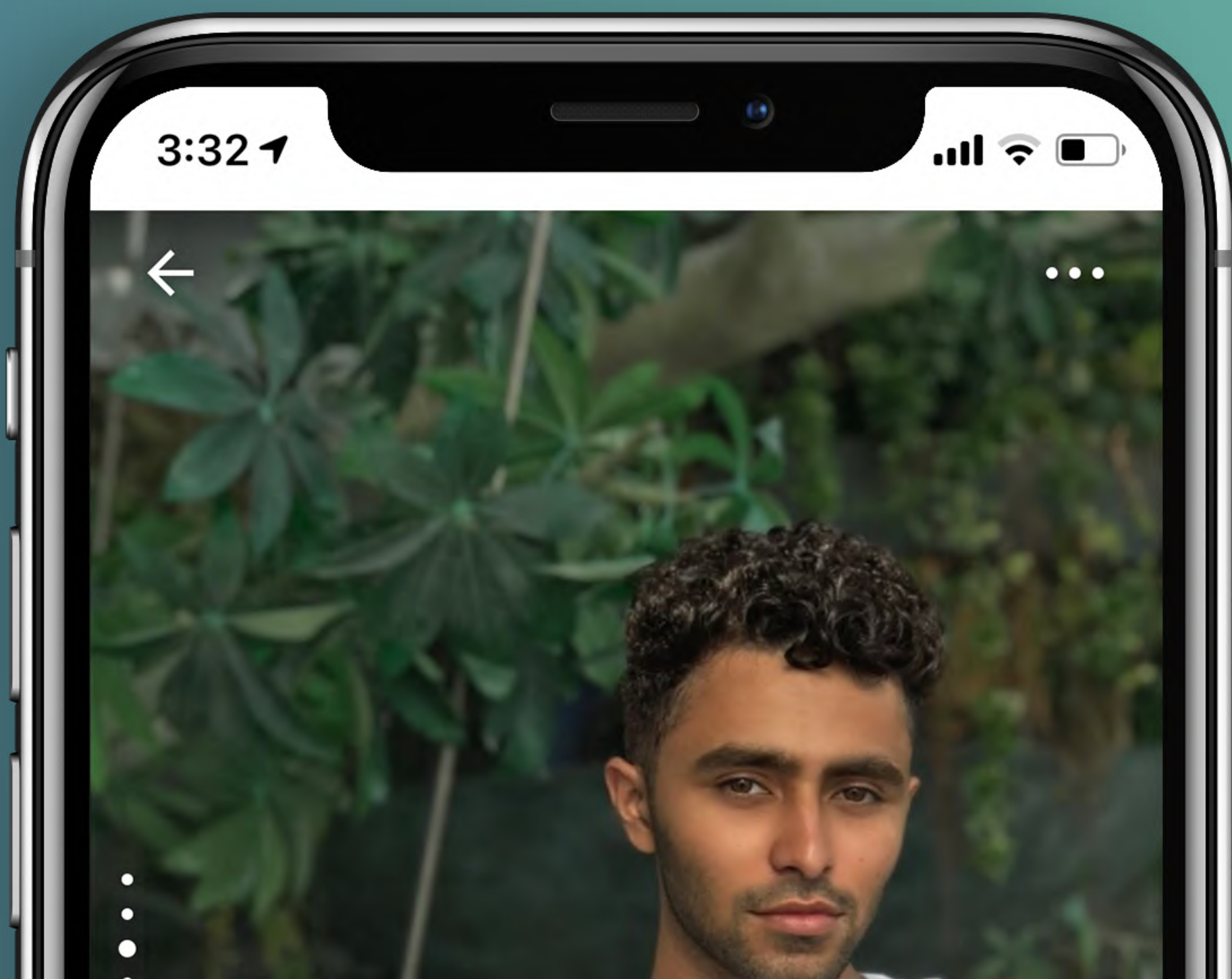
Whether you're a longtime Hornet user looking to engage with your many followers inside the app, or you have a large audience on other social platforms and would like to build one on Hornet, creating quality content for other users to engage with is the truest way to build a following.

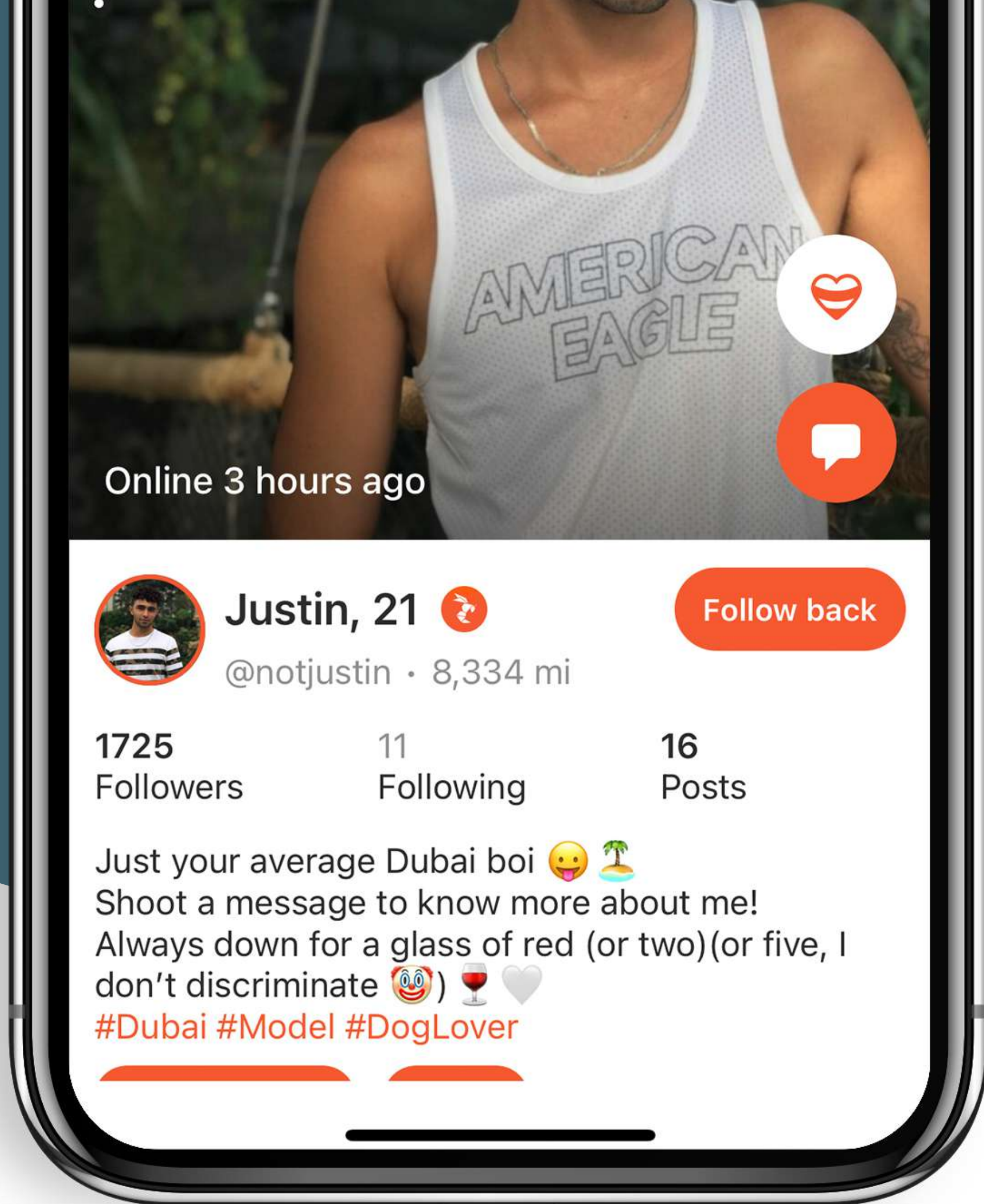


Your profile represents your brand

Use your Hornet profile to offer insight into who you are and the type of posts other users can expect. An original screenname and eye-catching headline help make your profile — and your ‘brand’ — memorable. And for best results, use a few hashtags, too!

Users with complete profiles are more likely to see users interact with them on the app, and are more likely to have followers. Show other users you are a real person looking to connect.





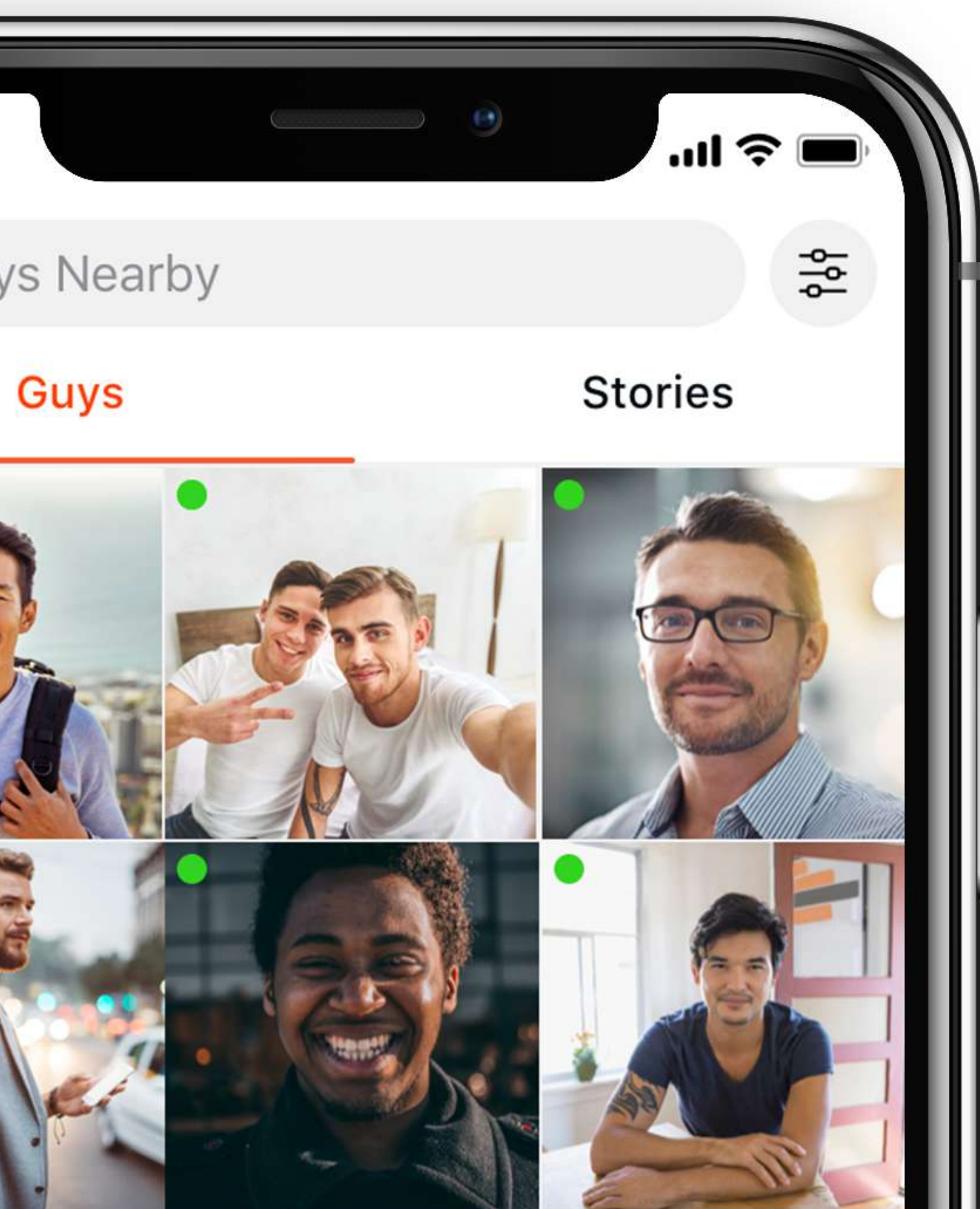
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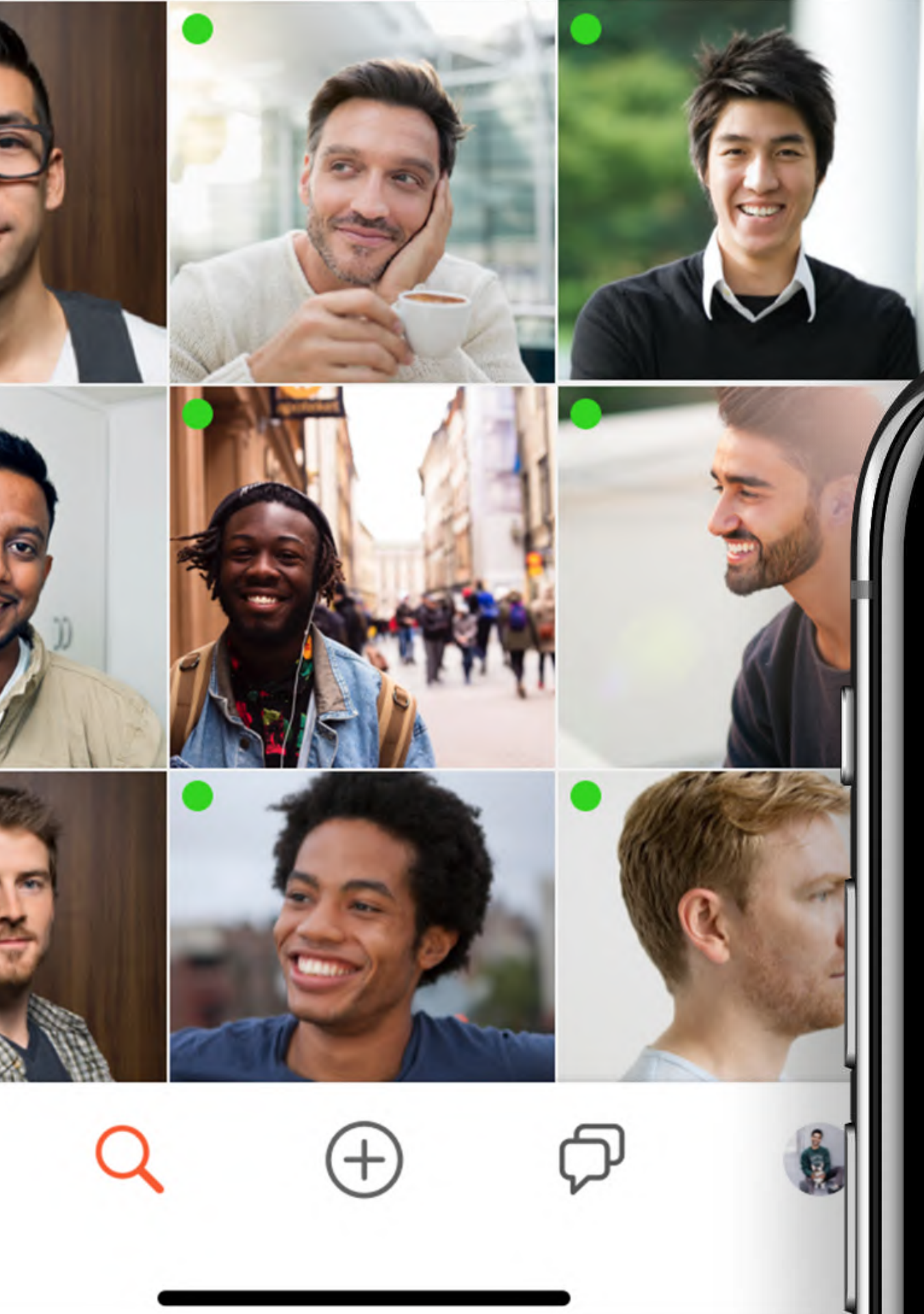
Connecting with users, building a following

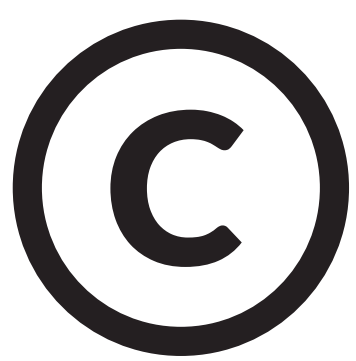
Along with creating positive, personable photos, videos, and livestreams that encourage engagement, it's important to interact with other Hornet users. Reading and responding to DMs and comments (especially while you're 'live') will encourage users to follow you and will help you build relationships on Hornet.

It's particularly effective to thank users who award your content with a quick 'thank you.' Horner makes it easy to thank users who have awarded your photos and videos with simple response actions found on your profile's Insights page. It's best to thank users who award your livestreams while you're live.

Engaging with your followers is key, but making an effort to interact with users who don't follow you is just as important. Introduce yourself by liking and commenting on their posts and livestreams, award other users whose content you enjoy, and send messages to users you find interesting or who might enjoy your content.





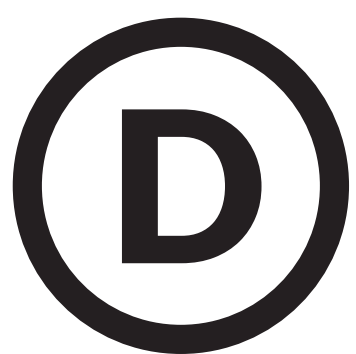


Promoting your content on other platforms

Do you have a successful presence on other social media platforms? If so, it's smart to leverage your audiences there (on Twitter, Instagram, YouTube, Telegram, Snapchat, etc.) to boost your Hornet audience.

If you're creating interesting, engaging content on your Hornet profile that can't be seen anywhere else, let people know! Encourage your audience to follow you on Hornet and share your Hornet screen name.

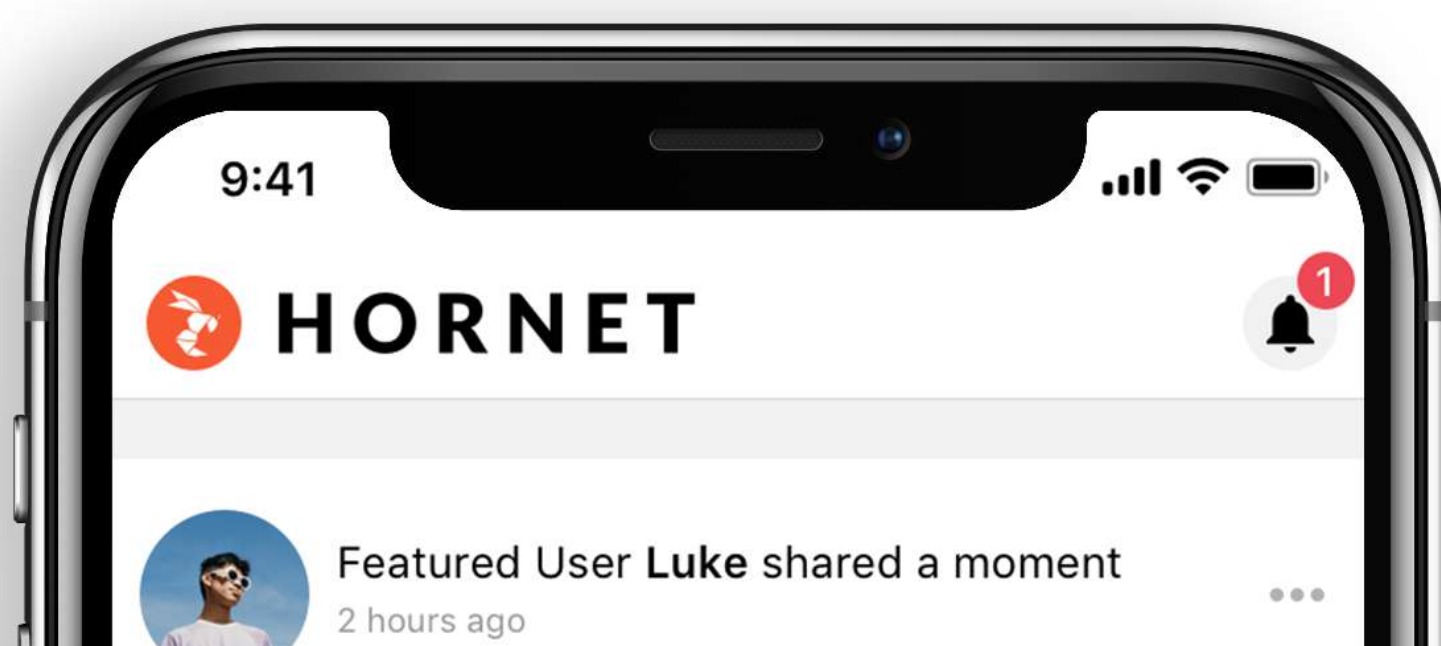


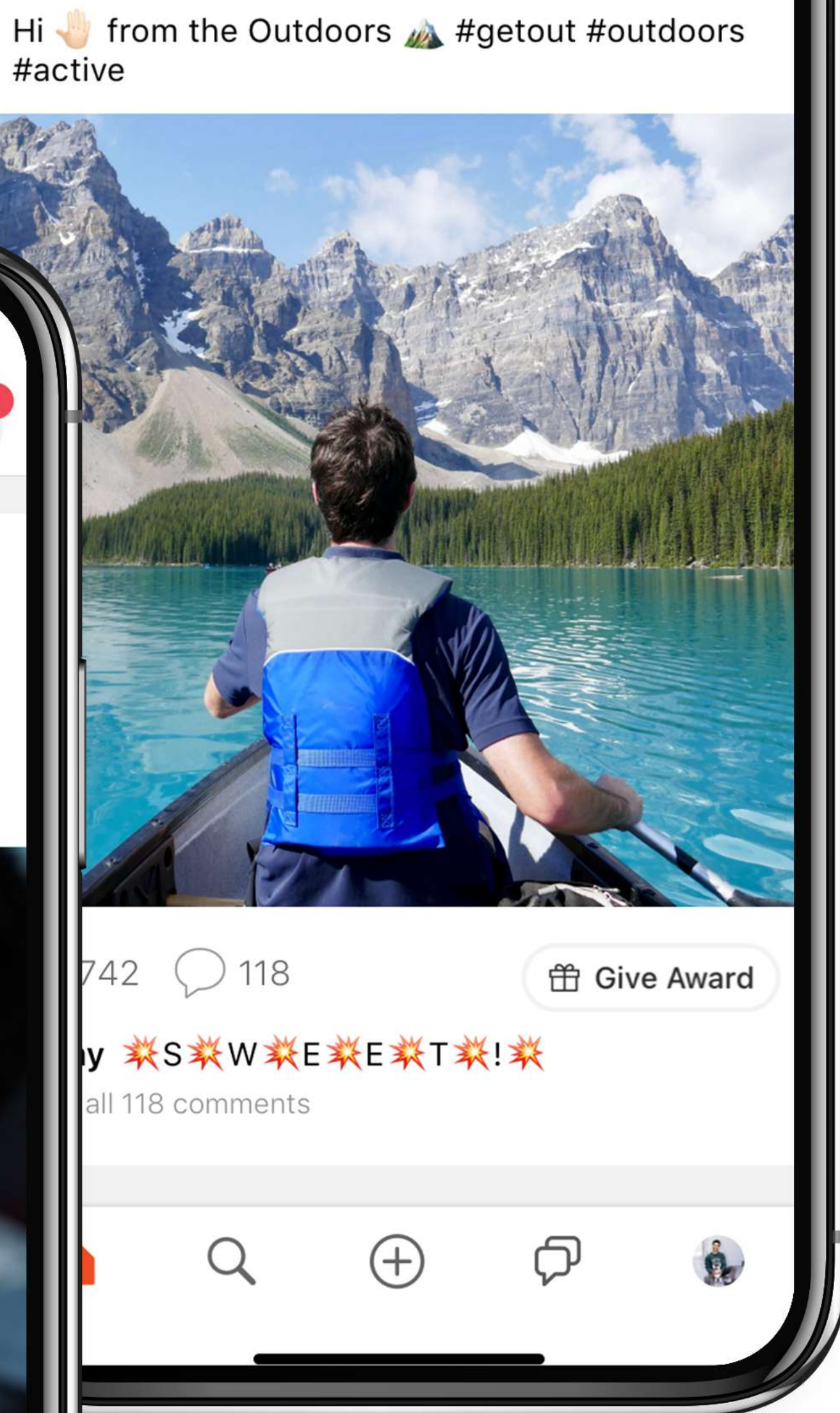
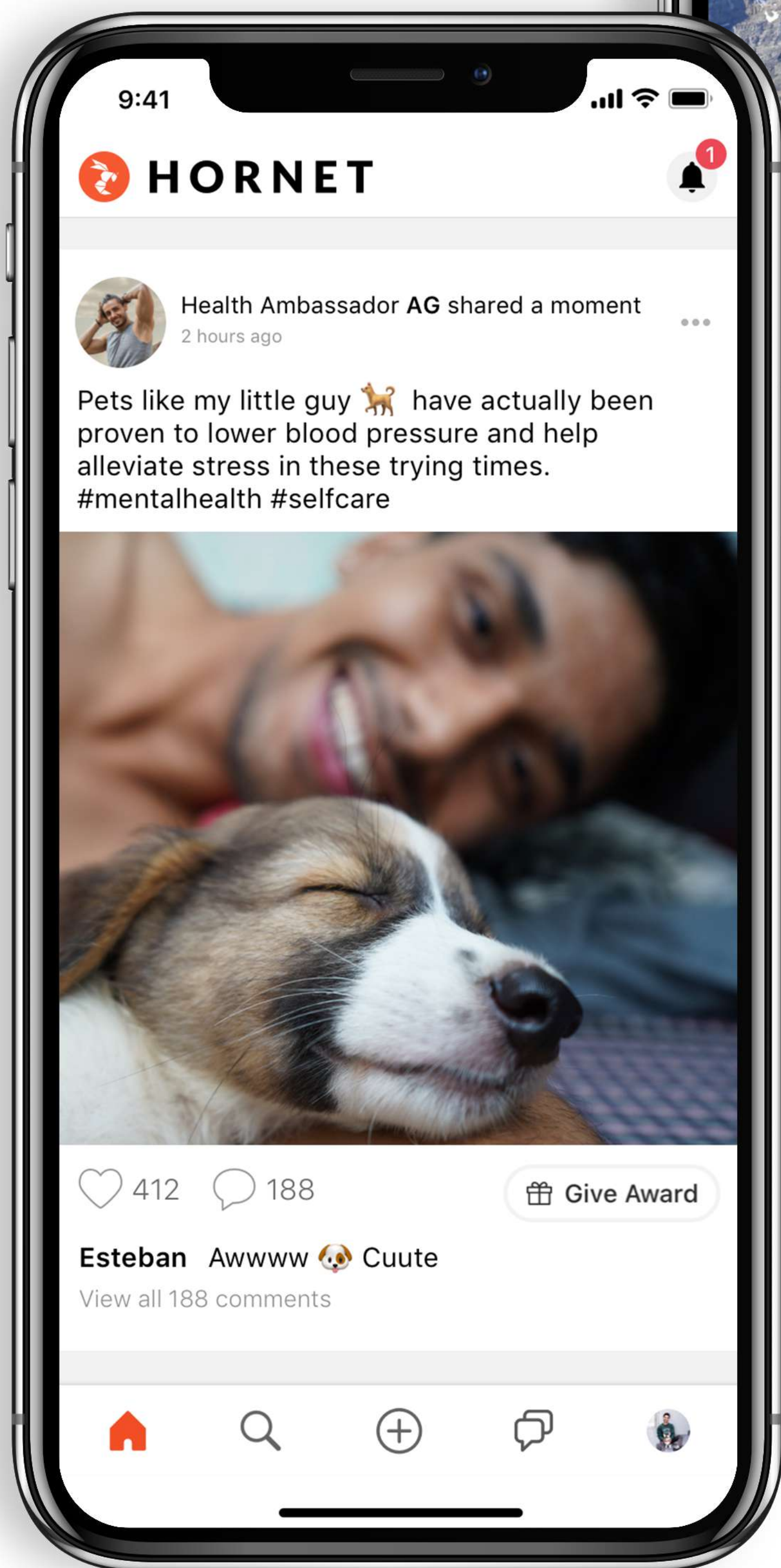


Contributor Programs that offer more visibility

Hornet maintains many Community Contributor Programs, some of which are intended to help boost members' visibility inside the app.

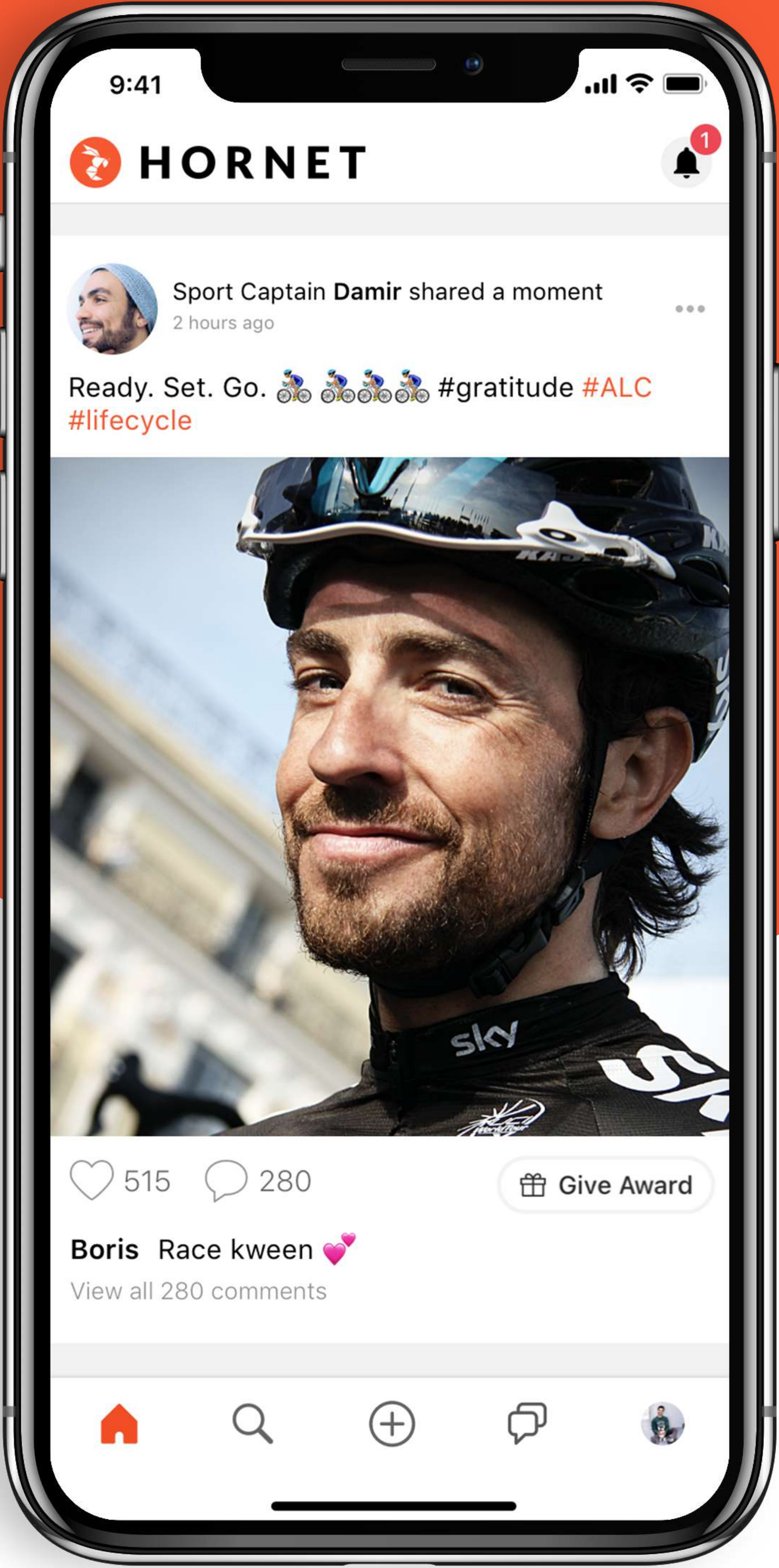
Hornet's Featured Users program rewards users who create interesting, engaging and exclusive content by presenting their photos and videos to even larger audiences. It's a select program only available to Hornet users who are well-versed in this Hornet Creator Playbook and who put it into action. All Hornet users can apply. Click [here](#) to view the application form.





Hornet's Health Ambassador program is for users looking to spark conversations and answer users' questions about sexual and mental health inside the app. These are knowledgeable, non-judgmental users who help Hornet foster a community that is truly connected and empowered. Click to view the application form.

Hornet's Sport Captain program is aimed at connecting sport lovers (participants and spectators) both locally and around the world. These users help others find the resources to be #sporty in their own communities. Click [here](#) to view the application form.





Connect to Your Community

