



# TeamSpeak: Social Media Audit

Adrianna Miller

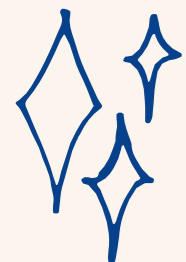
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## Welcome to TeamSpeak!

The history of TeamSpeak begins in 1999, “as a personal project for a group of friends who met each other playing an online game” (Company, n.d.). In 1999, the group of friends decided to create a voice communication software. In 2001, they released the first public version of TeamSpeak. “Our software was not limited to a single platform, needed less bandwidth than other applications, and required minimal firewall and bandwidth usage. All with a user-friendly interface” (Company, n.d.). Since 2001, TeamSpeak has been used by a few brands and companies such as the Boeing, NASA, Northrop Grumman, and Rockwell Collins. Their core mission statement is, “With an ever-expanding team of expert developers, TeamSpeak will continue to be pioneers in secure communications, and the number one choice for voice technology” (About us, n.d.).





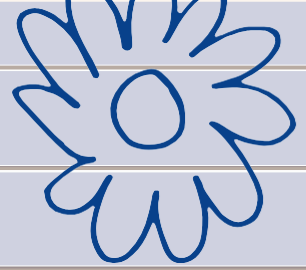
# “Demo”graphics

TeamSpeak’s main audience is gamers, specifically those who play multiplayer games and want to talk to friends who may be on the same team as them. The company does target a particular type of customer, people who are gamers (like the target audience) and also Gen Z. It’s most active social media accounts-Facebook, and Twitter-are filled with posts about different games, and they also implement the use of memes into their posts. (I’m taking this off-the-record to say that oh my god, TeamSpeak’s Instagram is one of the coolest Instagram accounts I have ever seen. I highly suggest checking it out, it is a fantastic example of how graphic design and social media go hand in hand. It may not be one of their most active platforms, but they make it work).



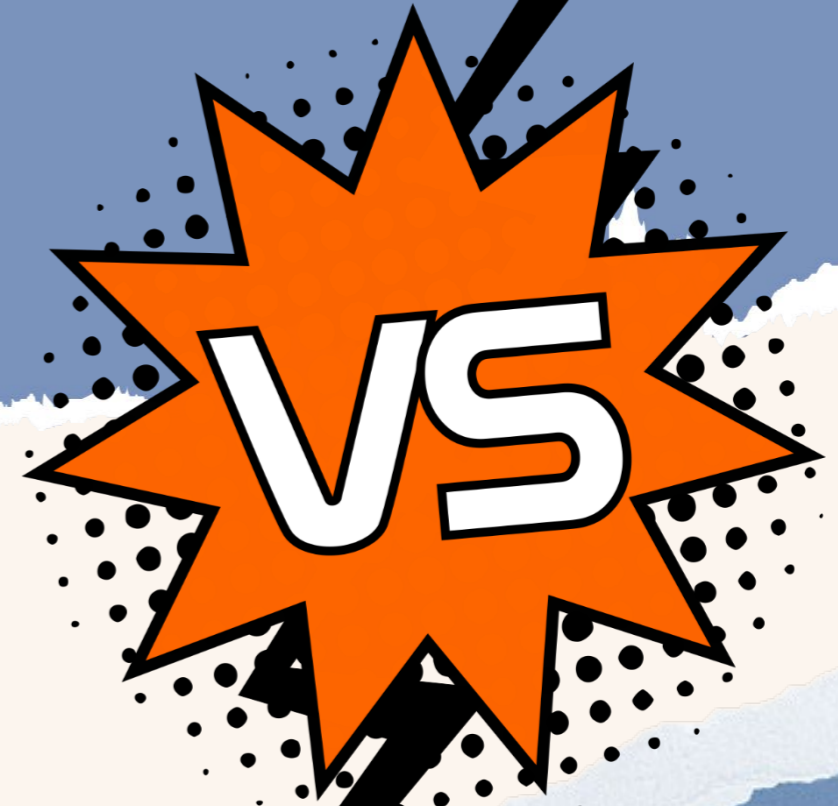
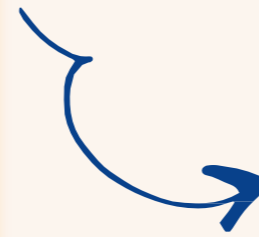
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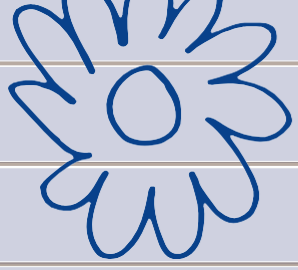




# Major Competitors

TeamSpeak's major competitors include Discord, Mumble, Guilded, and Overtone. Discord is the biggest competitor, with a large user base, an easy to use interface, and a good array of features, such as video calling, customizable emojis, and integration with other platforms (I personally use Discord every day to speak with friends and I am also head mod/admin for two different servers, one of which has over 600 members). Discord's revenue is much higher than TeamSpeak, with Statista reporting that their mobile app alone made 31 million dollars in the last quarter of 2023 (Discord: mobile app global IAP revenues 2019-2023, n.d.). One of the main threats to TeamSpeak is the outdated user interface and limited social capabilities compare to Discord. While TeamSpeak continues to be favored by gamer due to its high-quality audio, low bandwidth usage, and customization options, its social media presence is not as dominant as Discord's. Discord's ability to attract and retain users through constant updates and engagement on platforms like Reddit, Twitter, and YouTube has allowed it to outpace TeamSpeak in terms of social media. Discord's Twitter alone has 4.7m followers, while TeamSpeaks just hit 200k followers on October 5th (despite what their pinned tweet says, I promise they have over 200k followers).





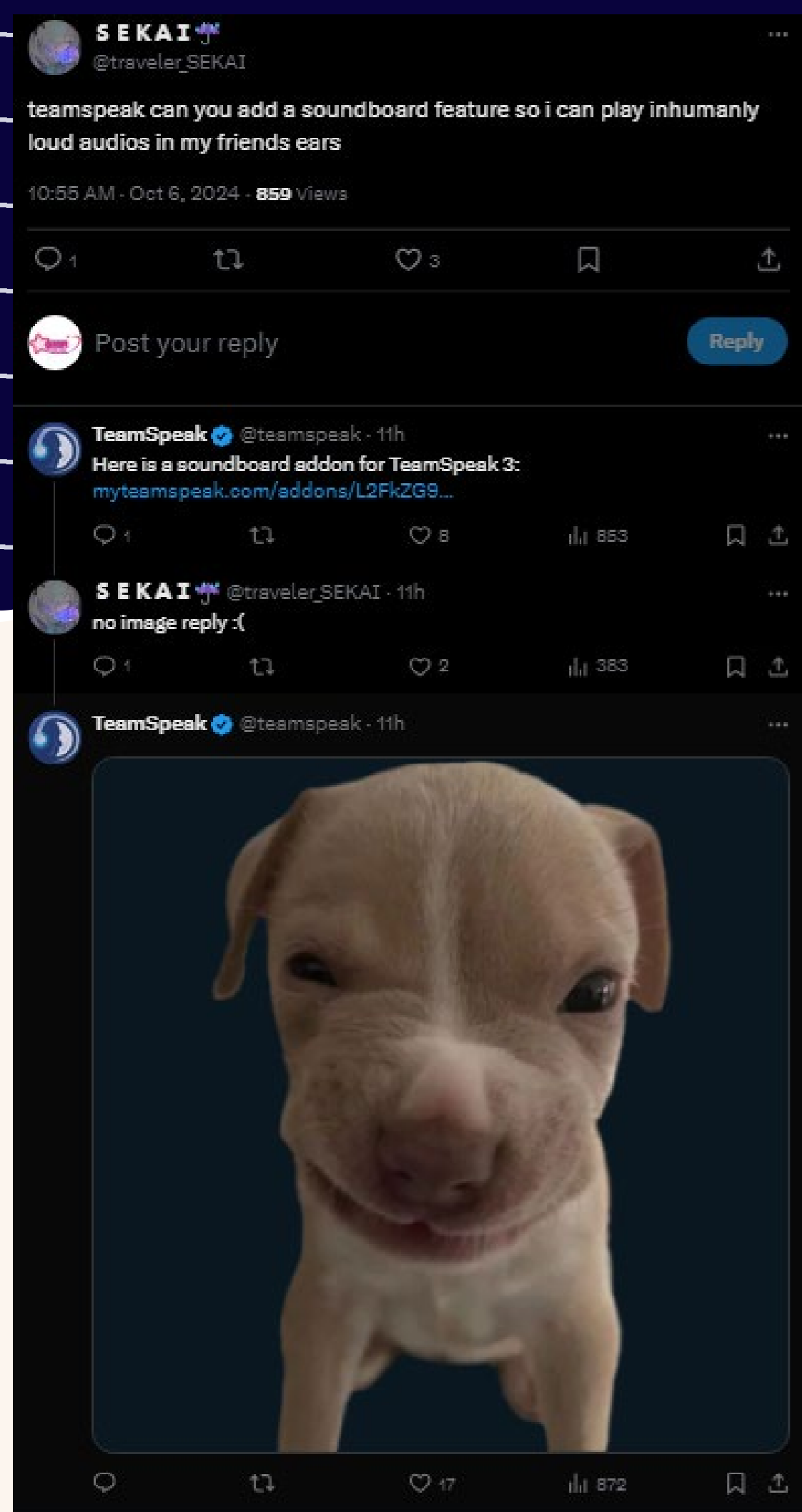
# Social Media Activity

For the most part, TeamSpeak's social media activity is good. They are active on three out of five of their platforms, and the following on all of their platforms is really good. Being active is important, "Not being active online could lead to your potential customers going elsewhere for a product or service, or even worse to a competitor who is active and listening on social media" (10 reasons why your business needs to be active on social media, n.d.). Their social media presence shows growth when it comes to their Twitch and YouTube accounts. Twitch and YouTube both have a very large gaming community, so taking advantage of that, since it's TeamSpeaks target audience, would be beneficial. In the last few weeks, their posts on Twitter have the most public engagement. Their Twitter posts over the last week have an average of 145k to 6.1m views.

Platform	URL	Profile Name	Followers	Last Activity
Facebook	<a href="https://www.facebook.com/teamspeak">https://www.facebook.com/teamspeak</a>	TeamSpeak	143,000	September 24, 2024
Twitter	<a href="https://x.com/teamspeak">https://x.com/teamspeak</a>	TeamSpeak	208,000	October 5 <sup>th</sup> , 2024
Instagram	<a href="https://www.instagram.com/teamspeak/">https://www.instagram.com/teamspeak/</a>	teamspeak	24,600	December 31 <sup>st</sup> , 2024
Twitch	<a href="https://www.twitch.tv/teamspeak_tv">https://www.twitch.tv/teamspeak_tv</a>	TeamSpeak_TV	63,800	Never
YouTube	<a href="https://www.youtube.com/@teamspeak">https://www.youtube.com/@teamspeak</a>	TeamSpeak	51,700	Oct 30, 2019

# Customer Interactions

TeamSpeak interacts with people mostly on Twitter. The interactions are funny, mostly memes, sarcasm, and the occasional “No we are not dead, it’s just been a while since an update” type of response. The main “argument” people are having with TeamSpeak on Twitter is for them to add screenshare. With how the TeamSpeak admin runs their Twitter, this quote from our textbook comes to mind about not coming from PR backgrounds: “This task requires at least some sort of understanding of an organization’s goals, branding across other media, maintaining consistency in brand identity, handling critical questions about a brand or company, and other tricks of the PR and marketing trades” (*Social Media Development, 2019*). In the following photos, you can see instances where they interact through memes, where they are serious, and more that I’m not sure how to classify.



Meme TeamSpeak (x.com, n.d.-c)

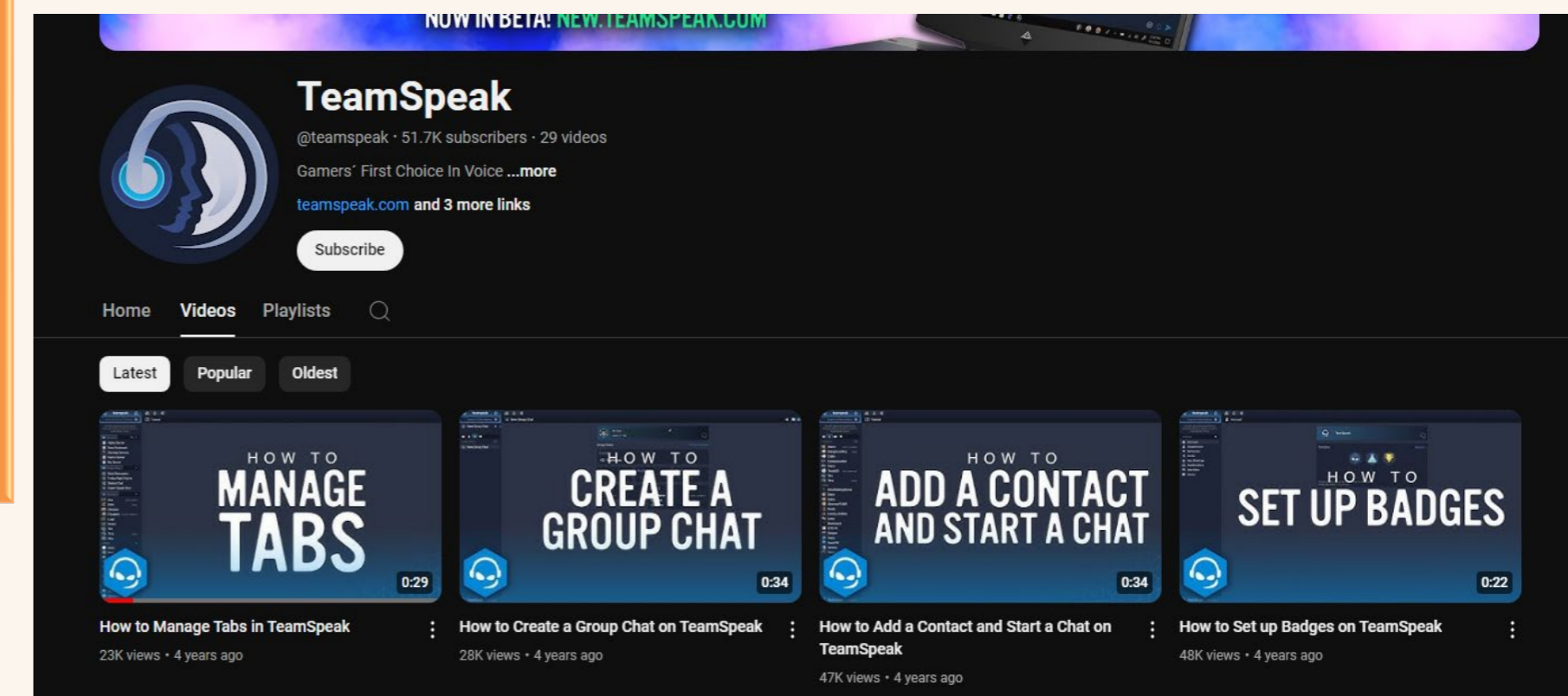
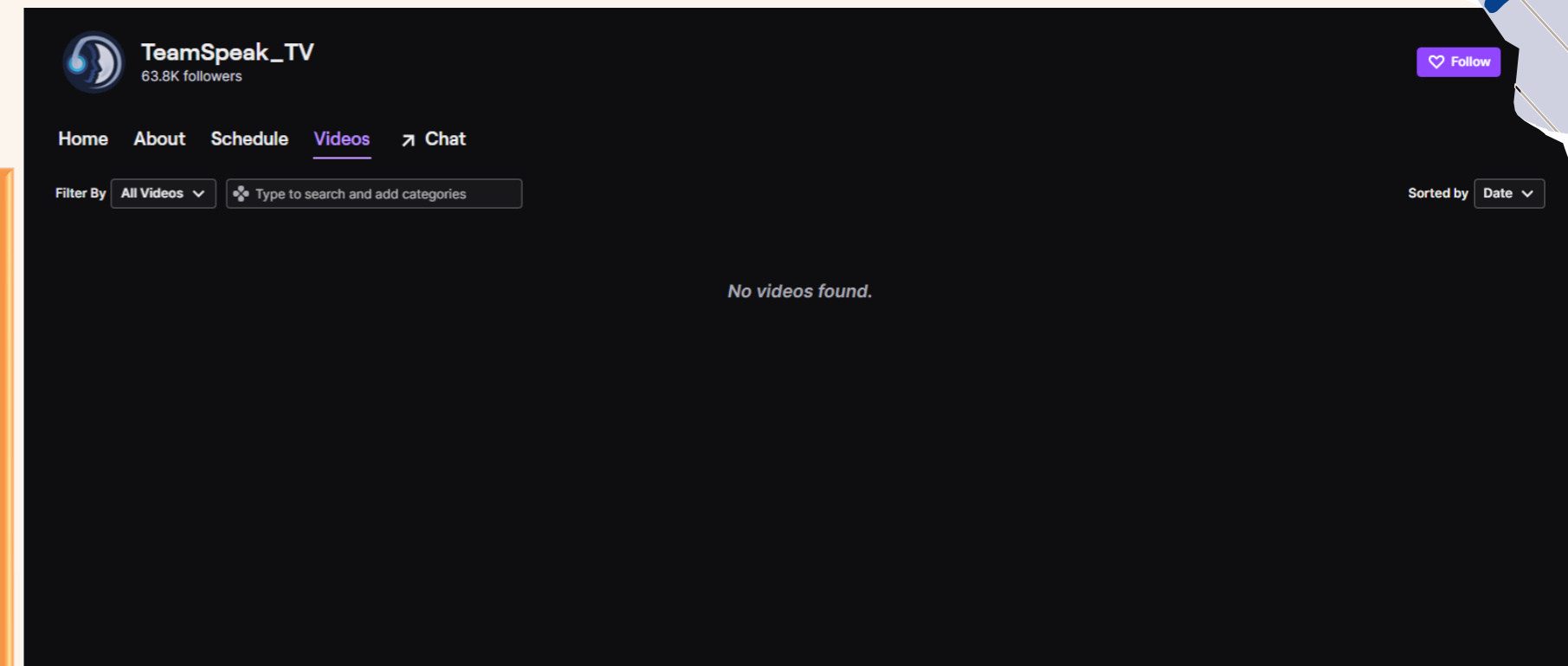


Helpful TeamSpeak (x.com, n.d.-b)

TeamSpeak being serious, then silly (x.com, 2024)

# Consistency and Visuals

With TeamSpeak, it seems as though there is a slight problem with consistency in regards to engaging with the audience. On their active social media accounts, it seems as though the only one they are consistently engaging with people on Twitter. Their YouTube and Twitch both seem to be abandoned, with Twitch never having any streams and their last video on YouTube being four years ago. Regarding visual communication, all of their accounts have the same logo and use of colors. All of their bio's have “👉 the ol' reliable 👉” in them. They also have the same handles except for Twitch, and the logo's are the same as well. TeamSpeaks accounts all have use of graphics except for YouTube and Twitch as those are the least used. Instagram's graphics is an incredible show of dedication, and I wish I could fit it in this presentation. Twitter's and Facebooks however, are more on the meme side. Despite having two seemingly abandoned platforms, they are still doing a great job at staying consistent with posts on their other platforms.





# Thanks!

## References

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