

## **SECTION 3F: YouTube**

### **What is it?**

YouTube provides a simple way for people to store videos and share them with others. YouTube is designed to be interactive, with people rating videos and making comments. The videos are easy to share via email, other forms of social media, and embedded in websites. YouTube has the second-largest search engine in the world, behind Google (which owns YouTube). A video can be made publicly available or it can just be shared privately with selected people. YouTube does sell advertising -- advertisers pay each time someone views their video.

A **YouTube channel** can be set up for a business, where all of its videos can be brought together. The channel would have a web address (URL), which could be promoted on your website. People can subscribe to the channel, so when they log in to YouTube, your videos would be listed on their YouTube homepage.

### **Why People Use It**

YouTube is a benefit for businesses that have interesting, video-friendly content to share. Viewers are looking to be entertained, moved, or to solve a problem.

### **Pros**

YouTube can show things in an interesting, informative, and/or memorable way. It is also an opportunity to show your brand's "personality" and boost your visibility. Videos can be referenced again and are easily shared through other social media channels. YouTube also saves bandwidth -- you can include video in your website without slowing down your customer's download speeds.

#### Best for:

- showing not "telling" -- products, activities, new features, etc.
- illustrating expertise -- demonstrations, tutorials
- solving problems -- i.e. a great way to address FAQ's and show off services patrons may not even know you offer
- leveraging events/promotions
- testimonials
- creating community / engaging with patrons

### **Cons**

You need a consistent supply of new videos. Someone needs to monitor and respond to feedback.

#### Wrong for:

- Promoting your library and services in ways that feels like advertising.

### **Engagement**

Incorporate feedback / comments / suggestions into new videos and/or other social media communication. Show that you are listening to your followers.

### **Measuring**

YouTube Analytics is a self-service analytics and reporting tool. It provides data about each video uploaded, including how many views it gets, where viewers are coming from to find it, and what type of people are watching it. The analytics can tell you: the first referral from a related video; the first referral from a YouTube search, including the search term used; how many views came from each referral source; which gender/age groups the video is most popular with; and how many comments and ratings it has received.

### **Time Commitment**

It does take time to capture/edit/upload the videos and to monitor / respond to feedback. The videos don't have to be polished, but the quality does need to be high enough so they are watchable and audible.

### **General Guidelines:**

- With each video, you should have a goal in mind -- even if it is just to build an emotional connection with your brand.
- Don't make your videos too long.
- End with a call to action.
- Title your video wisely: People search YouTube the same way they do on Google -- with keywords and phrases that describe what they are looking for.
- Choose the right category (there are 15) and tags (keywords): When you upload videos to YouTube, you choose a category for the video and enter tags, of which you can add dozens.
- Write a great description: Keep your video descriptions short, informative, and multi-purpose. Include a link to your website and/or blog for people who want more information.
- Use subtitles, not annotations: Include subtitles for hearing-impaired viewers -- just turn on auto-captioning and edit the output for accuracy. They are optional (the default is off). Resist adding annotative pop-ups to your videos; instead, place links and your comments in the description.
- Interact with users who comment on your video. The YouTube commenting system is linked to Google+ profiles.
- Spread the word about a newly posted video through other social media channels.
- When the video reaches 301 views, the view counter will be temporarily stopped to check for bots.
- Don't upload too many videos in one day -- otherwise, the view counters will be stopped or get only a few views.

## How to post a video to YouTube:

The recommended browsers and operating system combinations that support YouTube's high-quality video formats:

- ✓ Google Chrome (all operating systems)
- ✓ Internet Explorer or Edge on Windows 8.1 or newer
- ✓ Safari on Mac OS X 10.10 or newer
- ✓ Firefox on Windows 7 or newer and on Mac OS X 10.10 or newer

YouTube accepts the following file formats:

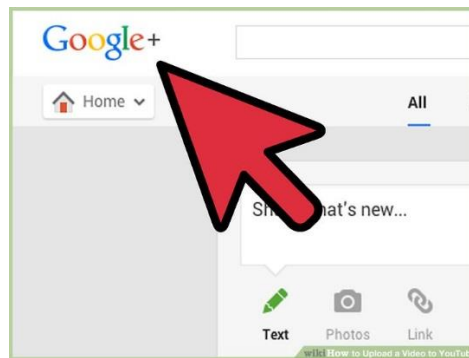
- ✓ .AVI (Audio Video Interleaved)
- ✓ .3GPP (3rd Generation Partnership Project)
- ✓ .MOV (QuickTime Movie)
- ✓ .MP4 (Motion Picture Experts Group Part 14)
- ✓ .MPEG or .MPG (Motion Picture Experts Group)
- ✓ .FLV (Adobe Flash)
- ✓ .M4V (h.264)
- ✓ .WMV (Windows Media Video)
- ✓ .WEBM (HTML5)

1. Create an account (If you have a Google account, your YouTube account will be ready to go.) or sign in to your account. Each account has its own channel attached to it. (Only your YouTube user name will show.)
2. Click the "upload" button on the top of the homepage. (To the right of the search bar.)
3. Choose a video file. Click the "Select files to upload" button to open a file browser. Find the file(s) you want to add. You can also drag and drop videos into the square in the web browser window.
4. Click the "open" button. If your account is unverified, you are limited to 15-minute uploads. You can upload longer videos by verifying your account via text message.
  - You can upload directly from your webcam instead of uploading pre-existing video. You can preview the recording before you upload.
  - Once you open the file, the video will begin uploading automatically. You will be taken to a page where you can enter the information for the video.
5. Enter the details. Required information includes the title of the video, the description of the video, and any tags that you want to add.
  - The description will display at the bottom of the screen. Add a unique description to help your video stand out.

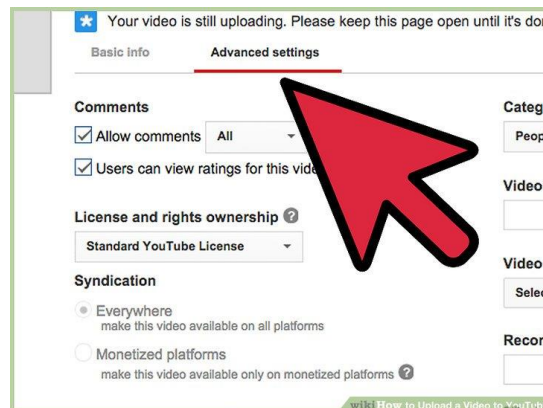
-Tags allow other YouTube users to see your video by linking common words associated with your video. Other videos with similar tags will often be seen together in the “Recommended videos” sidebar.

-Annotations allow you to add notes or pauses to the video that you may have forgotten to put in.

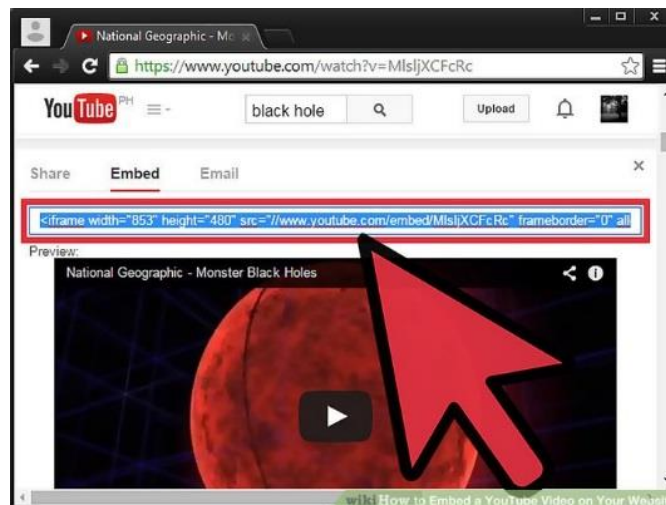
6. Choose “privacy” settings. Public videos can be searched for and viewed by anyone. Unlisted videos are only accessible to people who know the video link. Private videos are unlisted and can only be viewed by those you designate. These users need to have a Google account to access the video.
7. Share your video, if you want. You can share your video through Google+, Facebook, Twitter, or you can send out the video link. Check the box next to each service you want to share with.



8. Choose to monetize your video, if you want. Click the “monetization” tab and check the “monetize” box to place ads on your video.
9. Adjust any advanced settings. Click the “advanced” tab and review the options. You can choose such things as: disable the comments; disable video responses; and choose to notify your subscribers.



10. Choose a thumbnail photo for the video to let other YouTube users see a quick overview image of what they should expect to see in your video. YouTube finds locations where the filming stopped for several seconds and takes a quick snapshot and allows you to use these clipped images for your videos. This is mandatory, but you can click on a new clip's image to change its thumbnail.
11. Hit "save." Your title, description, etc. will be saved when your video has completed uploading. When the bar fills, you have posted a video on YouTube.
12. Once your video has been uploaded, you can **embed** it on your **website**.
  - Go to the YouTube video you want to embed.
  - Click "share" under the video.
  - Click "embed."



- Can edit some settings. The check boxes are optional, but the player size should be edited.
- Copy the code inside the big box, with the iframe tag.
- Paste the code on the html code on your website.

13. Once your video has been uploaded, you can **share it online**. For example, to share from a mobile device to Facebook:

- Tap the “share” arrow -- resembles a curving, right-facing arrow. It is at the top of the video.



- Tap Facebook in the pop-up window. (For this option to appear, Facebook must be installed on your mobile device. And you may have to tap “more” to display the Facebook icon.) If prompted, allow YouTube permission to post to Facebook; then sign into Facebook with your email address (or phone number) and password, before continuing.
- Enter text for your post, if you like. Do this in the “say something” field that appears at the top of the Facebook post window. If you don’t enter text here, the default text above the post will be the link to the video.
- Tap “post.” It is in the top, right corner of the post window. This will post your video to Facebook.