SHARING STORIES ON YOUTUBE

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WHY SHARE YOUR STORIES ON YOUTUBE?

- Easy to embed videos onto websites
- High engagement
- Ability to showcase and share
- Generate a shareable link which can be emailed

- Raise awareness
- Increase participation
- Connect with new audiences
- Cross-promotion & collaboration
- Deliver outcomes
- Funding body requirements
- This is where people are…

YOUTUBE STATISTICS

YouTube was founded in 2005 and is owned by Google.

YouTube keeps its spot as the second most popular platform, watched by over half of Australians (54%).

The average regional YouTube user spends 29.9 minutes on the platform each time they use it.

Yellow Social Media Report 2020

YouTube has 2 billion monthly logged in users

People upload 500 hours of video every minute.

Over 70% of YouTube views are on mobile.

Hootsuite 2020

YOUR YOUTUBE CHANNEL

Click to switch users and access other settings

Channel Header

Channel Name & Number of subscribers

Most recent videos

TERMINOLOGY

- **Channel Header:** This is a graphic that is displayed at the top of your channel homepage.

- **Channel / Channel Homepage:** Every channel has a homepage. When you click on a channel name (for example under a video on YouTube), you'll be directed to the channel homepage.

- **Subscriber:** is someone who has chosen to "follow" your channel and your content so they can stay updated with your latest videos.

- **Profile Picture:** The image that represents a YouTube channel. Most YouTubers use a photo of their face or the logo of their company.

- **Tags:** On the video details page (where you can input title, description and upload a thumbnail), you can also input tags.

- **Thumbnails:** the graphical 'movie poster' that represents your video. You can upload a custom thumbnail for each video or select a still from the video that YouTube extracts automatically.

- **Recommended Videos:** Videos that the YouTube algorithm recommends. This can be in the recommended section, but also at the end of a video or on the YouTube homepage.

- **YouTube Studio:** The private administration panel for YouTube creators on YouTube's website. Here you can upload videos, edit video details, see statistics of your videos and much more.

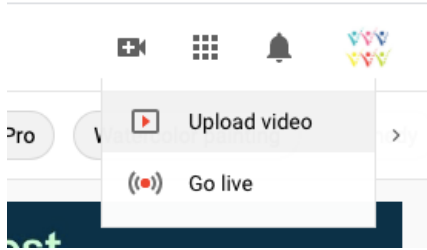References: https://www.socialvideoplaza.com/en/terminology-glossary#avatar

UPLOADING A VIDEO TO YOUTUBE

In order to upload a video to YouTube you will need to have a Gmail account. This is free to set up.

- Login into YouTube Studio - https://studio.youtube.com/ with your Gmail email and password
- Select CREATE (video camera icon) > Upload Video from top right corner

- The Upload window will pop up. Click "Select Files" and choose the video(s) you want to upload (note you can upload up to 15 videos at a time, and the maximum file size for a video is 128 GB).
- It can take some time for YouTube to upload and process your video, depending on its file size and your internet speed. The process will be displayed at the bottom of the pop window.
- While you wait, complete the relevant details -
    - **Title:** the name of your video. This is what viewers will see and this title is searchable on YouTube
    - **Description**: let people know what your video is about. You can also include website links here.
    - **Thumbnail**: once your video has finished processing, YouTube will automatically select some thumbnails from the video. Choose one of these (or select a different thumbnail image from your computer).
    - **Playlist**: Select or add new playlist. Playlists are a way of organising your videos making it easier for people to find videos that match their interests
    - Expand "More Options" and check "Allow embedding" if you want to be able to embed your video onto a website
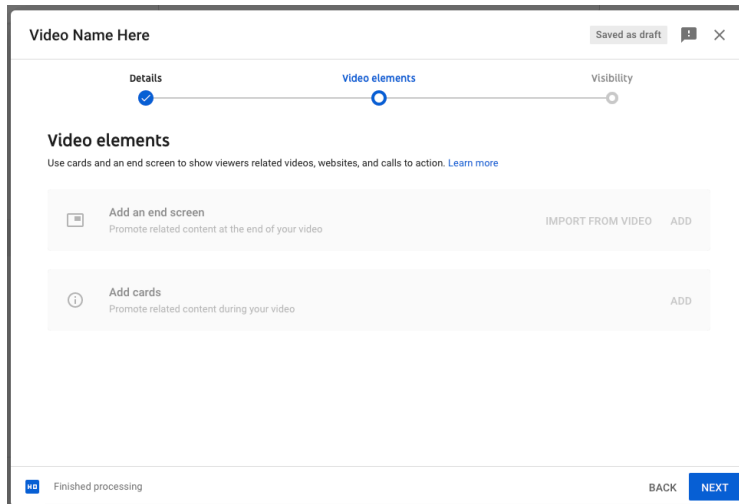- Once the video has finished processing, click "Next"
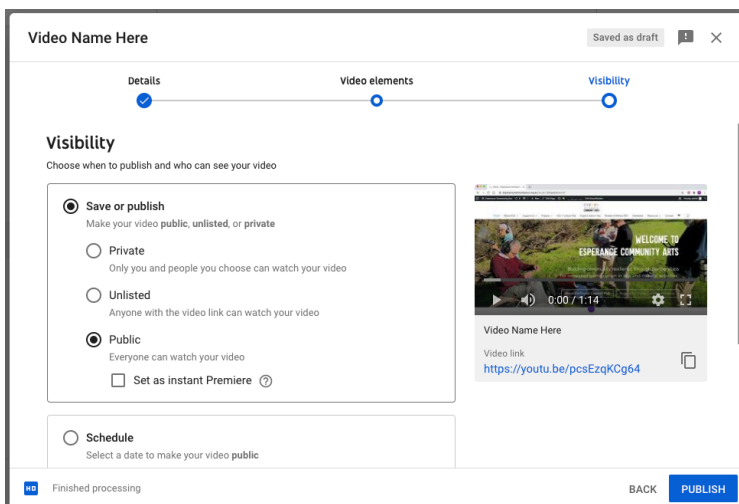
UPLOADING A VIDEO TO YOUTUBE

Video Elements

- You can leave the video elements section blank, OR follow YouTube's prompts to add an end screen and/or cards. These features encourage viewers to watch more of your videos and/or subscribe to your channel
- Click "Next"

Visibility

- Select a visibility option for your video
  - **Private:** only you can see the video
  - **Unlisted:** anyone who has the direct video link can see the video
  - **Public:** everyone can view your video. It is visible on your channel
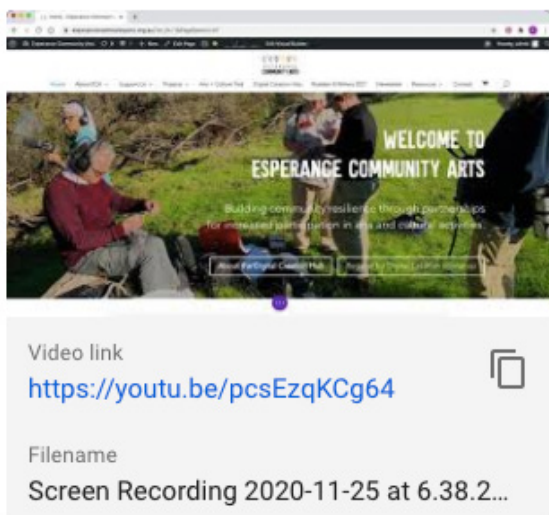- Click "Save" and your video will be published

SHARING A YOUTUBE VIDEO

When you upload a video to YouTube, a unique video link (URL) is generated.

You can copy and paste the video link to share with others:

- Embed in a website (follow prompts on website platform)
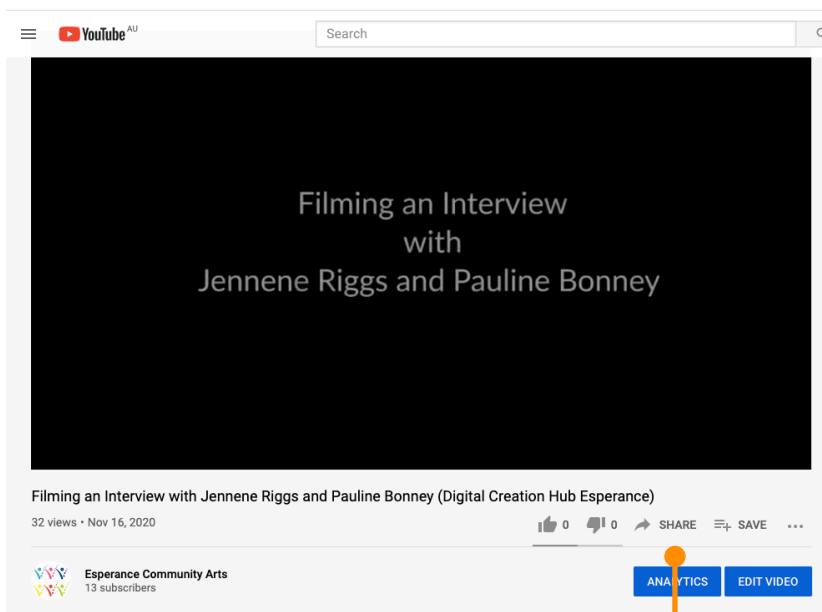- Share on social media
- Share via email

Hot Tip -

The Facebook algorithm prefers you to upload videos directly to Facebook, rather than share a YouTube link.

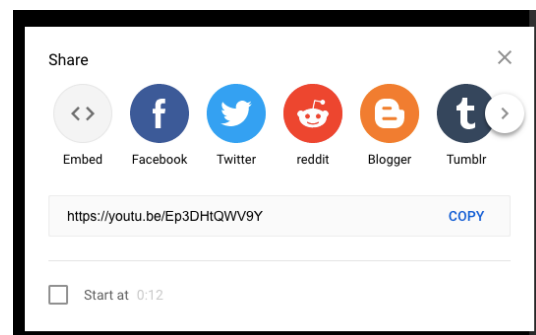This is because it keeps viewers on the Facebook platform, rather than taking them away to YouTube!

So, if you are looking for greater reach on Facebook … upload videos direct to Facebook!

When you view a video on YouTube you also have the option to share -

- Click on the Share button
- Select a share option or copy the video link

Share button