

YouTube

With YouTube, you can easily upload and share video clips across the Internet, on your website or via email.



What is YouTube?

YouTube is an online video community that is accessed by millions of people across the globe. Through this platform, you can upload and distribute your video content to your own community or beyond. Anyone can be part of a YouTube community. You can create your own YouTube channel. People can subscribe to your channel, which means they will receive updates when new content is uploaded. They can also rate your videos and leave comments.

How much is it?

YouTube is a free platform.

How do I get started with YouTube?

To sign into YouTube, you need a Google account. Google accounts work across all Google products such as Gmail. To sign into YouTube with your Google account, you just enter your Gmail address and the password.

If you don't already have a Google account:

- Go to www.youtube.com
- Choose Sign in
- Create an Account

An important thing to remember is that if you decide to delete your Google account, all your YouTube content will also be deleted.

Why bother with a YouTube channel?

A YouTube channel is a cost effective way for community organisations to showcase their services. YouTube is the second most popular search engine after Google – so another benefit is that it can help you improve your SEO.

How do I create a YouTube Channel?

To create a YouTube Channel for your organisation,

- Sign into YouTube



- Click your profile image
- Click the settings cog
- Select Create an Account
- Complete the details.
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How do I create a YouTube video?

There are two options – you can engage a professional video maker to assist you, or you can create the video yourself. If creating the video yourself, you may wish to use the Movie Maker program (on a PC) or the iMovie program (on a mac computer). Before starting out, be clear about the audience of the video. This will assist to shape the video's tone, content and calls to action/s.

How do I upload a video to YouTube?

Once you've shot and edited your video, simply navigate to the YouTube website. Sign in to YouTube. Click the Upload button to the right of the search bar up top. Check your video as Public or Private.

This process can take a few minutes depending on the size of the file. Don't forget to tag your videos so that others can easily find them.

What is a Playlist?

A YouTube playlist is basically an area to assemble and categorise your videos. You can also include other people's videos in your Playlists. It is very simple to create a Playlist:

- Locate the video clip you want in your playlist
- Select the Add to button underneath the video

Need more help?

Everything you ever wanted to know about YouTube, can be found on YouTube if you search for YouTube 101. YouTube 101 provides a big playlist of video tutorials on the basic features. There is also the Creator Playbook – which is a compilation of tips, best practice and strategies on how to build a YouTube audience (<https://www.youtube.com/yt/playbook/>).