LIGHTS, CAMERA, ACTION: HOW TO SUCCEED ON YOUTUBE

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What we'll cover

✓YouTube Basics

✓What you need to do on YouTube (How to leverage it)

✓How to take advantage of all the Channel Options

✓What to do when uploading a video

✓How to make a good video

Why YouTube?

- 2nd largest search engine
- People love to watch videos
- Communicate with more people
- Gain exposure
- It's free
- Interact with other nonprofits

A word of warning…

Upgrade to the new YouTube One Channel layout. Click here to get the new design.

DON'T DO IT!

YouTube Basics

- Logging In – use your Google account

- Channel – XYZ Humane Society's Channel

- Playlist – "Meet our adoptable pets"

- Tent-Pole Programming – content surrounding a big event or holiday

Technical Considerations

- What format?
  - .MOV, .MPEG4, .MP4, .M4V, .AVI, .WMV, .MPEGPS, .FLV
- How long?
  - Up to 15 minutes
  - Recommended: :30 to 3:00
  - Bigger files = longer waits

Where Do You Find Content?

- You already have SO much content!
- "Behind the Scenes"
- Educational content
- Animal spotlights
- "A Day in the Life"
- Serial Stories starring your animals
- Holiday, appeals, adoption specials

Google Partners / Nonprofit Program
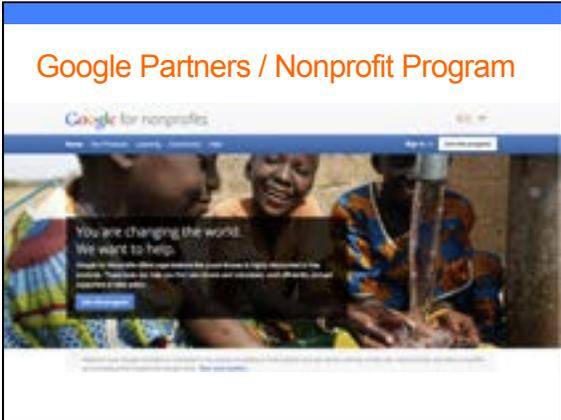
What you can do if you're a partner

- Monetize your channel
- Customize your channel's design
- Add a donate button
- Add a description/about us area
- Upload custom thumbnails for videos
- Create campaigns
- Live stream
- Annotations/Calls to action Inside videos
- Expanded metadata and tagging

Monetization

- You can make money by allowing Google to show ads on your videos and channel.

- You CANNOT control which ads show.

- Even if you do NOT turn on this feature, ads may still be shown, if…

Monetization

Custom Header
- Should be 970px wide by (up to) 150 px tall
- Can be clickable!
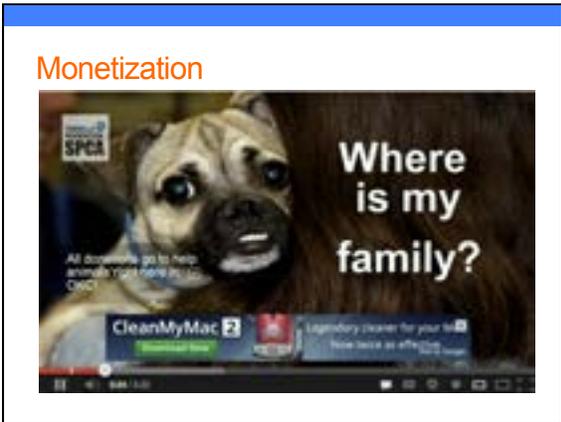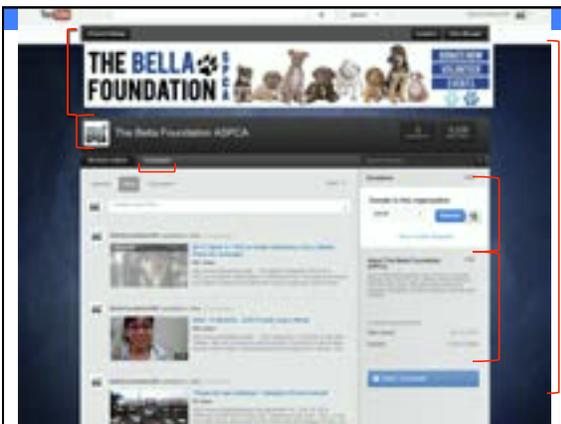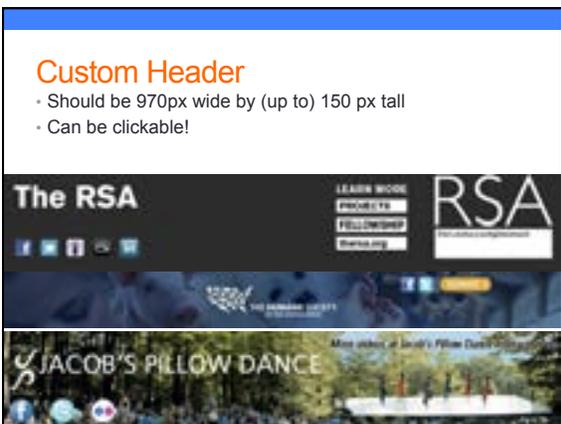
Donate Button
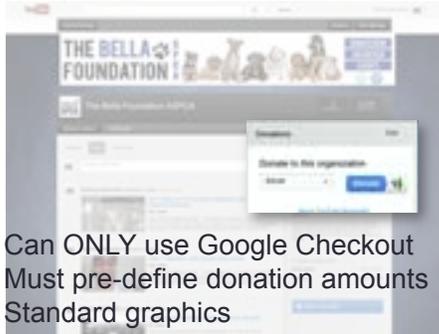
- Can ONLY use Google Checkout
- Must pre-define donation amounts
- Standard graphics

Description

Create a relevant, short text description of your cause and organization. This will have prominent placement around YouTube that helps drive new subscriptions.

Custom Background

You can do whatever you want… but don't go crazy.

All it Takes is YOU to make Oklahoma City a Better Place for Animals!
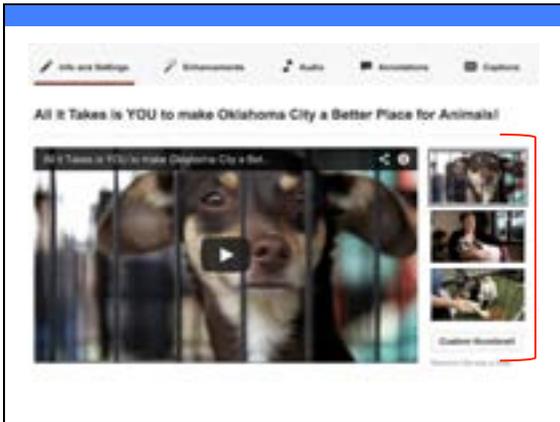
UPLOADING A VIDEO

Let's walk through it together!

Campaigns

- Similar to a Playlist, but with a GOAL
- Goal is increased "likes," or views
- Use calls to action to get people to take action to accomplish the goal

Calls to Action

- Text that you place over your video content, asking people to take action.
- ONLY nonprofit partners can have CTAs click to external links!
- Where/when you put it depends on content
- Use for getting viewers to donate, volunteer, see your calendar, etc.
- Also called "Annotations"

Metadata

- The info that surrounds your video: the tags, title and description.
- Tags are for search aid only—they don't show to the public.

Tags

- Use single words and phrases. "Humane Society" "cat adoption"
- Be specific and generic in your tags
- Put most important tags first—branding tags at the end. ("dogs for adoption" ahead of "XYZ Humane Society")
- Use as many tags as you need to accurately and thoroughly describe the content
- Don't use competitors' names or misleading tags

YouTube Playbook for Good (PDF)

YouTube Creator Playbook (website)

- Designed for all Partners (not just nonprofits)
- Has a lot to do with monetization and sales
- www.youtube.com/yt/playbook/
- Still worth skimming
- No how-tos

HOW DO YOU DO IT?

Tips for making great videos and some examples

Finding Help

- Really no good help files
- The forums are better (search for "Youtube nonprofit forums")
- Google is your best bet
- Post on my Facebook or email me

ASK for help

- SOMEONE in your staff or volunteers will love doing this
- Reach out to high school, college students
- The more fun they have, the better!
- Place ads at www.petfinder.com/volunteersearch, technologyvolunteers.org, www.idealist.org, www.volunteermatch.org, www.dosomething.org
- Place ads in local and/or college newspapers
- Request via social media

How to make a good video

- KISS
- Tell a story
- Be obvious
- Talk TO people
- Be specific
- Be brief
- Show, don't tell
- Be honest

PLZ PICK ME 4 FILM FEST!

Talent Releases

- Need to have for any time a person is recognizable, even if they aren't speaking

- Really important for staff & volunteers too

- Parents need to sign for minor children

- Probably won't ever need them…just keep on file

Keeping People Watching

- ENORMOUS competition
- Short attention spans
- Draw people in with great images or a "hook" early
- Always answer the question, "What am I watching?"
- Spark curiosity
- Connect emotionally

Involve Your Audience

- Use Calls to Action
- Be concise and catchy
- Acknowledge the audience and ASK them specifically
- Ask questions and solicit responses – even via video
- Feature responses as a separate playlist
- Use responses to create a compilation video
- Involvement begets more involvement!

How to do it on a budget

- It can be SIMPLE.
- Shelter tour, adoption event tour, staff interview, meet a pet, meet a volunteer, day in the life, supporter thank you, ED Update
- You need a simple camera (phone), an idea, 30 minutes and a willing subject!
- **JUST DO IT.**

What about copyrighted music?

- You may see ads on your content
- Entirely up to the copyright holder/ publisher
- "Strikes"
- Safest answer: don't do it… but it's a calculated risk that you might want to take.

Editing Your Videos

- It's easier than ever to perform simple edits —right inside YouTube!
  - Add music (select from YouTube's library of cleared music or your own files)
  - Add effects like fade to black, cross fade, etc.
  - Combine video files into one
  - Add captions/text overlays
  - Add still photos
 - add Instagram-like effects to your videos

## Editing Your Videos

Goanimate.com

Imovie
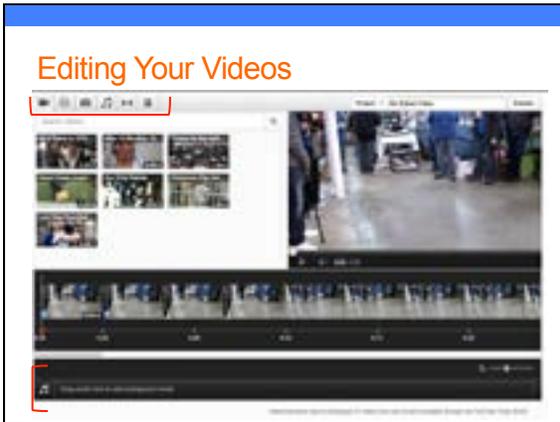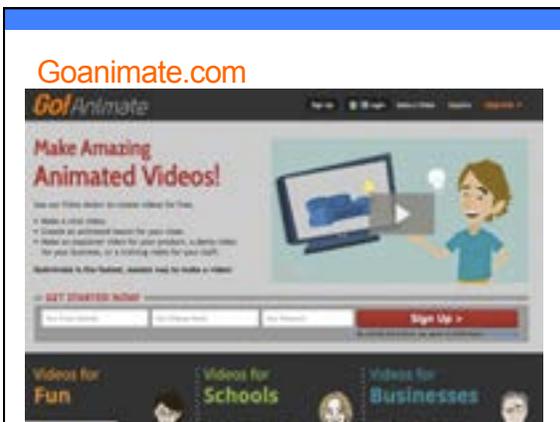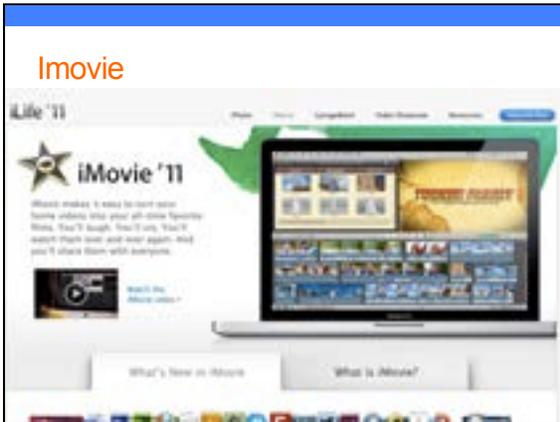
Others…

- Flixpress.com
- Masher.com
- Stupefix.com
- OneTrueMedia.com
- Tukios.com
- You get the idea… basically just Google search "create online videos"


Video Upload Checklist

- Upload
  - Don't forget the thumbnail
- Fill out all the fields
  - Tags, metadata, description, title
- Publish
- Engage and Outreach
  - Post on your website, notify all your social media outlets with requests to share, subscribe, like, embed and share some more

Embedding a video

Embedding a video

Great Video: Adoption

Courtesy of the Richmond SPCA
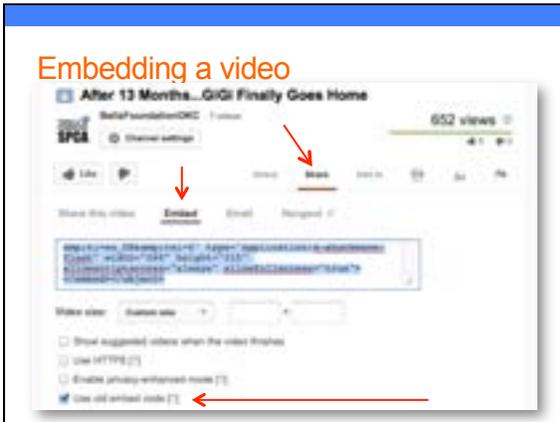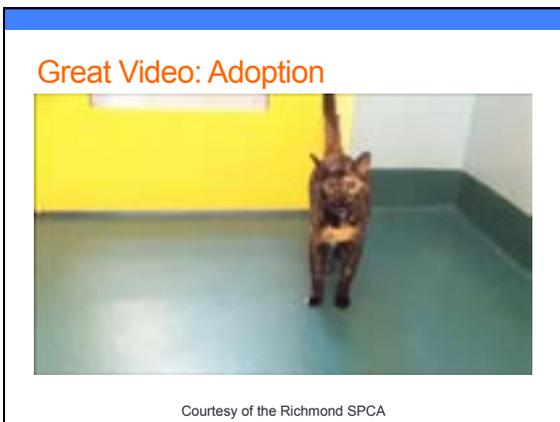
Great Video: Foster Recruitment
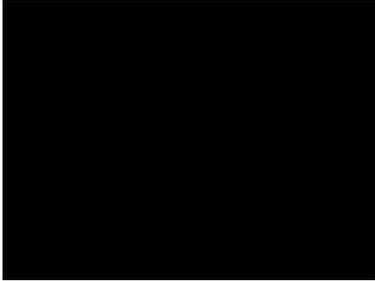
Courtesy of the Central Oklahoma Humane Society

Great Video: Special Appeal
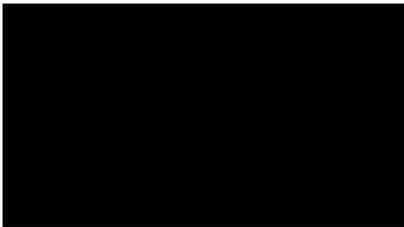
Courtesy of the Nebraska Humane Society

Great Video: Animation

Courtesy of The Girl Effect

Great Video: Purely Awesome
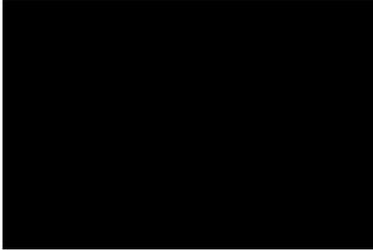
Courtesy of the San Francisco SPCA

Take-Home Goodies!

- Way too much to print out. So give me your card (or take mine) and I'll send you…
- YouTube Playbook for Good
- Today's slides and notes
- Generic photo/video release
- My fundraising campaign DIY Worksheet
- Resource guide & recommended reading list

Questions?

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