



# 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

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## Why YouTube?

- 2<sup>nd</sup> largest search engine
- People love to watch videos
- Communicate with more people
- Gain exposure
- It's free

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## YouTube Basics

- Logging In – use your Google account
- Channel – XYZ Humane Society's Channel
- Playlist – “Meet our adoptable pets,” “emergency deployments,” etc
- “Tent-Pole Programming” – content surrounding a big event or holiday

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Youtube's new design is called “OneChannel.” It is streamlined and looks good on all devices.




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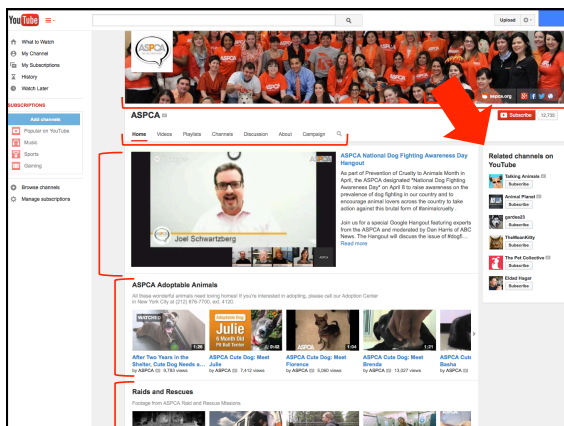
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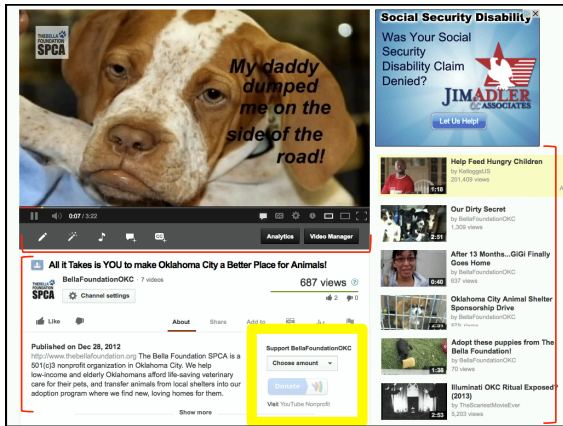
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## Technical Considerations

- 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 (for you and your viewers)

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## 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




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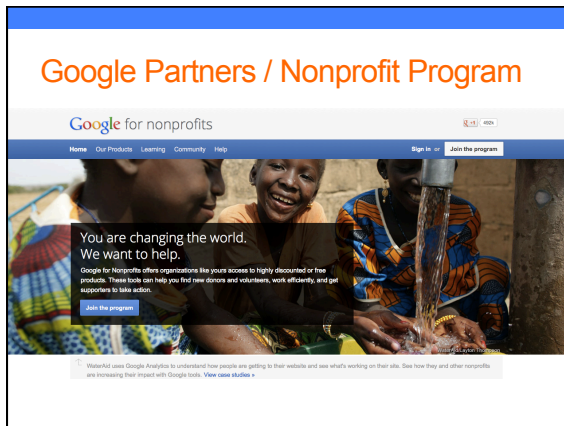
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### What you can do if you're a partner

- Monetize your channel
- Customize your channel's design
- Add a donate button (*pending*)
- 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




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### 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 you use copyrighted content. (more on this in a bit)

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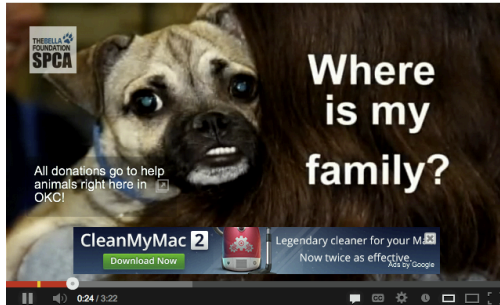
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## Monetization



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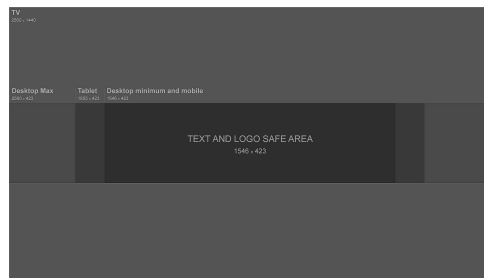
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## Channel Art

- Should be 1 graphic that is 2560 X 1440 px
- One graphic/header that works across ALL devices



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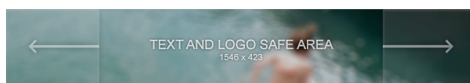
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## Channel Art - Examples



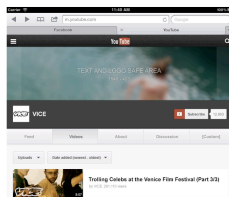
How it appears on a desktop



How it appears on a tablet



How it appears on a mobile device



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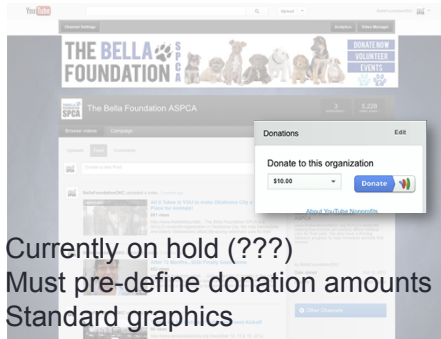
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## Donate Button



- Currently on hold (???)
- Must pre-define donation amounts
- Standard graphics

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## Description

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




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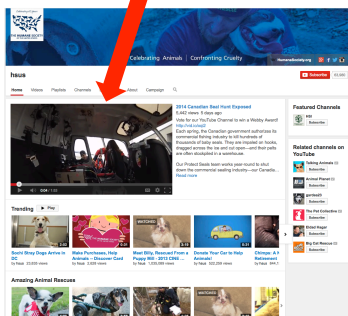
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## Trailer Video

You can create a special video that only shows to people who are not subscribers.

It introduces your channel and encourages people to subscribe.




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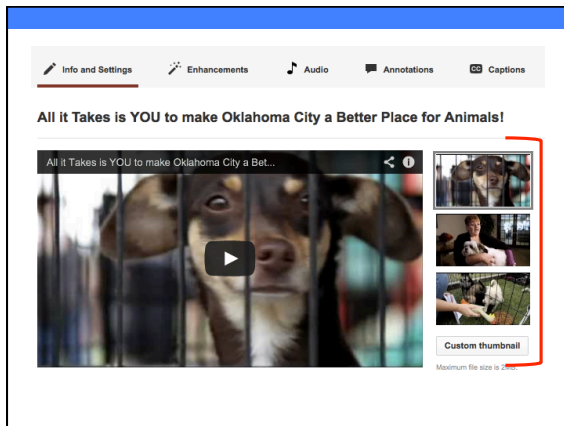
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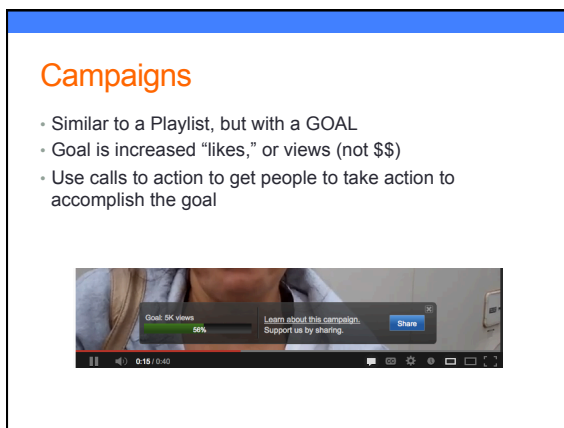
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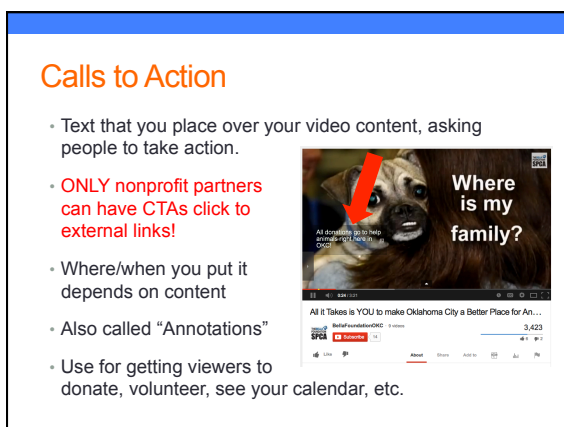
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## Campaigns

- Similar to a Playlist, but with a GOAL
- Goal is increased "likes," or views (not \$\$)
- 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
- Also called "Annotations"
- Use for getting viewers to donate, volunteer, see your calendar, etc.

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## UPLOADING A VIDEO

Let's walk through it together!

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## 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.

Basic Info   Advanced Settings   Call-to-Action Overlay

**Title**

After 13 Months...Gigi Finally Goes Home

**Description**

<http://www.thebellafoundation.org>, Gigi waited for 13 months in the OKC Shelter. She did not want to spend another Christmas in the shelter, so she wrote a letter, hoping someone would give her a home. (You can read it here: <http://okcpetadoptions.org/?p=262>). Today, a wonderful woman came and gave her her dream come true.

**Tags** ⓘ

dog ⓘ adoption ⓘ love ⓘ home for the holidays ⓘ pet adoption ⓘ

humane society ⓘ puppy ⓘ Animal ⓘ Dogs ⓘ Pet ⓘ Pets ⓘ

**Suggested tags:** + Animal (Muppet) + Animal (2005 Film) + Animals + Cat + Cats + Crossing + Goes

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## 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

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## YouTube Playbook for Good (PDF)




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## 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/](http://www.youtube.com/yt/playbook/)
- Still worth skimming
- No how-tos




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## HOW DO YOU DO IT?

Tips for making great videos and some examples

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### 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

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### 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](http://www.petfinder.com/volunteersearch), [technologyvolunteers.org](http://technologyvolunteers.org), [www.idealists.org](http://www.idealists.org), [www.volunteermatch.org](http://www.volunteermatch.org), [www.dosomething.org](http://www.dosomething.org)
- Place ads in local and/or college newspapers
- Request via social media

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### 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




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### 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
- You can find templates online (just search)

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### 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

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### 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!

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### 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.**




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### What about copyrighted music?

- You may see ads on your content
- Entirely up to the copyright holder/publisher.
- Copyright “strikes”
- Nonprofit use does NOT constitute “Fair Use” automatically.
- YouTube will remove if a complaint is filed; disputes must be taken up in court.




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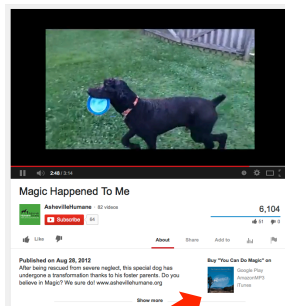
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### Content ID Match

- The copyright holder has elected to allow the song to be used
- They offer an easy link to buy the song
- Place ads on the page as well as before and in the video




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## 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

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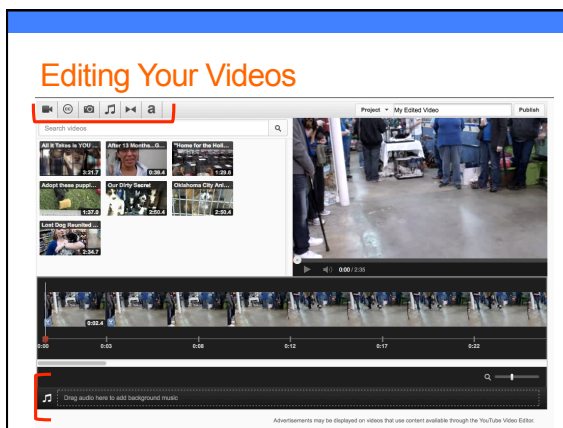
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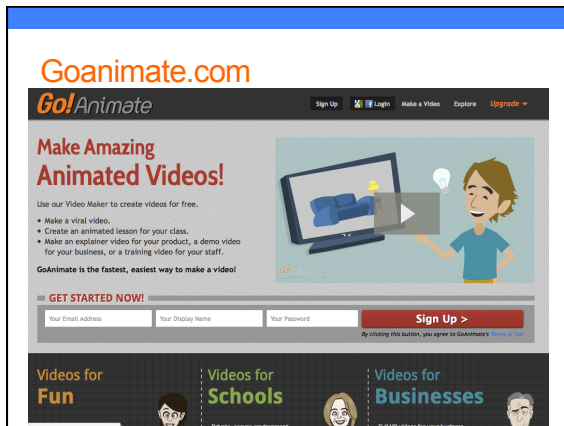
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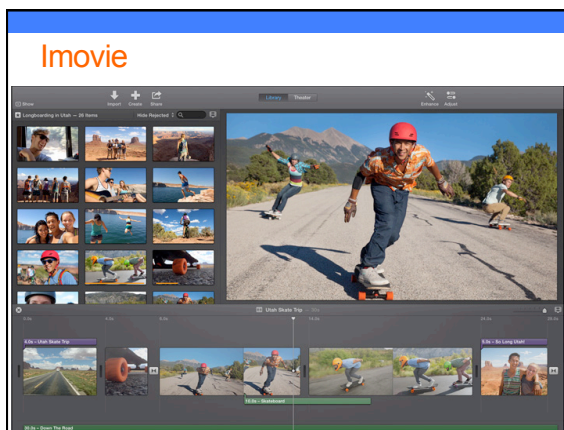
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## Others...

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

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## 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

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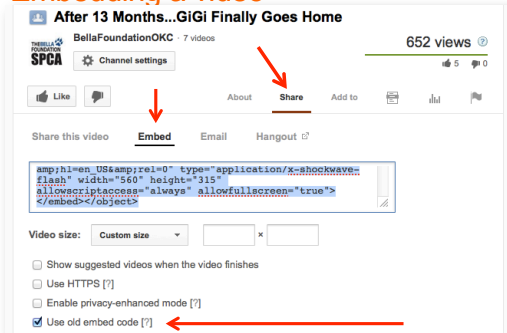
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## Embedding a video




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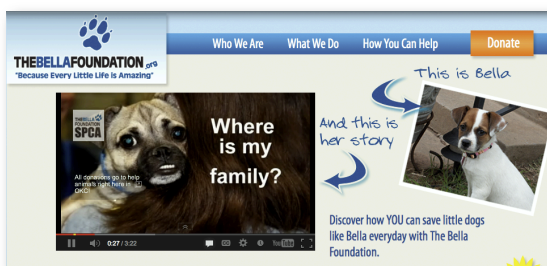
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## Embedding a video




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Great Video: Adoption



Courtesy of the Richmond SPCA

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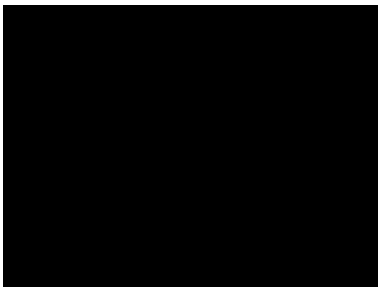
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Great Video: Foster Recruitment



Courtesy of the Central Oklahoma Humane Society

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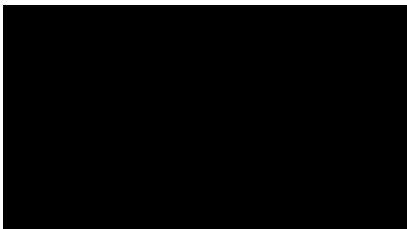
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Great Video: Special Appeal



Courtesy of the Nebraska Humane Society

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### Great Video: Animation



Courtesy of The Girl Effect

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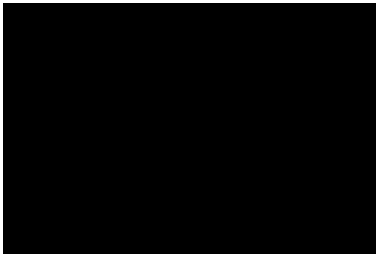
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### Great Video: Purely Awesome



Courtesy of the San Francisco SPCA

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### 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

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# Questions?

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