



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?

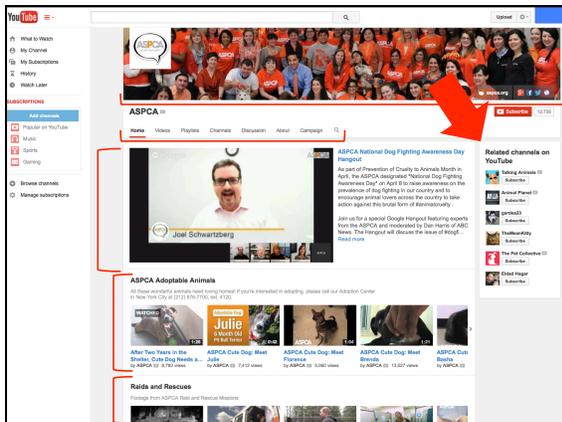
- 2nd largest search engine
- People love to watch videos
- Communicate with more people
- Gain exposure
- It's free

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

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





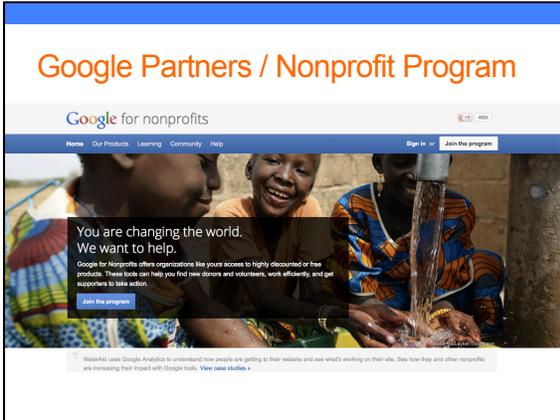


Technical Considerations

- 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)

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



What you can do if you're a partner

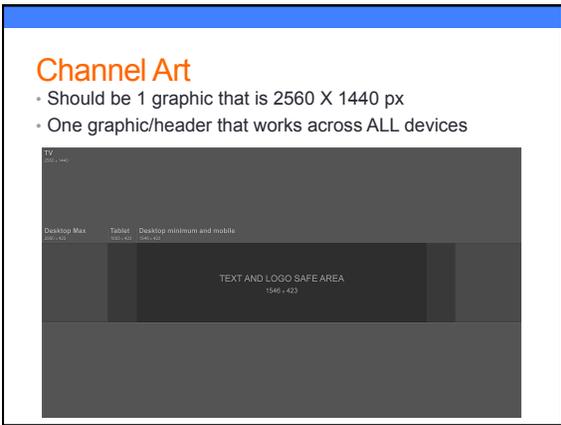
- Monetize your channel
- Customize your channel's design
- Add a donate button (*pending*)
- Add a description/about us area
- Upload custom thumbnails for videos
- Create campaigns
- Live stream
- Annotations/Calls to action Inside videos
- Expanded metadata and tagging

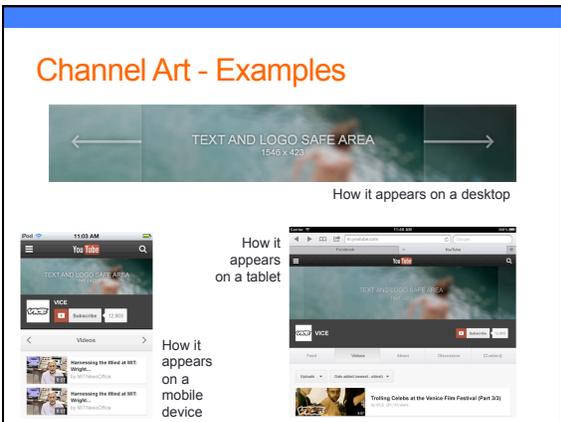


Monetization

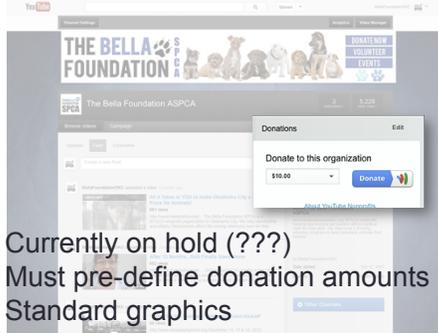
- You can make money by allowing Google to show ads on your videos and channel.
- You CANNOT control which ads show.
- Even if you do NOT turn on this feature, ads may still be shown, if you use copyrighted content. (more on this in a bit)







Donate Button



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

Description

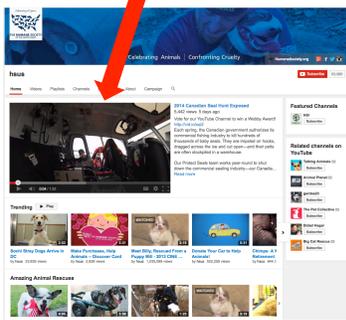
Create a relevant, short text description of your cause and organization. This will have prominent placement around YouTube that helps drive new subscriptions.

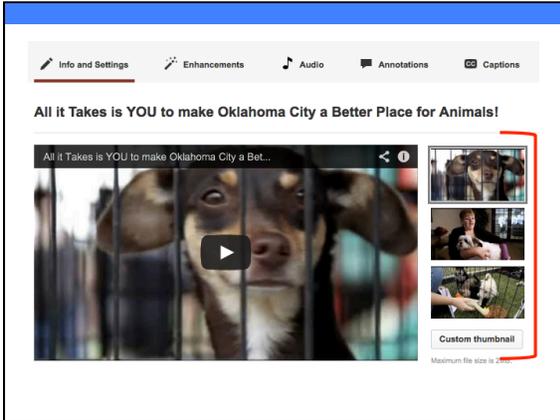


Trailer Video

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

It introduces your channel and encourages people to subscribe.





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

 A screenshot of a video player showing a campaign progress bar. The bar is labeled "Goal: 5K views" and is 60% full. Below the bar, it says "Learn about this campaign. Support us by sharing." and there is a "Share" button. The video progress is at 0:15 / 0:40.

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.

 A screenshot of a video player showing a call to action overlay. The overlay features a dog's face and the text "Where is my family?". A red arrow points to the text. Below the video, the video title "All it Takes is YOU to make Oklahoma City a Better Place for An..." is visible, along with the channel name "Bea's Fundation" and 3,423 views.

UPLOADING A VIDEO

Let's walk through it together!

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.idealists.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



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)

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.
- 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.



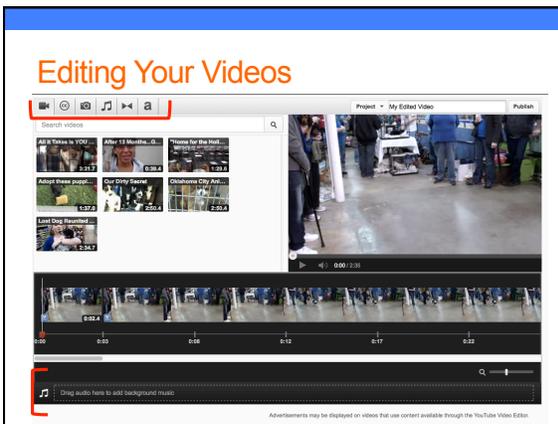
Content ID Match

- 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



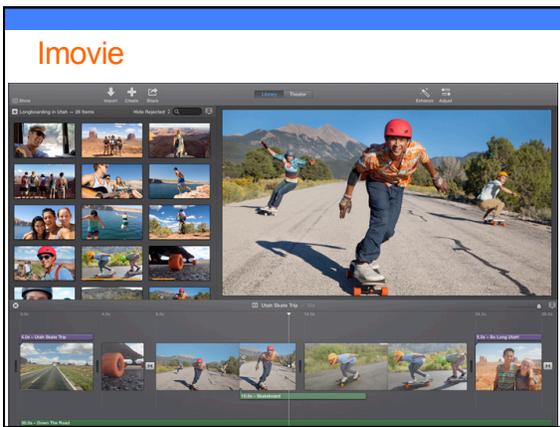
Editing Your Videos

- 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









Others...

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

Google

Web Images Maps Shopping News More Search tools

About 818,000,000 results (0.35 seconds)

Also related to create online videos: [Online Video Creator - Animoto.com](#), [www.airphoto.com](#), [Create The Quality Videos with Pictures and Music, Fast & Free!](#), [For Personal Use - For Business - For Education - Clips & Pricing](#), [Shutterstock Stock Videos - Footage.Shutterstock.com](#), [Footage.Shutterstock.com](#), [High Quality, Really Fine Stock Videos At Affordable Prices.](#), [Shutterstock Photos - Plans and Pricing - Contact Us - Search for Footage](#)

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The easy way to create and share extraordinary videos of your life. Our online video maker turns your photos, video clips and music into videos in minutes.

[Website video creation - create high-end video and animation online](#)
www.flixfress.com
Website video creation service. FlixFress is a groundbreaking service where you can create high-end video and animation online to your website (instant, free...)

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

After 13 Months...GiGi Finally Goes Home

BellaFoundationOKC 7 videos 652 views

Like Comment About Share Add to

Share this video Embed Email Hangout

```
amp;hl=en_US&aspr=rel=0" type="application/x-shockwave-flash" width="560" height="315" allowscriptaccess="always" allowfullscreen="true"></embed></object>
```

Video size: Custom size

Show suggested videos when the video finishes

Use HTTPS [?]

Enable privacy-enhanced mode [?]

Use old embed code [?]

Embedding a video

THE BELLA FOUNDATION .org

Who We Are What We Do How You Can Help Donate

Where is my family?

This is Bella

And this is her story

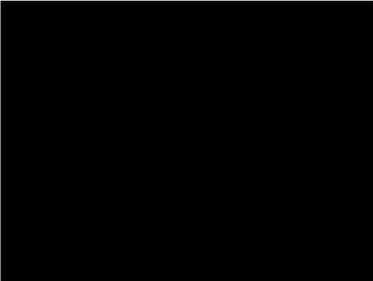
Discover how YOU can save little dogs like Bella everyday with The Bella Foundation.

Great Video: Adoption



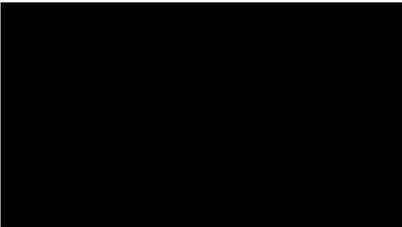
Courtesy of the Richmond SPCA

Great Video: Foster Recruitment



Courtesy of the Central Oklahoma Humane Society

Great Video: Special Appeal



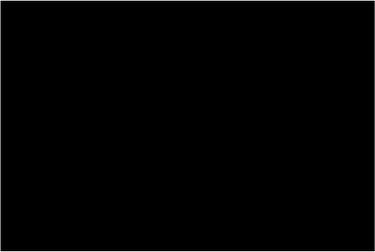
Courtesy of the Nebraska Humane Society

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

Questions?

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