YOUTUBE AND SOCIAL VIDEO

Practical Exercises
Exercise 1

Lesson Goal: Outline how to set up your YouTube channel

YouTube is an excellent way of engaging with an audience using audio visual formats on phones, tablets, Smart TVs, and desktop devices. To begin your journey using YouTube as part of our digital media mix, you must first create an account and upload some videos.

↑ Go to YouTube and click ‘Sign in’ at the top right corner of the page.
↑ Use your Google account to sign into YouTube.
↑ Click ‘Upload’ at the top right corner, confirm the business name for your channel when prompted, and click ‘Create channel’.
↑ To connect your YouTube account to your Social Media Channels:
  o Click your profile icon at the top right corner.
  o Click the ‘Settings’ icon.
  o In the Account Settings area, click on ‘Connect accounts’.
  o Click ‘Connect’ on the social media accounts you want to connect.
  o Click ‘Save’.
↑ In the top left corner, click the three-line menu icon and click ‘My Channel’.
↑ To customize your brand identity, change your profile picture and cover image by hovering over them with your mouse, clicking the pencil icon, and uploading the desired image.
↑ Directly below your logo or profile picture, click ‘Channel description’ and write a description of your business or brand channel.
↑ To keep up to date on competitors in your industry, browse for 10 channels that are similar to your brand, by clicking on the ‘Browse channels’ button.
↑ On each channel that is relevant to your brand, click on ‘Subscribe’ and click on ‘Make my subscription private’.
↑ To import a video, click on the ‘upload’ icon at the top right-hand side of the screen.
  o You can select videos to upload from your local machine, import videos from Google Photos, create videos via slideshows, or create a live stream.
  o For the purpose of the initial building and crafting of your YouTube channel, keep the videos private.
To upload a video, follow the steps below:
- Click on the 'Upload' button in the center of the screen (shown above) or drag your selected video file from your local machine to upload.
- When the upload has processed, click on 'Done'.
- Ensure the video is private.
- Enter the name of your video in the name field.
- Enter an engaging description and a link to your video in the description field.
- Enter a tag in the tag field.
- Set the video thumbnail you would like to present to viewers when they first see your video.
- To add more videos in this way, click on ‘Add more videos’ below the uploaded video. To upload a different video format, click on the ‘upload’ icon.

To create and upload a slideshow, follow these steps:
- In the Create Video area, under slideshow, click on ‘Create’.
- Click on the 'Upload photos' tab, select image files from your local machine, drag them into the photo upload area, and click on ‘Next’.
- Set the slide duration, effect, and transition in the dropdown menus under the video.
- Select the audio to be played in the background of the slideshow.
- When you have finished editing your slideshow, click on 'Upload'.
- Ensure the video is private, unless it’s a video you want to show to your audience.
- Enter the name of your video in the name field.
- Enter an engaging description and a link to your video in the description field.
- Enter a tag in the tag field.
- Set the video thumbnail you would like to present to viewers when they first see your video.
Lesson Goal: Outline how to implement an effective creative strategy on your YouTube channel

Use the video you uploaded in the previous exercise (if it is longer than 25 seconds), or upload a new video (this can be a ‘how to’ or behind-the-scenes video) that promotes your product, service, or brand. You want to ensure that your video is showcased when your audience searches for relevant topics. To optimize your videos and make them discoverable, follow the steps below:

1. Taking your video content and your brand into consideration, conduct keyword research in Google Universal search, availing of the video search tab.
   - When coming up with a working title for your video, ask yourself ‘If my video’s title showed up in a search, would I click on it?’ Create a title that will grab the user’s attention with calls-to-action and still convey your brand message.
   - Go to Google Search, enter the working title of your video into the search bar.
   - The ‘All’ search results will present the top videos related to your search.
   - Click on the ‘Videos’ tab to see the rest of the videos that are presented with your search.
   - Take note of what your audience want to see with that particular search, and ask yourself:
     - Do the search results relate to my video content?
     - Does this search communicate my brand message effectively?
     - What are the main keywords that generated these results?
     - Are keywords in this search specific enough, do they target my audience?
   - Repeat these steps (a-e), with alternative working video titles.
   - Decide what the best performing working titles could be.
   - Take note of the top keywords.

2. Using your keyword research findings from step one, enter your working titles into the YouTube search bar.
Find the right keywords that will help your audience find your content.

- Click on ‘Trending’, on the left-hand side of the screen, to see what is topical at present.
- Click on your subscriptions to see how your leading competitors are labelling their video titles and which keywords they are using.

**NOTE:** To edit the title of the video you have previously uploaded:
- Click on your profile icon at the top right corner, then click ‘YouTube studio’.
- Click on ‘Videos’ on the left-hand side of the screen.
- Find your video and click on ‘Edit’.

To optimize the video information and ensure the content is discoverable to your audience, follow these steps:

- In the ‘Basic info’ tab under your video, enter the Metadata, beginning with the video title. Enter your video title in the title area, and be sure to:
  - Include a call-to-action to grab user attention.
  - Use relevant keywords at the beginning of the title.
  - Use your brand name at the end of the title.
  - Keep titles concise, and under 100 characters.

- Write a compelling description in the description field:
  - Ensure that the description is consistent with your content.
  - Let your audience know what they are about to watch.
  - Use some of the same keywords from the video title for SEO purposes.
  - Communicate the main point of your video’s message in the first 157 characters, before the remaining 43 characters are truncated.
  - Use the http:// prefix on any external links.
  - Link out to your social media profiles.

- In the Tags field, enter keywords that relate directly to your video content and will make your video discoverable to your audience:
  - Enter some generic keywords that are relevant to the field of your content.
  - Enter some specific keywords that identify what the video shows.
  - Identify the specific subject of the video.
  - When you are finished, click on ‘Publish’.
Exercise 3

Lesson Goal: Outline how to build and interact with your online audience

You have uploaded a video to YouTube, optimized the metadata to ensure it is discoverable to the audience, and shared it on your other social channels.

Part 1

To enhance the video so that it better interacts with your subscriber community, follow the steps below:

- Include End screen annotations in your video. To do this, follow these steps:
  - Edit your video in the Videos area and click on the ‘End Screen’ in the bottom right of the video you are editing.
  - To use a template or annotation elements, click on ‘Use template’ and choose one with an annotation for either a subscribe button, or a video or playlist button.
  - To add elements freely, click on the ‘Add element’ button:
    - Add a video by selecting ‘Choose a video or playlist’, and selecting the video you want to show in the annotation.
    - Move the video placeholder to the position you want it to be displayed on your video screen.
    - Determine when you want the annotation to appear by adjusting it in the timeline.
  - To add a subscribe button, click on ‘Add element’ again and select ‘Subscribe’.
    - Move the subscription placeholder to the position you want it to be displayed on your video screen.
    - Determine when you want the subscription annotation to appear by adjusting it in the timeline.
  - To add a playlist, click on the ‘Add element’ button:
    - Select ‘Choose a video or playlist’, click on the ‘Playlists’ tab, and select the playlist you want to show in the annotation.
    - Move the playlist placeholder to the position you want it to be displayed on your video screen.
    - Determine when you want the annotation to appear by adjusting it in the timeline.
  - Save changes to your video annotations by clicking on ‘Save’.

- To increase engagement with your audience, add Cards to your video by following the steps below:
  - In the same video, click on ‘Cards’ on the bottom right-hand side of the video you are editing in YouTube Studio.
  - Click on ‘Add card’ and click on ‘Create’ beside the ‘Poll’ option.
  - Enter an engaging poll question for your audience to interact with. Make it relevant to your video, such as:
    - ‘Is this video helpful? – Yes or No’
    - ‘Which product do you prefer? – A or B’
    - ‘How frequently should we post videos? – Once a week, twice a week, or three times a week’
o Click on ‘Create card’ when you have completed your poll.

o Determine when you want the card to be displayed to your audience by adjusting the display time in the timeline. (Tip: if you place the card towards the end of your video, it will give you a better idea of how many people and who exactly is watching your video to the end.)

o Click back to the ‘Info & Settings’ tab and click on ‘Save Changes’.

Part 2

In order to build an audience for your videos, share your uploads on social channels, reply to comments, and direct subscribers towards other useful content you have created, or others have created.

Always consider how extending viewing sessions with cards and links to your content can bring your audience on a journey through your content.
Lesson Goal: Recognize how you can use advertising and analytics to enhance the performance of your videos

To successfully run advertising on YouTube, you need to set up a Google Ads account.

To do this, you can create a Google Ads Manager account here: https://ads.google.com/home/tools/manager-accounts/

You do not need to publish any ads or enter any credit card details to complete this exercise.

- Once you sign up for an Ads Manager account, click on accounts in the left-hand menu – you need to use an email address that isn’t associated with any other Google Ads account.
- Press the Blue ‘+’ button and create a new account.
- Choose your Account type as a Google Ads account, not an Express or Smart Ads account.
- Name it, enter your location and currency, and create the account.
- When you create your account, it should appear in the account list below the blue ‘+’.
- Click on the account name to enter the account.
- Once in your account, you need to link your YouTube channel.
- In your Google Ads account, click on ‘Tools’ in the top right menu bar and choose ‘LinkedIn Accounts’.
- In Linked Accounts, choose ‘YouTube’ and ‘Add a Channel’.
- Paste in your channel URL and specify that you own this channel.
- This will take you to your YouTube channel, where you can name your link something like Google Ads YouTube and click ‘Link’ to link the accounts.
- Navigate back to Google Ads and press the arrow in the top left to return to the main view.
- Press ‘Campaigns’ in the left-hand menu, then press the blue ‘+’ in the campaigns view to create a new campaign.
- Choose ‘awareness’ as your objective and ‘video’ as your campaign type.
- You are presented with the different ad options; choose ‘Skippable Instream’ and continue.
- Name your campaign, enter a daily budget of 0.01 (you won’t be pushing it live, but you need to complete this field to proceed).
- Select start and end dates if applicable or decide to run it immediately (default option).
- Choose your target location and language.
- Click on ‘Excluded content’ and choose which topics you don’t want your ad showing beside.
- Enter your ad group name and click on ‘Audience’.
- Click on ‘Browse’ and choose an audience from the ‘What their interests or habits are’ list – think who would be interested in your product or service?
- Enter your target bid (CPM, CPC, CPV).
- Enter the URL of the video you want to promote as an ad.
- Now enter your copy, landing page, and ad name.
- At this point, you would continue to push your ad live. As this is a practical exercise, you should not complete the setup, but if it were a live experience this is when you would complete the campaign.
Exercise 5

Lesson Goal: Recognize how you can use advertising and analytics to enhance the performance of your videos

You have published your video (using the video from Exercises 1–3) on YouTube and shared it via email and your social media channels. Now you want to analyze your audience’s behavior – how they are watching content, where they are coming from – and use detailed metrics to get key indicators on how content should be optimized. To do this, follow the steps below:

- Wait at least a week after publishing your videos to access your YouTube channel analytics. The extra time will allow more data to be collected for analysis.
- Click on your Profile icon, click into YouTube studio, and click on the Analytics menu in YouTube studio.
- Click on the Overview to get a snapshot of the overall watch time, average view duration, views, shares, and interactions. Take note of these overall statistics.
- In the ‘Top Videos’ area, select the particular video whose data you would like to view, or choose ‘See More’ at the bottom of Top Videos to choose another video.
- Investigate the metrics and keep note of spikes and drops in your data.
- Take your insights about your audience, your overall channel data, and data from individual videos and use these to optimize and improve your next video.