YOUTUBE AND SOCIAL VIDEO

Study Notes
# LESSON 1: INTRODUCTION TO SOCIAL VIDEO

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# LESSON 2: YOUTUBE SETUP

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LESSON 1:
INTRODUCTION
TO SOCIAL VIDEO
MISCONCEPTIONS AND BENEFITS

Defining social video marketing

Social video marketing is primarily used to increase audience engagement through social activity around a given video.

Common misconceptions

Here are four common misconceptions about social video:

- **It's expensive.** Video content doesn’t have to be expensive to work well. Online viewers are used to seeing content that is made off-the-cuff, and that isn’t over-produced.
- **It's all about the views.** Views are one of many factors that are important for social video. Engagement and having repeat viewers is also important.
- **Only YouTube is important.** Although YouTube is a major player, over the last couple of years Facebook, Twitter, and Snapchat have all come into play when it comes to social video.
- **Once your video is published, you're done.** Not really. You need to keep your audience coming back. That means more content needs to be uploaded on a regular basis. You need to keep engaging with your audience, to keep them entertained and informed.

The benefits

Social video marketing offers a number of benefits:

- YouTube is the second largest search engine on the internet. Google prioritizes YouTube results in its search results.
- YouTube helps with your email marketing. Videos are much more engaging than text, and help you stand out from the crowd.
- Videos are much more engaging than banner ads and have higher click-flow rates.
- Customer retention on video is higher.
- Videos rank higher in social algorithms and now appear in 70% of top 100 search results listings.
- Video has high customer reach and is prioritized by most platforms for engagement.
- Video helps you connect with your audience.

IMPORTANT DISTINCTIONS

Marketing with a video and marketing a video

There are two ways to market with video. One way is to use video as an ad that needs to be supported by advertising to get views and get the brand message out. The second way helps the intended viewer answer a query, is suggested according to what the viewer is looking for, and brings value.

Not just for online activities

Social video marketing is not limited to digital channels. It can be integrated with offline marketing channels, including:
Television ads and video boards. Use television to your advantage by using the same digital creator talent who helped create your online video to create your TV ad. They'll usually jump at the chance to have extra exposure beyond digital platforms. TV ads are short, so use them with video board ads to drive viewers to your social video profiles to watch longer form content.

Street marketing. Video marketing could also be part of your street marketing. You can engage with people on the street and record them while you ask questions about your brand.

In-store TV screens. You can use your videos on your in-store television screens. When your store is closed, people can watch your screens on your storefronts, giving you extra exposure.

Print. You can use print to promote your online videos; for example, you can use QR codes to drive people to them. Snapchat has its own type of QR codes. You can use those codes to drive people to your Snapchat account, where they'll be exposed to your Snapchat videos.

Events. You can also promote your online videos during your live events. Just like print, you can use QR codes placed around your events to drive people to your videos.

Social Video Types

Primary video platforms

Video is quickly taking over the web. Facebook, Snapchat, Instagram, and musical.ly, are some of the most popular platforms being used today.

Types of videos

Testimonial videos offer the chance to demonstrate real customers that have tried your product and are satisfied with it.

How-to videos are a way to showcase a product, to help explain it, and help the viewer understand how to use it.

Explainer videos can help explain announcements or other communications that the brand wants to discuss.

Service videos are there to help your customers, who are looking for information about your product.

Live Stream offers the chance to engage in real-time with the audience, answer their questions, and give advice as they comment on the stream.

Case Study videos are a way for customers to show how they use a product. Sometimes, products are used in a way the brand never thought about.

Teaser videos give a glimpse at something that's upcoming - something that you want your audience to get excited about.

Product Review videos are among the most popular videos online. They allow customers to do research and evaluate a product before they buy.

Viral videos are highly conceptualized and produced content. Although we get the impression that they go viral by themselves, most of the time brands spend a lot of money to help that content go viral.

Example: Blendtec

“Will It Blend?” is a viral marketing campaign consisting of a series of infomercials demonstrating the Blendtec line of blenders, especially the powerful Total Blender.
Every time a new, hot tech product launched, they used the high interest to make a video where they would prove the product’s durability and power. Videos are done in a very DIY way and at low cost. Blendtec has been making these kinds of videos for over 7 years, has amassed almost a million YouTube followers, and over 250 million views.

Example: Home Depot

Home Depot is a home improvement supplies superstore that sells tools, construction products, and services. It has used online video effectively by using it to teach and help customers with their home projects. The campaign is very effective for a few reasons:

- Home Depot created evergreen content that will be easily found by customers searching for ‘how to’s’ for years to come.
- They made simple videos – no flashy music – so making the content was much cheaper than a conventional ad.
- It helps make Home Depot the place to go to learn how to do home projects; and creates brand affinity by giving away this information for free.
- The views on these videos are ‘real’, meaning they weren’t paid for and have longer watch time.
LESSON 2:
YOUTUBE SETUP
YOUTUBE CONCEPTS

What is YouTube?

It's important to understand that YouTube is not only a broadcast platform. It's a social platform where viewers expect creators to engage with them. So don't act like a TV show. Talk directly with your audience.

Setting YouTube objectives

Before you get started on YouTube, it's important to set your objectives according to your marketing strategy:

- **Do you want to grow your channel views?** This means, do you want to get as many views as possible on your YouTube channel?
- **Do you want to increase your channel following?** Do you want more people to subscribe to your channel and expect new content on a regular basis?
- **Are you looking to increase watch time?** Watch time is very important, and the more you increase it, the more YouTube will help you grow your audience.
- **Are you looking to build a sustainable community?** This is the community that will come back and watch your videos over and over, every time you upload a new video.

YouTube platform KPIs

- **Watch time.** Watch time is the most important metric on YouTube. YouTube prioritizes watch time as its most important factor for referencing your videos in search results.
- **Subscribers.** The more subscribers your channel gets, the better. YouTube regards subscribers as people who want to see more of your content. Subscriber growth will help your channel get referenced higher when people search for your content.
- **Views.** Although views aren’t as important as watch time, they’re still an important metric to measure, to see if your channel is growing.

When tracking your KPIs, don’t get caught up in vanity metrics. You need to set goals that matter to you, and define your KPIs accordingly.

PLATFORM FEATURES

For campaign objectives

- **Analytics.** Analytics help you see how your channel is performing. It gives you key indicators on views and watch time.
- **Playlists.** Playlists are a good way to categorize your videos. Also, you can use them to guide your viewers to watch videos in a specific order.
- **Info cards.** Info cards are a good CTA tool that can help you drive your audience to your website or to other videos.
- **Annotations.** Annotations allow you to layer text, links, and hotspots over your videos, so you can drive your audience to websites, videos, playlists, or channels.
- **End-screen annotations.** End-screen annotations are just like regular annotations, except they are limited to the last 20 seconds of each video.
Branding watermarks. The dynamic branding watermark appears at the bottom right of each video and allows viewers to subscribe to your YouTube channel.

YouTube Live. YouTube Live allows you to do live broadcasts, which can help you directly engage with your audience in real time.

Featured videos. The featured video option allows you to tell your YouTube channel to feature one specific video across every video on your YouTube channel.

Google Ads linking. Connecting your Google Ads account to your YouTube channel will help link both accounts, giving a smoother correlation between ad performance and video/channel views, and for better campaign measurement.

Verified websites. YouTube allows you to associate one URL per channel. This means that you can associate your brand website to the channel, so you can insert it into annotations and end cards.

Analytics and playlists

YouTube analytics gives you detailed information on how your content is being consumed. It can help you see what content is working and what content your viewers are liking. It can also provide key indicators on how your content should be optimized.

YouTube playlists allow you to create designated lists of videos that users can watch in a specific order. They allow marketers to guide viewers through multiple videos in a series, and to build a desired brand narrative or timeline.

Info cards, annotations, and watermarks

Info cards appear on the top right of your videos as an ‘i’ icon. These cards can help you drive your audience to where you want them to go; for example to a playlist, to your website, or to another channel that you manage.

Annotations are in-video pop-up messages that allow you layer text, links, and hotspots over your videos. They help to enrich the video experience by adding information, interactivity, and engagement. It’s important to know that annotations do not work on mobile devices.

Dynamic branding watermarks appears at the bottom right of your videos. You can designate that they appear throughout your videos or at the end of your videos. This watermark helps to identify where the video comes from. It’s particularly useful when a video is embedded on a third-party website.

End-screen annotations

End-screen annotations can appear during the last 5 to 20 seconds of your video. You can add up to four different end-screen annotations per video. You could use them to ask people to subscribe to your YouTube channel, watch other videos, visit your website, or watch playlists.

YouTube Live and featured video

YouTube Live allows you to live-stream your content. Live streams are a great way to engage with your audience in real time.

Featured video allows you to set up a pop-up suggested video across all owned channel videos in order to drive views to that video. Featured videos appear as pop-ups on the bottom right of your videos.
YouTube and Google Ads linking

If you plan to run ads to promote your YouTube channel, it's a good idea to link your YouTube channel to your Google Ads account. This will help match your paid media statistics with that of the videos you plan to promote.

Associating a website to a YouTube channel

YouTube allows you to associate your website to your YouTube channel. This will allow you to drive viewers off YouTube to your desired website from YouTube annotations, info cards, and end-screen annotations. YouTube channels can only be linked to one website URL at a time.

Watch history

Watch history allows users to view what previous video content they have engaged with, and is only available to users who are logged in.

Subscriptions

When signing up to YouTube, a user automatically gets a YouTube channel. Signed-in users can subscribe to channels they like and want to follow. This way, they'll be notified when new videos are uploaded by the channel they're following.

Subscribers are important. They have indicated that they want to watch your content, so they'll watch it for longer. To get more subscribers:

- Use annotations and end cards to drive viewers to subscribe
- Ask your audience to subscribe within your content
- Put a link in your channel description, asking people to subscribe to your YouTube channel

YouTube API

YouTube's API is available to developers. This means if a developer wants to build tools to help YouTubers and brands manage their channels, they can do so.

Voting (likes and dislikes)

Viewers can give feedback by clicking 'thumbs up' or 'thumbs down' on each video. This is a great way to see if they're enjoying the type of content that you uploaded.

Watch Later

Watch Later is a function on YouTube that lets users add videos to a playlist that they'll watch at another time. Not everyone will watch a video the moment it has been uploaded. So don't get discouraged if only a fraction of your subscribers watch your videos on day one. Many will return to watch the videos in their Watch Later lists.

YouTube Red

YouTube Red is a paid membership that gives you an enhanced experience across YouTube. It allows viewers to watch videos without interruptions, and offline. It also has a background feature.
This means that you can watch or listen to videos in the background, while you’re doing other things on your mobile device. From a marketing perspective, this means that your audience won’t be exposed to paid ads. However, all YouTube content is still available to watch via YouTube Red.

**Plugins and Apps**

TubeBuddy and VidIQ are Google Chrome extensions that help you manage your YouTube channel and video content. They help you streamline your tasks when you have channels with many videos. You can bulk-update titles, tags, thumbnails, and much more.

TubularLabs is a cross-platform video analytics and intelligence tool that helps you with your channel engagement. Its dashboard helps managers track high-profile channels that engage or follow your channel, and gives an overview of what the competition is doing on YouTube.

Amara is a tool that helps you with your closed captioning. You can use it to write your own closed captions, or you can use its services to pay somebody else to do closed captioning for your channel.

**CHANNEL SETUP**

**More than a broadcast channel**

YouTube isn’t just a broadcast platform. It’s a very powerful social platform for engaging with your audience directly. For a brand, YouTube has many benefits:

- You can put all your videos in one place, where you can manage them.
- You can gain channel subscribers, who are alerted to new videos.
- You can customize your channel, to put your brand identity on YouTube.
- You can create playlists, which can be themed or set up in the order that you want the videos to be watched.

YouTube is a powerful social media tool. Three hundred hours of video are uploaded on YouTube every minute – this means that your content needs to be correctly identified to make sure that it appears in search results.

**Goals**

What are you looking for from YouTube? Do you want a social following? Do you want views? If you want to make money from views, you need to decide what type of content you want to make. Sometimes for a brand, views aren’t as important as qualified viewers. It’s better to have a small qualified audience than a large unqualified audience on YouTube.

**Creating a channel**

To create a YouTube channel, you need to have a Google account. If you already have a Google account, you already have a personal YouTube channel. However, if you want to create a brand channel, you should go to business.google.com and follow the instructions to build a brand channel.
Customizing a channel

Once you've set up your YouTube channel, it's time to customize it with a channel avatar and a banner, as well as by adding your social links. You should also add a channel description. This way, you can tell your viewers exactly what type of content they can expect from your channel. To customize your channel:

- Sign in to your YouTube account
- In the left menu, click My Channel
- Under your channels banner, click the settings icon
- Toggle Customize the layout of your channel to on
- Click Save

Customizing for brand identity

It's important to use the customization opportunities to create a distinct brand identity for the channel. This will help make your channel easily identifiable to fans and will allow you to clearly demonstrate what your channel is about and what viewers can expect from your future uploads.

Uploading video content

It's important to regularly upload content on YouTube. This keeps your audience engaged, and keeps them coming back for more. Adding regular content to your channel also helps grow your audience.

Timing is important. Being part of what's popular, rising search trends, or breaking news can be critical for certain content. You should also set a schedule. This way, your audience knows when content is being uploaded.

When you're ready to upload your video, go to YouTube.com/upload. Make sure to choose if you want your video to be public, private, or unlisted before you upload your video.

CHANNEL UPDATES

The Basic Info tab of the video edit screen allows you to add metadata that will help your content be discoverable in search:

- **Video title.** Video titles should clearly identify what your content is about.
- **Video description.** Video descriptions should give additional information about the contents of the video, as well as links to where you'd like your viewers to go when they have finished watching.
- **Tags.** Tags help with search discovery. Make sure to add tags that are relevant to your content. If you add keyword tags that are irrelevant to your content, they will drive unqualified views and hurt your watch time.
- **Playlists.** You can add videos to playlists, which can be organized by theme or in the specific order that you want the videos to be watched.
- **Thumbnails.** YouTube suggests three thumbnails for your videos. However, it's recommended that you create your own thumbnails. This way, you can control the messaging and make it more impactful, since thumbnails are the first thing that people notice while navigating YouTube.
Video state. Make sure you choose the correct video state. Do you want your video to go live right away? Do you want to keep it private? Or schedule it to go live at a specific time?

Choosing a video state

You need to choose a state for your videos:

- Choosing Public makes your content available to everybody on YouTube.
- Choosing Unlisted makes your content available only to those who have a direct link to your YouTube video. This can be useful for brands who only want their videos viewed through their website or shared with specific people.
- In the Private state, only you as the logged-in channel manager can see the video.
- Scheduled is a way to set specific times and dates when your video will go live. This can be useful for making sure that a video goes live when a marketing campaign goes live.

Advanced metadata

The Advanced Settings tab allows for more granular metadata to be added to your content:

- Comments. This allows you to turn viewer comments on and off.
- License and rights ownership. This allows you to identify YouTube’s licence terms to assert ownership if anybody wants to copy your content. You also have the option of the Creative Commons Attribution licence.
- Syndication. Syndication options allow you to monetize on certain platforms or everywhere – which means that some views will not be monetized.
- Caption certification. Content that aired on U.S. television may be subject to FCC caption certification rules. You can add your caption certification if required here.
- Distribution options. These allow embedding, so users can embed your video in their sites.
- Category. You can identify the category your YouTube video falls into. Is it education? Entertainment?
- Video location. You can add where the content was recorded using Google Maps integration.
- Video language. You can identify the language your content is recorded in. This way, your content will appear to the right audience in their preferred language.
- Community contributions. You can decide if you want to accept community contributions to your video. Community contributions are closed caption contributions that you can add to each of your videos. Fans can help with closed captions in languages that you’re not able to serve.
- Recording date. This allows you to identify when the video was recorded.
- Video statistics. These make the video’s view statistics public or not.
- 3D video. This helps identify to YouTube that this is a 3D video and that it can be watched in 3D video platforms.
- Content declaration. If you’re creating content that is sponsored, you should identify this to YouTube. All paid promotions need to comply with YouTube’s rules.

CHANNEL PROMOTION

YouTube channels and videos can be promoted in various ways, including:

- Through subscriber emails, with links and embedded videos in the emails
- Sharing videos via email with friends who you know will enjoy the content
Using CTAs in your videos with a strong message, asking viewers to subscribe to watch more videos
- Sharing your videos on social media, and asking your friends and connections to watch, like, and comment upon them
- Inserting links into corporate signatures, to introduce the brand to new connections
- Inserting links within your corporate website and blog posts

Embedding videos

Using the Embed option, you can copy a HTML tag into your website or blog, so that your audience can watch your content within that website or blog. To do this, just click on the Embed option under your video, and copy the code into your blog or website.

Third-party partners

It’s a good idea to allow third-party websites embed your videos. This will expose your videos to new audiences that wouldn’t normally be exposed to your content. YouTube also likes it when new visitors come to the platform. If YouTube sees that your content is driving new visits, it will prioritize it and help it get more views.

CHANNEL MANAGEMENT

Creator Studio

Creator Studio is where you’ll organize your channel and manage your videos. The main tools available in Creator Studio are:

- Dashboard
- Video Manager
- Community
- Channel
- Analytics
- Create

For marketers on the go, there’s also the Creator Studio app for your mobile devices, that lets you manage your YouTube channel and its content.

Dashboard tool

The Creator Studio page gives you an overview of what’s happening in and around your YouTube channel. It can be customized according to your needs.

Video Manager tool

Video Manager lets you organize and update your videos in one place. You can use it to tweak settings, optimize videos, and apply bulk updates.

Live Streaming tool

The Live Streaming tool allows you to control how your video is going to go live on YouTube. There are two ways to do this:
Stream Now is the simplest way to stream. YouTube automatically detects the stream resolution and frame rate. When you are live, YouTube will transcode to lower resolutions, so all of your fans can enjoy your stream, no matter the quality of their internet connection.

Events gives you more control of your stream. You’ll be able to select privacy options, set a start time, enable a backup stream for redundancy, create multiple live events, and stream them all simultaneously.

Community tool

The Community tool helps you monitor all activity across your video content in one place:

- **Comments.** You’ll be able to monitor, read, and engage with all comments on all videos.
- **Messages.** Messages allows you to see and reply to private messages from fans.
- **Subscribers.** Subscribers lets you see who has subscribed to your YouTube channel. You can sort them by most recent or most popular.
- **Community settings.** The settings option lets you ban users or flag keywords that you do not want to appear in the comments sections.
- **Credits.** The credits section lets your monitor whether someone has tagged your channel in their video credits.

Channel tool

Use the Channel tool to access the following sections:

- **Status and features** gives you an overview of your channel’s health, and if it’s in good standing with copyright and community standards.
- **Upload defaults** is where you can define a channel’s default upload settings, such as video titles, descriptions, titles, advertising, and language. These will be preset and automatically set on all future uploads.
- **Paid subscriptions** allows you to make your channel a paid channel. This is useful if you have premium content that the viewer needs to buy in order to watch.
- **Featured content** is where you indicate what video you want to be promoted across all videos.
- **Branding** is where you set your branded watermark that appears across all your channel videos.
- **Advanced** is for account information, like channel location, channel-level keyword tags, advertising options, and channel privacy.

Translations and transcriptions tool

Your community can help you reach a larger audience by adding their own closed captions to your videos. This is useful, as many brands can’t afford to create closed captions in all languages. This tool allows you review fan-submitted closed captions and approve them.

Create tool

The Create tool offers resources for video creators such as sound effect files, rights-free music, licenced music that has clearly-defined use rules, and a video editor.

The audio library tool offers a collection of music that you can use that is rights-free, as well as top artists’ music that you can use with limitations on monetization. Video editor is a simple web-based
editor for fixing and creating new video files from the files you’ve already uploaded to the channel. You can also find a library of rights-free sound effects that you can add to videos.

**Video enhancement**

YouTube offers a simple editing tool that you can use to modify videos after you’ve uploaded them. However, it’s important to note that you cannot modify a video after it’s passed 100,000 views, or if it has been claimed by content ID.

**Using YouTube as a brand**

A brand YouTube channel is a great place to share the content that you as a brand have watched and liked. It’s also a great place for the brand to share content from its partners. Why should a brand have a YouTube channel?

- YouTube is one of the most popular search engines in the world, with over one billion visitors each month.
- It’s a promotional platform that can help a brand build an audience.
- It’s a free hosting service for your videos.
- YouTube is owned by Google, which means it’s connected to the Google Display Network, making it an excellent place to advertise.
- YouTube has the same tools as other social platforms, allowing you to create a community around your content.
- YouTube videos can be shared across websites and social platforms. This means that your videos and brand messaging can be exposed to a larger audience off of YouTube.
- YouTube channels are a great place to create content that is informative and useful to your audience.
- If your customers are watching content that is related to your brand, you should be on YouTube.

**Monitoring**

It’s important to engage with your fans on YouTube. This indicates to your audience that there’s somebody behind the screen who is paying attention to them. Engaging with your audience will help you gather information on how the content is being appreciated and viewed, which can help shape future videos.

**Sentiment rating**

Likes and dislikes will clearly tell you if your audience appreciates your content or not.

**Types of page administration**

YouTube brand pages can have multiple managers:

- **An owner** has full power over everything around the channel.
- **A manager** has all of the capabilities of an owner, except for particularly sensitive capabilities, such as adding/removing managers.
- **A communications manager** has the capabilities of a manager, except for editing channel/business info, starting a YouTube Live broadcast, or managing videos on YouTube.
LESSON 3: YOUTUBE CREATIVE STRATEGY
**TEN CREATIVE FUNDAMENTALS**

**What are they?**

Over the years, YouTube has analyzed its top creators and how they engage with their audiences on the platform. They've identified 10 key fundamental principles to a successful creative strategy. While not all of them are totally necessary, the more of them you are able to implement into your content, the higher the chance that it will be discovered and shared. These 10 fundamentals are that content should be:

- Shareable
- Accessible
- Conversational
- Consistent
- Sustainable
- Discoverable
- Collaborative
- Interactive
- Targeted
- Authentic

**Shareable**

You need to make engaging content that your audience will love and want to share with their friends.

**Accessible**

If a viewer discovers one of your YouTube videos, can they appreciate it without having to watch all the other videos in your channel? Being accessible will allow for your videos to populate various different feeds and audiences that will expand your audience.

**Conversational**

Are you having a conversation with your audience? Make sure that there’s an element of speaking directly to the audience within your video. This should help you connect to your community and bond with your fans.

**Consistent**

Consistency can involve multiple things. Do you have a regular schedule that you stick to? Is the format of your videos similar across the board? Is the on-screen personality consistent with every upload?

**Sustainable**

If you make a video and it becomes super successful, will you be able to make more of it? This might not be the case if the video was very expensive to produce.
Discoverable

Will people find your content? This means ensuring that titles are correct, and that your metadata clearly identifies what your content is about. It also means that you need to make content that your viewers are searching for.

Collaborative

Many digital content creators collaborate with other creators to help grow their channels. For successful collaborations, make sure you have a similar target audience and create a guest spot that’s appealing. It’s also important to collaborate with creators who have already shown an affinity to your product.

Interactive

Is there a way to involve your audience in your content? If your audience sees that they are being heard and that your content is being shaped according to their comments, they will appreciate it and come back for more.

Targeted

Do you know who’s watching your content? You can learn about your audience by engaging with them on social media, seeing what they like, what they don't like, and understanding what they expect from your channel. The more niche your audience is, the more engagement you will see on your content.

Authentic

Your content needs to be authentic, authoritative, and most importantly show your passion for the subject matter. On camera, it will be clear from your body language if you’re passionate about your subject. Your audience will engage more with your content if they feel your message is credible and authentic.

CREATIVE LIFE CYCLE

Three-stage process

The 10 fundamentals of a creative strategy are grouped into three stages, known as the Creative Life Cycle.

Stage 1: Keep yourself happy

You can keep yourself happy by making sustainable, authentic content about a subject that you’re passionate about. If you aren’t passionate about the content you’re talking about, the audience will notice.

Stage 2: Get viewers

Get viewers by being collaborative, accessible, discoverable, and shareable. Word of mouth is the number one way that people will find your content. Once found, you need to make sure that your
content is worthy of being shared. Try to understand what viewers are enjoying about your content by engaging regularly with them. Answer their questions and ask them to ask questions.

**Stage 3: Keep viewers happy**

Keep viewers happy by having a conversation with your audience, being interactive, being consistent with your content, and knowing who your audience is. When a viewer subscribes to your YouTube channel, will they get the video they expect, when they expect it? Do you actively contribute to the community that is forming around your content? Are you having conversations with the audience on your channel and other social platforms? Look at your Google analytics and your YouTube analytics to see who is watching your content. Use this information to engage with your fans.

**YOUTUBE NATIVE FORMATS**

YouTube offers a number of native formats:

- **How To’s** are explainer videos that describe how to use a product, how to create something, or how to do certain tasks.
- **Haul videos** are a unique format to YouTube, where creators showcase products that they’ve just purchased. Often, creators are really excited about these new products and want to show them off.
- **Challenge videos** are collaborative videos where creators challenge each other in various ways, sometimes with hilarious results. A great example of a challenge format used by a brand was the ice bucket challenge, which brought awareness to ALS.
- **Unboxing videos** are used to show a product as it is being unwrapped. Brands have an opportunity to use unboxing videos to showcase a product before anybody else gets to see it.
- **Recaps** are videos where a panel or a host discusses movie or television show episodes. Many TV networks use this format to help promote high-profile TV shows or movies.
- **Playthrough videos** are very popular in the video game community. Playthroughs are where creators play a video game and describe what’s happening on screen while they’re playing. Often, video game companies encourage creators to make playthroughs, because they can give more information on how the game was made.
- **Review videos** can be made by amateurs or experts – it doesn’t really matter – to give their opinion on a product. Brands often offer creators access to their products and ask them for a review. Obviously, a brand wants that review to be favorable.

**BUILDING A SUSTAINABLE COMMUNITY**

**The community manager**

YouTube is a social platform. This means that social community management is an integral part of building, growing, and engaging with the viewers who can become potential customers. The community manager needs to understand all the major social platforms that are being used by the audience you are trying to reach.

**The value of a community manager**

As your audience and community grows, your community manager will have to handle specific tasks that will signal to the viewers that they’re being heard and engaged with. These include:
Giving valuable answers to questions from viewers
Moderating comments and removing offensive comments that alienate your fan base
Analyzing viewer feedback to gather intelligence on what the audience likes and wants to see more of
Looking out for viewers who engage regularly and could potentially become future collaborators on the channel

The importance of responding

Responding to comments is very important from a brand and creator perspective. It’s one of the key activities that helps drive engagement with a desired audience. Just like on Facebook and Twitter, responding to comments is appreciated by the audience.

Answering questions and comments with authority helps you build leadership and expertise on the subject of your content. It also helps you build trust and strengthens relationships with viewers, which encourages them to come back for more. Engaging with your audience also helps increase your visibility and search engine referencing. The more your content is being engaged with, the more YouTube helps it get referenced in search results.

How to respond

When responding to viewers:

- **Use a personal tone.** It’s important to be friendly and adopt a personal tone with your audience.
- **Respond quickly.** Don’t wait too long to respond to questions or comments. Sometimes the viewer is ready to buy online, so answering quickly might help you generate a sale.
- **Identify fans who regularly comment.** Keep an eye out for repeat comments by regular fans.
- **Acknowledge fans by replying and thanking them.** Make sure you acknowledge fans regularly and thank them for engaging with you and being great viewers.
- **Follow fans on their channels or active social profiles.** Following highly engaged fans shouldn’t only be done on YouTube. Make sure you do some research and find out what other platforms they’re using and engage with them there.

Increasing loyalty and engagement

You’ll increase loyalty and channel engagement by recognizing community contributions. The comments and suggestions you receive should help you shape your channel’s content and give you ideas for new formats.

Discussions

Just like responding to comments, it’s important to let constructive discussions and debates happen on your YouTube videos. Constructive discussions will attract highly engaged fans and increase the content’s visibility.
LESSON 4:
BUILDING AN AUDIENCE WITH VIDEO
SUCCESS METRICS

Audience development

Audience development is the process of growing and keeping an audience, having the right strategy to connect to your audience, and keeping them coming back for more of your content.

Video is one of the most powerful tools you can use to build an online audience. It's important that the content you produce reaches the right audience. There are 300 hours of video being uploaded to YouTube every minute, so viewers can get lost in a sea of content. Make sure you connect potential viewers with your video content.

Watch time

Watch time is the amount of time in aggregate that your viewers are watching your videos. Watch time is the number one metric that YouTube uses to suggest videos to viewers. That means that videos that lead to longer watch times get recommended more.

DISCOVERABILITY AND OPTIMIZATION

Optimizing content

Optimizing your videos is the best way to make sure your content gets discovered by the right viewers.

- **Video title.** Over half of Google searches return at least one video in the results. Having the right title on your video vastly improves the click-through on it.
- **Video description.** The description on your video also helps the viewer understand what your video is about.
- **Thumbnails.** The thumbnail is often the first piece of content that a viewer sees. It needs to capture their attention.
- **Keyword tags.** Keyword tags give you the opportunity to list as many relevant keywords as you can think of, up to 120 characters. Use as many high search volume keywords as you can.

Universal Search

Google Universal Search is where YouTube videos appear within Google search engine results pages. Universal Search returns a multitude of info types when a user enters a search query. At least one video is included in nearly 50% of search queries, with most results from YouTube.

Keyword research

YouTube is the second largest search engine in the world. It's important to do keyword research when developing video content campaigns, to make sure that your videos are being discovered by the right audience. You can use YouTube's auto-complete feature to see suggested titles for your videos. You can also use Google's Keyword Planner, Google Trends, and YouTube Trends to help with your keyword research.
Search pages and ranking factors

The YouTube search page is the page that appears after you have entered search parameters in YouTube. To make sure your videos appear in these results, you need to know the three factors that affect search results:

- **Metadata.** The data that is attached to your content. These are the video titles, video descriptions, and keyword tags.
- **Watch time.** This is the aggregate amount of time that viewers are watching your content.
- **Recency.** How relevant is your metadata to your content? If your tags are not relevant to your content, you will see high abandonment rates and your recency will be low.

Video titles

With limited plain text for search engines to crawl, your title of your video is probably the most important SEO factor to consider. Video titles need to include relevant keywords, while still being compelling enough to encourage clicks and views.

Tips for creating video titles

Titles help your audience and YouTube make sense of your content. Here are some tips for creating video titles:

- Make sure that your video titles and your thumbnails tell a cohesive story and align with each other.
- Integrate a call-to-action in your video title.
- Use relevant keywords in the beginning of your title.
- If you need to put your brand in the title, make sure it’s at the end.
- Avoid misleading titles. This will cause abandonment and hurt your recency.
- Keep your titles concise, so they don’t get cutoff by the character limit of 100 characters.

Thumbnails

Thumbnails are the most important aspect of any video’s release, other than the content itself. Remember that in most search results, thumbnails will much smaller, so your images need to be clear and easily recognizable. Here are some tips to keep in mind when creating thumbnails:

- Make sure your thumbnails clearly represent your content.
- Reinforce the title of your content with your thumbnail.
- When shooting your video, take a couple of pictures in high resolution that you can use later for thumbnails.
- Make sure your thumbnails look great in both small and large formats.
- Use close-ups of faces with expressive reactions to grab the viewer’s attention.
- Make sure your thumbnail is visually impactful, and that it stands out from other thumbnails.

Hook your viewers

Make sure that your video hooks your viewers from the beginning, so that they will keep watching until the end. As soon as your video starts, you need to tell viewers what they can expect from the video. The first few seconds are crucial, so avoid long intros. Keep your audience engaged by asking questions and inviting participation throughout the video.
Optimizing video descriptions

The description field on the YouTube watch page helps the viewer – as well as YouTube algorithms – understand what your video is about. In the watch page, only the first 157 characters are visible to viewers. They need to click on ‘show more’ to read the rest. Each video should have at least a 200-word description, not only to create context and value for the viewer, but also for SEO purposes. You should use the description box to let the viewer know what they are about the watch, give them a reason to watch, and let them know what to expect.

Description box tips

- Use at least a couple of keywords in the first few sentences to help with search engine discovery.
- Try not to drive your audience away from YouTube in your description. YouTube wants viewers to stay on YouTube. If you drive too many viewers off the platform, YouTube will penalize your videos and stop them from being recommended.
- Use the description box to link to your website and social media profiles.
- Include transcripts of your videos, if you have them, for search engine discovery.
- Use chapter markers if your video is long.
- Channels with over 5,000 subscribers can add Creator Credits to their videos; these will appear in the description.

Keyword types

Tags help users find your video when they search the site. Using the right mix of broad and specific keyword tags will help ensure that videos are suggested next to other relevant videos.

Captions

Using closed captions is a key element in helping your videos rank higher in search results. Closed captions are read and indexed by both YouTube and Google, which means that your content will have a higher chance of being discovered in searches. Captions have also been shown to increase viewer watch time and engagement with videos. They also make your videos accessible to hearing-impaired viewers.

Ranking and suggested videos

On your watch page, YouTube uses various factors to suggest videos to watch next. The suggested videos on the right side of your watch page are split into three sets of videos:

- The first four videos are algorithmically selected from the channel.
- After that are related videos: videos from other channels that are related to the type of content that you are watching.
- Finally, there are recommended videos: these are based on your watch history.

EXTENDING VIEWING SESSIONS

Annotations

With annotations, you can layer text, links, and hotspots over your YouTube videos, to help drive engagement with your content. Annotations can be used to:
Add notes over your videos
Guide viewers to skip ahead
Create suggested videos that you can control
Create call to actions at a designated time
Drive viewers to a designated website
Ask viewers to subscribe

Make sure you use annotations correctly, to keep audiences watching:

- Insert annotations at the end of the videos, to avoid cutting into watch time.
- Use different annotation formats.
- Look at your analytics to see which annotations are working effectively and which annotations are causing abandonment.

End-screen annotations

End-screen annotations are used to increase watch time and user engagement with your videos. They can only be placed in the last 20 seconds of your videos. There are several types of end-screen annotation formats:

- **Video or playlist promotion** to drive viewers to specific playlists or videos that they should watch
- **Subscribe button** to encourage viewers to subscribe to your channel
- **Channel promotion** to promote other YouTube channels
- **URL link** to an approved URL, to drive people to your website or newsletter

Make sure you use end-screen annotations correctly, to keep audiences watching:

- Insert call to actions into the annotations.
- For the annotation that drives to your website, make sure to upload a relevant thumbnail.
- Look at your analytics to see if your end-screen annotations are effective.

Best practices with annotations

Follow these best practices when using annotations:

- **Relevant.** Make sure your annotations are relevant to the content and what you expect the viewer would want to watch next.
- **Duration.** Annotations should only be displayed for the amount of time needed to read them.
- **Size.** Try to make your annotations small, so that they block as little of the video as possible.
- **Position:** If possible, position your annotations on the borders of the video and away from the center of the video.
- **Number of annotations:** Use the fewest number of annotations in a video at any given time. Try not to show more than two at a time.
- **Length of text:** Keep your annotations as short as possible, so viewers will be able to read them at a glance and get back to watching the video.
- **Time:** Insert annotations at the end of the videos, to avoid cutting into watch time
- **Writing in ALL CAPS:** Writing every word in capital letters may be considered loud or rude by some viewers.
- **Formats:** Use different annotation formats like channel subscribe, playlists, and suggested video.
Analysis. Analyze your annotation engagement reports to see if they are effective and to optimize them.

Featured content and branding

The featured content option allows you, as a channel manager, to designate a specific video that will be promoted across all videos within the channel. The channel ad option allows you submit a video for possible free promotion across YouTube. The branding tool allows you add a branding watermark overlay that will appear on all channel videos.

Scheduling

Learning to set a schedule that’s right for you and your audience is vital in social video marketing. Every channel is different and has a different audience. Here are some tips to help to find the right schedule for your channel:

- Make sure that you build a schedule that is right for your production pipeline.
- Research other similar channels to analyze their upload patterns.
- Use Google Trends or Google Ads Keyword Planner to determine search patterns on the keywords or subject you’re looking to cover in your videos.
- Look at your channel’s analytics and past viewing behavior to see when there are spikes in organic views.

Playlists

As a YouTube content creator, playlists help you organize your videos into groups or themes to make it easier for your viewers to find the content they enjoy most. A playlist can also be used to guide viewers to watch a series of videos in a specific order. Once a playlist starts, each video plays one after the other, so users don’t have to click to start a new video.

Communicating with your audience

Letting your audience know when your videos are expected to go live is a tactic that helps with consistency and with increasing video engagement.

You can do this by adding instructions in the channel’s description and telling viewers in the video content when to expect new uploads. You can also write in each video description when viewers can expect new uploads and use your channel banner to let new subscribers know when new videos are going live.

BUILDING AN AUDIENCE

Increasing watch time

Here are some techniques you can use to increase watch time on your content:

- Retention score. Take a look at your video retention score to determine when viewers are dropping from your videos, how much of your audience is left by the end of the video, and what factors cause drops or increases in viewership. Use those metrics to help shape the content that your produce in the future.
 Thumbnails. Make sure your thumbnail tell a story of what your video is about and teases your audience about what’s to come.

 Hook your viewers. Hook your viewers as soon as they start watching your video. Make them stay until the end.

 Promote. Use your content to promote other videos. If a viewer has already watched one of your videos, they’re more likely to watch another.

 Build subscribers. Never forget to ask your audience to subscribe; the more subscribers you get, the more chances you have of increasing watch time.

 Retention

 Keeping viewers watching is important for your overall watch time. There are a few ways to analyze your audience retention and use it improve your watch time:

 - Look at your overall channel and video retention scores, to see when viewers are abandoning your content.
 - Identify common traits in your videos that are making viewers abandon your content.
 - Use these insights to reevaluate your content and how you can change it, so that viewers keep watching until the end.

 Using thumbnails

 Use clear thumbnails to tease the viewer on the contents of your videos. However, don’t give it all away: don’t reveal everything in the titles and thumbnails. Write titles and design custom thumbnails that are relevant and create intrigue, so that viewers are compelled to stay tuned until the end.

 Hook your viewers

 Use the first 15 seconds of your video to hook your viewers and tell them why they should keep watching until the end.

 Promoting your content

 At the end of each video, YouTube algorithmically suggests a number of videos, some from your channels and some from others. You can help keep your viewers watching your content by using end-screen annotations with clear calls to action. These can highlight other videos or playlists on your channel that the viewer might be interested in watching, which will increase watch time on your channel.
LESSON 5: VIDEO ADVERTISING AND ANALYTICS
ADVERTISING FUNDAMENTALS

Google Ads

Google Ads is the native advertising service by Google for businesses who want to display ads on Google products and its advertising network.

Growing a social following

Growing a social following on YouTube can be extremely valuable. It can:

- Increase your site and search traffic.
- Help with lead generation.
- Help you create content based on the feedback you receive from your following.
- Help with brand engagement.
- Provide customer insights.
- Help with future marketing strategies and with ad targeting.

How advertising and monetization works

The YouTube advertising ecosystem is comprised of four players:

- **Viewers.** YouTube wants to deliver the most relevant content to keep viewers watching.
- **Creators.** YouTube wants to be the optimal platform for creators to produce content and make sustainable revenue from it.
- **Advertisers.** YouTube wants a safe environment where brands can reach their targeted audiences with measurable precision.
- **YouTube.** YouTube tries to satisfy the needs of the viewers, the creators, and the advertisers.

Ad formats

YouTube monetizes its platform with six different types of ad formats that appear on different platforms:

- **Display ads** appear on desktops. These are traditional display banners that appear alongside videos.
- **Overlay ads** also appear on desktops. They appear at the bottom of your videos and are semi-transparent.
- **Skippable video ads** appear on all platforms. These can be skipped by the user after five seconds if they choose.
- **Non-skippable video ads** must be watched before the viewer has access to the content.
- **Bumper ads** are non-skippable, six-second, short pre-rolls that run before the content.
- **Sponsored cards** display content that may be relevant to your video.

Self-serve ad tool

YouTube has a self-serve ad tool to help you promote your videos using Google Ads. You can access this by clicking on the drop-down menu next to your videos in the Channel videos section. Next steps are to set a budget and choose the desired audience for the video that you’d like to
promote. Next, you will see the approximate amount of views that your video will get from the campaign, relative to your budget. After that, you will be instructed to design your ad, and write a title and description. Once completed, you are guided to Google Ads to review the ad, budget, and targeting before launching the campaign.

**Example: The BBQ Guys**

BBQguys.com is a great example of how to use YouTube for content delivery, with creative content that entertains as well as educates its intended customers. The BBQ Guys also made sure to drive views with ads targeted at a highly-valuable audience that had shown interest in the product – in this case, grilling.

**Video ads manager**

Managing video ads in Google Ads gives you more ways to view campaign performance; deeper tools for optimizing campaigns; different types of ad formats; and more ad targeting options and conversion tracking tools.

**ADVERTISING STRATEGY**

**Three phases**

There are three phases to a YouTube marketing strategy:

- Scheduling and execution
- Analytics and campaign measurement
- Update cycle with planning/maintenance phase

YouTube shouldn’t be the only focus of your digital marketing strategy. A video strategy will benefit from a holistic marketing strategy across multiple digital platforms.

**Scheduling and execution phase**

The scheduling and execution phase is where you will decide when your audience will be exposed to your ads, how many times it will be exposed to your ads, and for how long.

**Analytics and campaign measurement**

In the analytics and campaign measurement phase, there are three key considerations:

- **Traffic.** Is your campaign generating qualified traffic that is staying on your site or landing page?
- **Conversions.** Are conversions being generated by the traffic?
- **Click-throughs.** What ads are generating the best click-through rates?

Optimize your campaign and ads, based on these results.

**Update cycle and planning/maintenance phase**

There are also three key considerations in the updates cycle and maintenance phase:
Feedback. Once your campaign is running, don't forget to look at the metrics, and use customer feedback to improve on ads.

Analytics. Use website analytics to analyze visitor behavior.

Achieve the objectives. Look at what tactics are achieving the goals of your campaign, and how you can use these learnings to improve future campaigns.

Components of a paid YouTube campaign

When running a paid YouTube campaign, there are eight process components that you should follow to reach your goals. These are:

- Setting objectives. What’s the goal of your campaign?
- Determining your KPIs. What metrics do you need to pay attention to, to measure your success?
- Identifying your desired audience. Who do you want your ads to reach?
- Making sure you have all the right elements to run your ads. Creative assets, text, destination URLs.
- Setting up your campaign budgets. What is your budget per tactic, and when does it need to be spent?
- Scheduling your ads. Make sure your ads appear at the right time, to reach the best audience.
- Measuring performance. Make sure you can see which ads are performing best, based on each tactic.
- Using real-time metrics to improve campaign results. Digital marketing campaigns give you real-time results that you can use to improve your KPIs.

Setting objectives

Setting the right objectives from the start is a key element of your advertising strategy. Before anything gets started, you need to identify your goal: what you are looking to achieve from your campaign.

Audience targeting

YouTube advertising offers various ways to target a desired audience. You can target by:

- Age
- Gender
- Parental status
- Languages
- Household income
- Location
- Devices
- Interests
- Remarketing
- Placements
- Topics
- Search keywords results
- Networks
Resources

You need to know if you have the internal resources to deliver on your marketing strategy. Are you able to handle the creative, the production, the media strategy, and the execution in-house? Each of these can be outsourced to various marketing agencies.

Budgets

Your campaign budgets can be allocated according to whether a cost-per-impression (CPM) or a cost-per-view (CPV) pricing model is implemented. Use CPV when your campaign goal is to get as many people as possible to watch your videos. CPM applies to the banner ads on YouTube, and expose your brand to as many eyes as possible.

LEAD GENERATION

With video

Video is a great format for lead generation, which can be achieved with a few different tactics:

- Use YouTube’s info cards, annotations, and end-screens to insert call-to-actions and drive signups.
- Embed videos on your website and insert an email gate, requiring viewers to submit their email addresses before viewing content.
- Use webinar content to establish leadership on a subject and make it worthwhile for viewers to sign up for updates.

PURCHASE FUNNEL OPTIMIZATION

With video and data

Various native content formats can help guide potential clients through a purchase funnel.

- Unboxing videos can help introduce a product to potential clients.
- How-to videos can show how products work.
- Review videos can help customers make their final decision.

If you use these different formats, you can tailor your messaging based on your audience. For example, you can set up different email lists, based on the content that viewers have been exposed to.

You need to map your lead generation to your buyer’s journey.

Top

At the top of your journey funnel is awareness. At this stage, customers realize they have a problem to solve. They become a lead by researching your content and videos.

Middle
In the middle of your funnel is the consideration stage. This is where customers are looking at all of the different solutions available to solve their problem. As a brand, you can use this opportunity to show customers how they can use your product to solve their problem.

**Bottom**

At the bottom of your funnel, you reach the decision stage. At this stage, customers are looking for a specific factor that will help them make their final decision. Product reviews can help them do this.

**VIDEO IN EMAIL MARKETING**

Using video in your email marketing campaigns helps to increase your open rates and sign-ups. It’s a good idea to include video in your marketing emails because:

- Emails that are interesting and give good advice are often forwarded and broaden your audience.
- Most email services offer additional metrics to measure performance.
- Email services also keep track of who’s opening your emails on a regular basis and these people can become highly valuable leads.

**YOUTUBE ANALYTICS**

You can use YouTube Analytics to get up-to-date performance metrics on all your videos. There’s a lot of data available in the different reports, such as watch time, demographics, and traffic sources. YouTube Analytics gives you key insight on how your content is being watched, how long it’s being watched, and whether it’s liked or disliked. Knowing your audience and its behaviors can help you tailor your videos, extend your reach, and turn your channel into a viewing destination.

**Metrics**

YouTube Analytics offers a number of different metrics:

- **Watch time.** The amount of time viewers are watching your content.
- **Views.** The number of views that your video content is generating.
- **Subscribers.** A daily view of the number of fans your channel gains.
- **Retention.** Helps identify when viewers are dropping off from watching your content.
- **Engagement.** Likes, dislikes, and favorites on your videos.
- **Comments.** The number of comments your content is receiving.
- **Shares.** The number of shares your content is getting, as well as the sharing service used.
- **Geographies.** Where in the world your content is being watched.
- **Keywords.** What keywords are driving visits and views?
- **Sources.** What external websites and platforms are driving views to your channel?

**Viewing the data**

YouTube Analytics has a number of data points that you can use for reporting and data analysis. Here’s a comprehensive list of these data points, per section:

- **Overview:** Watch Time, Views, Average View Duration, Estimated Revenue, Likes, Dislikes, Comments, Shares, Videos in Playlists, Subscribers, Subscribers Gained/Lost, Video Likes and Dislikes, Video Comments, Sharing.
Annotations: Teaser Clicks, Teaser Clicks per Card, Closes and Close Rate.
Info Cards: Teaser Clicks, CTR, Card Clicks, Clicks per Card.
End-screens: Elements Shown, Element Clicks, Clicks per End Screen Element Shown.
Watch Time: Watch Time (Hours), Views, YouTube Red Watch Time (Hours), YouTube Red Views.
Audience Retention: Average View Duration, Average Percentage Viewed, Demographics, Playback Locations, Traffic Sources, Devices, Translations.

Google Analytics versus YouTube Analytics

YouTube Analytics and Google Analytics are similar, but they have different ways of reporting data. You can use Google Analytics on your YouTube channel. However, Google Analytics only looks at surface-level visits. It will not tell you how your content is being consumed. YouTube Analytics, on the other hand, offers deep data and metrics on how your content is being viewed and who's watching it. This data is not available on Google Analytics.

3rd Party Tools

You can use tools like vidIQ, Tubular Labs, and TubeBuddy to help you manage your YouTube channels.

- Both vidIQ and TubeBuddy offer great tools that can help you optimize your videos, do mass updates across multiple videos, and look at your competitors' channel share analytics.
- Tubular Labs offers you the ability analyze your channel's engagement, and identify key fan channels and similar channels that your audience is also looking at.

Guidelines

Copyright on YouTube

The issues around copyright come into play on YouTube with every video upload. Consider all the elements that may or may not be protected under copyright (i.e. a song, a verbally expressed idea, a dance move, or perhaps a logo in the background). When uploading content, you need to consider the ownership of each and every element in every video that you share.

Here’s the general rule when considering copyright on YouTube: If 100% of the content was created by you, you are covered under copyright. If you're uploading content from somebody else, they're covered under copyright.

Handling Copyright Issues

What should you do if you have uploaded content that has been claimed by copyright ID?

- If the content doesn't belong to you, you need to agree and do nothing. Let the claimant take full ownership of the content.
- If there's a portion of the content that you can remove, you should remove the video entirely, and re-upload it without that part.
- If the claim is false and 100% of the content was created by you, you can dispute the claim.
Managing disputes

Disputes and appeals arise when other creators indicate that you have content on your channel that belongs to them. On the claim detail page, you can see the selected reason for the dispute, along with any additional context to the claim. Once you have determined whether the claim should be made inactive or made active again, you can select Release or Reinstate. The user who uploaded the video can also clear the dispute by cancelling their appeal.

Consequences of copyright misuse

There are various consequences for a channel when copyright is being misused:

- Monetization on the channel can be deactivated.
- Videos can be blocked or taken down.
- The channel can receive copyright strikes.
- If a channel gets too many strikes, it can be permanently removed.

To maintain a good standing:

- Avoid receiving a single strike against your account.
- Avoid having more than one video blocked worldwide by Content ID.
- Ensure your videos are in compliance with YouTube’s Content ID guidelines.