

YOUTUBE
CHANNEL 1

FROM INTRODUCTION TO PRODUCTION



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OBJECTIVES:

- Refine critical thinking, creativity, problem solving, and communication skills using digital media.
- Learn how to use the YouTube platform and start your YouTube channel.
- Learn how to use YouTube successfully to achieve your personal goals.

WHAT YOU WILL LEARN:

WEEK 1: Creating From Scratch

- Getting Started
- Creativity: Channel Art & Profile Icon
- Critical Thinking: Channel Description & Links
- Favorite & Recommended Channels
- Creating & Customizing Channel Layout
- Adding a Channel Trailer
- Channel Status and Verification

WEEK 2: Prepping & Producing Your First YouTube Video

- Explore Export Settings
- Create a Title
- Write Your Description
- Tech Stuff: Add SEO-Friendly Tags
- Create a Clickable Thumbnail
- Engage with Cards & End Screens
- Putting It All Together

WEEK 3: Grow Your Channel

- What is Your Channel About?
- What Types of Videos are Successful?
- How to Get Discovered on YouTube
- Problem Solving: How to Get More Subscribers
- Building Collaborations
- Keeping it Going

Requirements:

- MAC or Windows PC
- Webcam/Headsets w/microphone
- Stable internet connection
- Access to Zoom
- Have basic computer skills, i.e. cut, paste, upload download, save, etc.

Things to Do Before Class:

- Click [here](#) and follow the [instructions](#) to Create Your Gmail Account
- Select a photo that you would like to use for your profile. (Ideally 800x800 Pixels)

Blended Learning

This workshop series combines **asynchronous** (on demand) and **synchronous** (live) learning. Students are synchronously engaged with the instructor in real-time, however additional time will be required to develop content, make videos, and complete projects offline.



Creating From Scratch

STEP 1: Create a Google Account

1. Go to the [Google account Sign In page](#).
2. Click Create account.
3. Enter your name.
4. In the "Username" field, enter a username.
5. Enter and confirm your password.
6. Click Next.
 - Optional: Add and verify a phone number for your account.
7. Click Next.

STEP 2: Creativity: Channel Art & Profile Icon

1. Click the little camera button on the profile image, it's going to tell you that you edit this on your Google account. Click edit, (it will take you to your Google account), now upload a photo.
2. Go back to your YouTube channel. (It might take a minute or two for it to update).
3. Create your channel art. Click customize channel. (the channel is converted into a customizable channel), Click ad channel art, upload a photo or image (1546 x 423pixels) .
4. OPTION: Use [canva.com](#) to create channel art.

STEP 3: Critical Thinking: Channel Description & Links

1. To customize your channel, Click the about tab and then click a channel description.
2. Continue to add email, website social media, etc.

STEP 4: Favorite & Recommended Channels

As you're editing your channel, you'll notice two other options: Featured Channels and Popular Channels. Featured channels are another channel that you would like to feature on your channel.

To feature another channel:

1. Click Add Channel
2. Type in the name or URL of the channel that you would like to feature.
3. OPTION: You may change the section title, i.e. My Other Channels

Popular channels are other channels that are similar to your channel. This is optional and may be disabled. However, it also blocks your profile from appearing on other channels that are similar to your channel as well.

STEP 5: Creating & Customizing Channel Layout

This section of your channel determines the type of videos that are displayed and how they are displayed.

1. Click add video.
2. Select Content
3. Select Layout

STEP 6: Creating Your First Video

1. Develop your channel description.
2. Chose your camera
3. Shoot!



CREATING FROM SCRATCH

Asynchronous (@ Home) Activities

Create a Google Account

Create a google account that has access to the YouTube app. You must be age 13 or older. YouTube kids will not work for this workshop. Click the links below and follow the step-by-step instructions to step up your google account.

- 🔗 Click [here](#) and follow the directions to set up your google account.

Creativity: Channel Art & Profile Icon

Follow the instructions in step 2 on previous page to complete your channel art and profile icon. However, use the tips below to keep your channel engaging and current.

- 🔗 Use images that are eye catching and pops. Keep in mind, your channel art and profile icon are the most visual elements of your channel.
- 🔗 Keep it simple, use fonts that are easy to read, colors that complement together (blue/white, orange/blue, black/gold).
- 🔗 Consider updating your channel art for special campaigns, like holidays, current events, or events that are consistent with your channel. If your page is about sports, Super Bowl, playoff games, and other large sporting events would be appropriate.

Critical Thinking: Channel Description & Links

The channel description is very important and how well it is written, will determine how views find you. It describes what your channel is about, what views can expect to see, and decide to watch or keep scrolling. So how do you craft descriptions that work? Answer the following questions to get your creativity flowing and create a draft.

- 🔗 What topic(s) are you addressing? Examples: Makeup, Sport Cars, Baseball, etc. Note that the topics are specific. Cars, or Sports might be too broad.

- 🔗 What type of videos will you share on your channel?

- 🔗 Who is your channel for? (i.e. what type of person, age range, male/female)

- 🔗 How will your channel stand out?



CREATING FROM SCRATCH

Asynchronous (@ Home) Activities

Sample Channel Description

Kids N Technology engage learners in fun STEM workshops that are interactive, project-based, and creative. Learn how to make DIY STEM project like videos, robots, create games, and build coding skills. Subscribe and Sign up for a free workshop @ www.kidsntechnology.net!

Now see how I answered the questions on the previous page.

- ☞ What topic(s) are you addressing: STEM, DIY, Coding. Also are popular key words that are searched on google.
- ☞ What type of videos will you share on your channel? Education, workshop, DIY projects.
- ☞ Who is your channel for? Learners who are looking to learn STEM.
- ☞ How will your channel stand out? By offering a free workshop.

Creating Your First Video

What makes a good YouTube video? Good equipment like a camera, good lighting, and an appropriate background are all good for shooting a good video. However, the first video is exempt! The best tips for shooting our first video are:

- ☞ Before you pull out the camera, search for videos that you like watching.
- ☞ Focus on what got your attention, hooked you in, and kept you watching.
- ☞ Make a list of best practices and tips to reference.
- ☞ Brainstorm on things that will hook the audience in the first three seconds.
- ☞ Save the best for last to build anticipation.
- ☞ Create a draft of what you would like to say and memorize it.
- ☞ When you are ready to shoot, use your cell phone or camera that you currently own.
- ☞ Team up with someone or do a selfie to record yourself.
- ☞ Relax and shoot.
- ☞ Have fun!



Notes for Next Session:

- ☞ Consider sharing your channel with the class.
- ☞ Share your first video.
- ☞ Bring your creative skills! We have more creating to do.
- ☞ Remember we are learning and having fun! Sharing is voluntary.



CREATING FROM SCRATCH

Synchronous Activities

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GROW YOUR CHANNEL

Get Growing!

In this section, we will learn how to increase your audience from zero to many! We will take a closer look at what your channel is about, the best videos for your channel, how to get discovered, get more subscribers, build collaborations, and keep it going!

What is Your Channel About?

What kind of videos you create will play a huge role in the long-term success of your channel? Although you think you know, as viewers began to send comments, you will make changes quick! So, think about what you would like to broadcast to the world. A few questions to ask yourself that will get your creative skills going.

- What are your favorite YouTube videos?
-

NOTE: The best way to figure this out, look at your subscription feed and your video history and figure out which type of videos you personally watch the most.

- What videos do you want to watch, but you can't seem to find it?
-

- What videos are you tired of seeing?
-

- What are your hobbies?
-
-

NOTE: This might be your starting point. Do something you love to do. It all but guarantee that you will find an audience. Turn your weekend fun into a video idea!

Things to keep in mind:

- Do not chase the trends, be creative.
- Ask thought provoking questions that lead to a successful channel.
- Make videos about things that you truly enjoy.
- You will be lucky to get two to three views per video.
- Creativity and critical thinking determine success.





GROW YOUR CHANNEL

What Type of Video is Successful?

How do you know if your videos are successful? Popularity? Views? Revenue? Well, none of the above, if it's the only metric that you are measuring. Just because a video goes viral does not mean that it is successful. You might be on to something, but it could also be a fluke. Perhaps your video went viral because you captured a historic moment at the right time. Therefore, viewers watch one time and do not come back or share so it is watched by others. Watch time is what YouTube cares about the most.

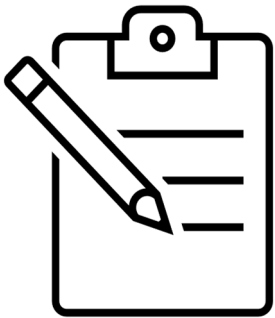


Track your videos success by using the following metrics:

- ✓ How long did the views watch? _____
- ✓ Did viewers watch until the end? _____
- ✓ Are viewers watching it repeatedly? _____

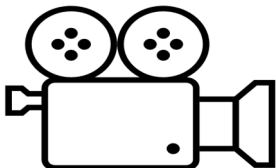
If someone watches one of your videos for the first time, then another, then another, you have a successful channel on your hands!

Notes to Note:



- Viewer engagement determines your long-term sustainability.
- Engagement means likes, subscribers, shares, or comments.
- Create a channel where discussion is encouraged and expected.
- Create a channel that encourage viewers to watch to the end.
- Include something debatable or controversial.

Examples of successful videos:



- Educational
- Product Review
- Commentary
- Self-improvement video
- Favorite or best of videos
- Haul videos
- Gaming videos



GROW YOUR CHANNEL

How to Ge Discovered on YouTube

Getting discovered on YouTube is the most difficult part of starting a new YouTube channel. Even if you're making the most entertaining videos on the planet starting out can be discouraging. However, if you already have a large following on other social media platforms, you will not experience the same growth curve as the other 99.9% of first time creators on YouTube. It may take at least a year to get discovered on YouTube.

So How Do You Get Discovered?

🔑 **Create searchable content.**

You must create searchable content. As discussed in "Prepping & Producing Your First YouTube Video" your description should be focusing on one or two keywords ss the topic of each video that you create. When someone types a topic or keyword they are interested in, your video needs to be on that list!

🔑 **Focus on 1-2 keywords as the topic of each video that you create.**

The only way to get in the search and suggested videos list on YouTube is to create highly focused content and create titles and descriptions that accurately represent what the video is about. Therefore, keep it simple and focus on one to two keywords that accurately describes your video. Make it easy for YouTube recommend it to the correct viewers.

🔑 **Videos must be about something.**

There is so much freedom on YouTube you can create videos about literally anything you want. So be creative! After all, your video must be about something!

🔑 **Self-promotion on social media**

Get discovered by promoting yourself on social media. If you are active on Twitter Facebook Snapchat or Instagram, you should be promoting your videos every time you post them. The boost in views will help prop your video up and tell YouTube that it should recommend it to others.

🔑 **Self-promotion in other communities (forums, FB groups, blogs)**

We should also be focusing on self-promotion in forums websites and other blogs. Using the same process above.

🔑 **Do not spam communities.**

[It's important that you do not spam on social media forums or you will be put on blast.](#) Things like creating fake accounts and posting links to every new video that you make is a neon flag. Instead, join a forum or group and the opportunities for self-promotion will come up naturally and that will lead to an organic following.



GROW YOUR CHANNEL

Problem Solving: How to Get More Subscribers

Let us figure this out! So, you want subscribers so you can make money from your channel? But do not be naive to think that having a lot of subscribers means that your YouTube channel is successful. That is not always the case. It could be that the channel was popular at one time and they are no longer consistently uploading, or they could have had a series of viral videos that do not represent their channel well or that they are not capable of replicating.

It is not the number of subscribers does not directly affect the success of your channel, but their engagement.



5 Ways to Get and Keep Your Subscribers Engaged

1. Consistent upload schedule.

To grow your subscribers list fast, upload videos on a weekly, bi-weekly, or monthly schedule. Active subscribers like to when they can expect a video, and what that video is going to be about.

2. Make great content.

Great content converts searchers into subscribers. Good content capture the attention of a viewer and get them to want more.

3. Ask viewers to subscribe.

At the end of every video, make a short pitch of how and why they should subscribe. Say something like “leave a comment down below and let me know what you think and I will respond to you...then click the subscribe button and the bell so you will get notification when I post new stuff!” or “ I post new gaming videos like this one every Friday. Click subscribe so you don't miss any of them.”

4. Show your personality.

Over 500 hours of YouTube videos are uploaded to the site every minute. If someone is looking for gamer videos, there will be at least 15 other videos with the exact same content. So why your video? It is all in your personality! So, let your personality shine through!

5. Respond to Comments.



GROW YOUR CHANNEL

Since you ask viewers to leave comments, and the human touch and respond! Subscribers not only see you actively manage your channel but that you are a real person not just some.

Building Collaborations

Work as a team and you multiply your efforts! Team up with another YouTuber with a similar audience to make a video together and both people benefit from exposure!



3 Ways to Build Strong Collaborations

1. Do a Q and A Interview

Invite an expert or another YouTuber that has similar content to do an interview.

2. Video Swap

Offer to make an entire video for another YouTube channel that is similar to your channel. Do a video on something you like about their channel that you don't offer and tell why.

3. Network and Connect

Reach out to YouTubers that you like and have similar audiences, join their groups, leave comments, engage in conversations that leads to real connections and that builds your network. Simply write an email or send them a direct message on Twitter or Facebook. It is that simple. This creates a win-win, levels the playing field a bit, therefore both channels will grow as a result.

Keeping it Going

The number one way to build and keep subscribers is to practice teamplay, review session 2, "*Prepping & Producing your First YouTube Video*", take advantage of social media channels, engage on similar channels, and finally, don't give up, building your subscriber list will take time, may years, so remember to **KEEP IT GOING!**