

How to Use YouTube

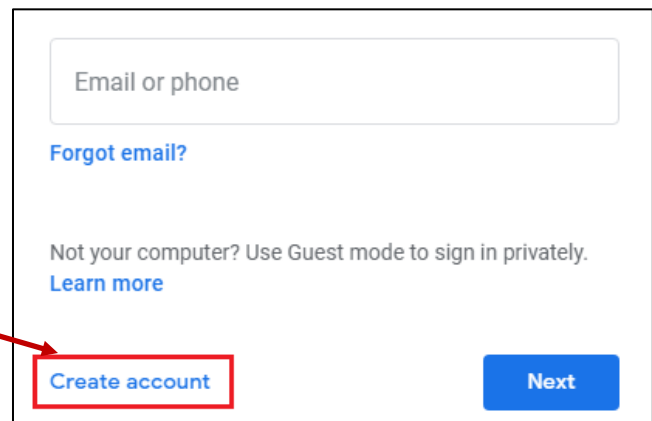


A. Create a YouTube Account

- To set up a **YouTube** account, you will need a Google Account.
- Navigate to youtube.com and click the blue “sign in” button in the upper right of the page.

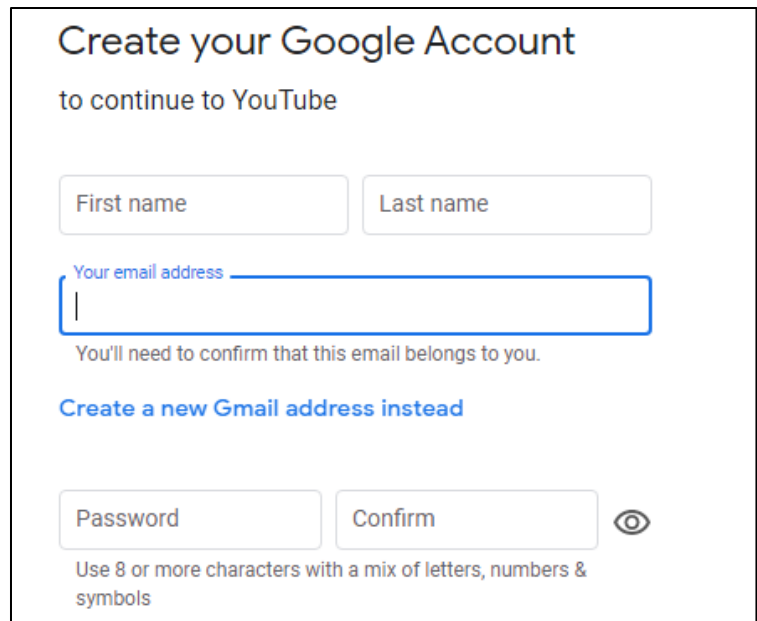


- If you have a Google account, enter your email address and password to sign in. If you do not, click create account.



Form showing the sign-in options on YouTube. It includes a text input field for "Email or phone", a link for "Forgot email?", a note about using Guest mode, a link for "Learn more", and two buttons: "Create account" (highlighted with a red box) and "Next". A red arrow points from the "Create account" button to the text in the adjacent list item.

- **Create Account:** If creating account, first select “For Myself” (or “To manage my business” if using it for work). Then fill in name, email address, and create password. It will then prompt you to add phone number (optional); recovery email (optional); birthday; and gender.



Form titled "Create your Google Account to continue to YouTube". It includes input fields for "First name", "Last name", and "Your email address". Below the email field is the text "You'll need to confirm that this email belongs to you." and a link "Create a new Gmail address instead". At the bottom, there are input fields for "Password" and "Confirm", with a note: "Use 8 or more characters with a mix of letters, numbers & symbols".

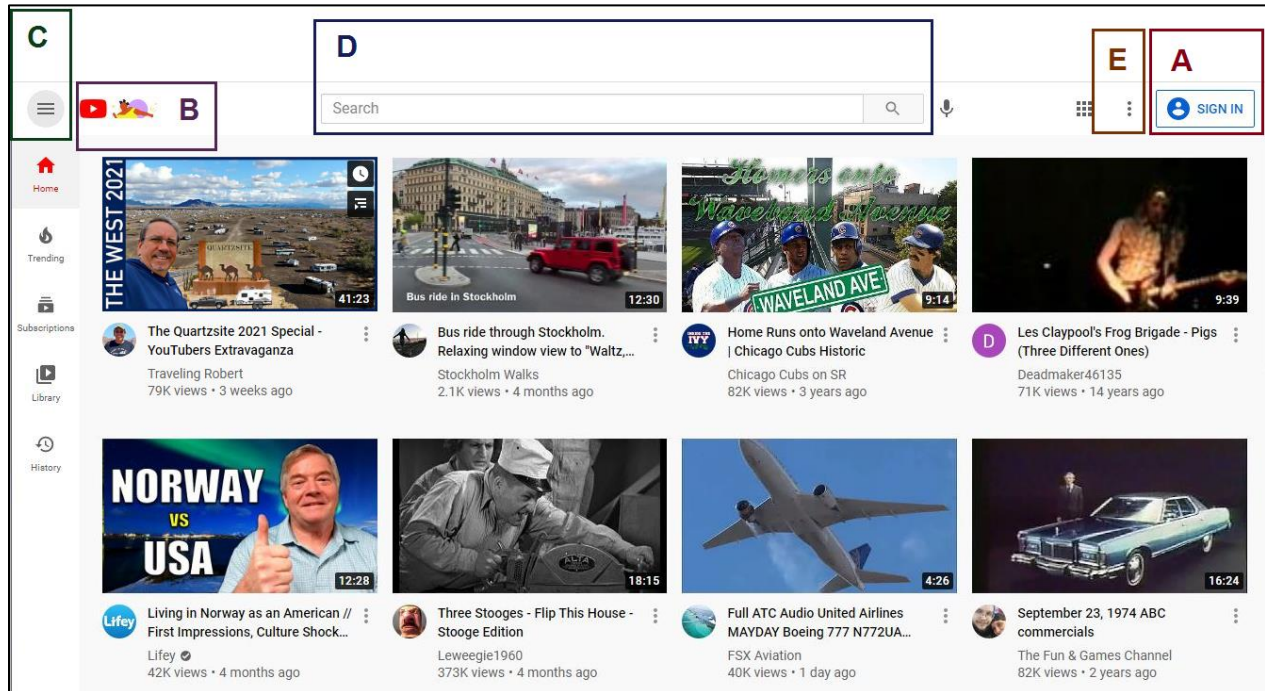
- Check the box to agree to the Terms of Service and click the blue “Next step” button.

*** You do not need an account to use YouTube, but you do need an account to create content and use all the features.**

B. Using YouTube

1) YouTube Home Page

Here is the YouTube homepage (www.youtube.com):

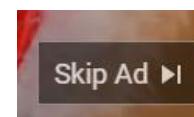


- A) **Sign in Button:** Click here to sign in with your email. It is not necessary to sign in to watch videos!
- B) **YouTube Button:** This button takes you back to the home page.
- C) **Guide Icon:** (*three horizontal bars*) Click this to expand menu and bring up channels and topics of interest to the viewer.
- D) **Search Box:** Search here with keywords to find videos.
- E) **Settings:** (*three dots*) Change the appearance of your screen and language. You can also find Help and YouTube keyboard shortcuts. (If this icon does not show, you can also get to settings from the Guide Icon).

2) Search for and play a video





Exercise 1: You tube is an excellent place to find instructional videos. Find a video on how to use Excel.

- Type “how to use Excel” in the search box. YouTube will bring up a list of videos (shown as thumbnails) on the topic. Advertisements will appear on the top as shown by the yellow “Ad” squares.
- Click the first video on the list to go to the **Watch Page**. It will automatically start playing. Most likely, you will have to watch an advertisement or two first. Sometimes you can skip an advertisement after a few seconds by clicking “Skip Ad” at the right.








3) The Video Player and Options

- The video player will take up the main portion of the screen. Below the player are options * to make comments, like, share, etc. Related videos show to the right of the player.
- The bottom of the player contains your watch controls. Below are the 4 on the right:

	The Play/Pause button
	This button will skip to the next video in the queue (on right)
	The Mute/Volume control
	The Counter . Shows length of video and how far into the video you are.

- You have more viewing options on the lower left of the video player as shown below:

	Closed Captions.
	Settings. Options such as changing video speed and setting and resolution.
	Miniplayer view. Plays small video in bottom right corner.
	Theater mode.
	Full Screen view.

Exercise 2: Display subtitles and slow down the video playback speed.

- Pause the current video. Click the “CC” icon to access subtitles.
- Click the Gear icon and then “Playback Speed.” Change the playback speed to **0.5** (half speed).
- For good measure, click the icon for theater view. Then play the video to observe the changes in action. Then change playback speed to normal.

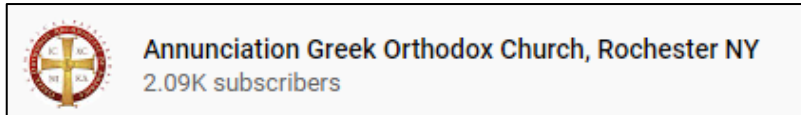
* Note options below the video player. You need to be logged in to access them. Click the thumbs up if you like the video (or thumbs down if you don’t like it). You can also share the video with someone else or save it to watch later.



4) Comments

Exercise 3: Explore comments and find out how to add your own comment.

- From the Search Box at top type “How to Make the Perfect Cup of Greek Coffee” or link to here: <https://www.youtube.com/watch?v=SIXIZPxaDX8> (skip ad and pause if you need to)
- Scroll down to see the channel from which this video came and number of subscribers:

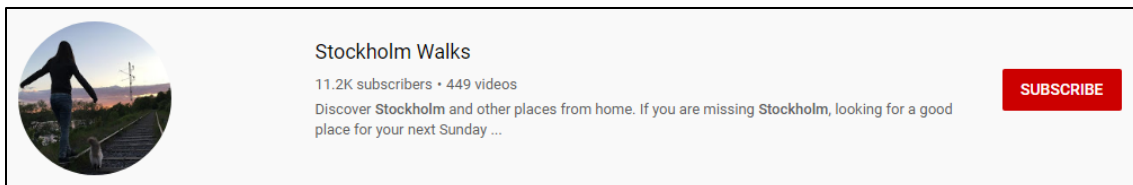


- Scroll through the comments. You can sort by *top comments* or *newest first* at the top.
- To add your own comment, click the area that reads “Add Public Comment.” You will need to be logged in to type a comment. After adding, click the blue “Comment” button at right.
- If you want to reply to a specific comment, click REPLY under that comment.
- Sometimes the comments aren’t very nice, and some channels choose to disable them.

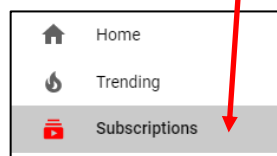
5) Subscribe to a channel

Exercise 4: YouTube is a good place to view travel videos. Examine a channel called Stockholm Walks.

- Type “Stockholm Walks” at the top. You should get the channel information at the top followed by a list of videos from that site.



- It is easy to subscribe - simply click the red “Subscribe” button.
- To receive notifications from the selected channel, click the bell next to the “Subscribed” button. A red circle will show up on the icon when you receive a notification.
- To access your subscribed channels, select the “Subscriptions” link on the top left.



- A page of videos from your subscribed channels will appear, in order of most recent.
- Now lets click the “Stockholm Walks” channel on the left under SUBSCRIPTIONS to go to the main page. Below are the options at top:
 - Videos: Displays all the videos on the site.
 - Playlist: Displays similar videos organized into specific playlists.
 - Community: a feature designed to help creators engage with their audience.
 - Channels: Links to other channels recommended by the creator.
 - About: Contains information about the channel.

YouTube

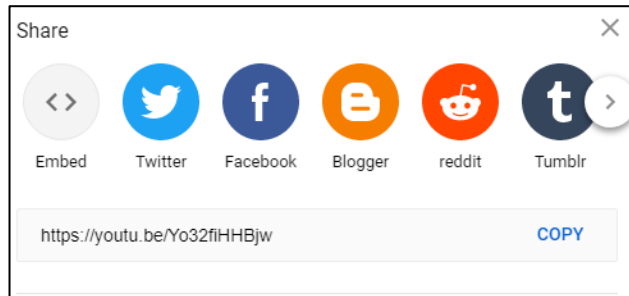
- If you wish to **Unsubscribe** to the site, click the “Subscribed” button and then click “Unsubscribe” from the pop up box.

CANCEL UNSUBSCRIBE

6) Share a Video


Exercise 5: Share a video with someone else.

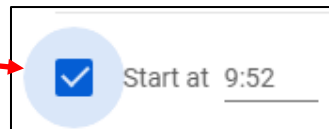
- Select one of the videos from the “Stockholm Walks” site.
- Click “Share” under the lower right of the video. You have many sharing options!



- If you select embed, you can copy the HTML code and then paste it into your blog or website.
- You can use one of several social media platforms: Twitter, Facebook, etc.
- If you prefer, you can copy the URL at the lower right and then share the URL with others through email or text.

Exercise 6: Share a video but start at a specific time in the middle of the video.

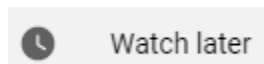
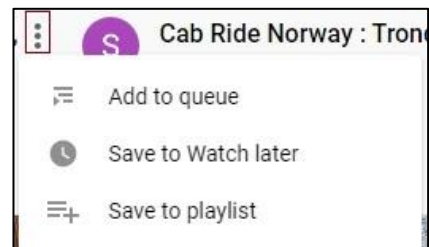
- You don’t have to share a video at the beginning – you can choose to start at a specific time.
- Play the video or move to the place you wish to share. Pause and then click share.
- At the bottom of the pop-up box, you have the option to check the box at the specific time in which you wish to share.
- Check the box and then copy the URL. 
- The video will play at the time you set.



7) Save a Video to Watch Later

Exercise 7: Save a few videos from home page for later.

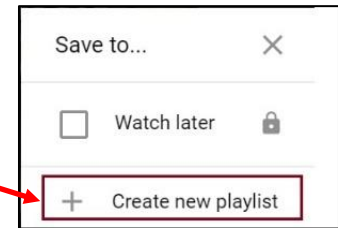
- Click **Home** icon and then click the three dots to the lower right of first video (not an ad).
- This will bring up a menu with these options:
 1. Add to Queue: (to watch next)
 2. Save to Watch Later
 3. Save to Playlist: (see next exercise)
- Click **Save to Watch Later**.
- When you want to watch the video, you can retrieve it from **Watch Later** on the left (guide icon).



8) Create a Playlist

Exercise 8: Create a playlist of Christmas music.

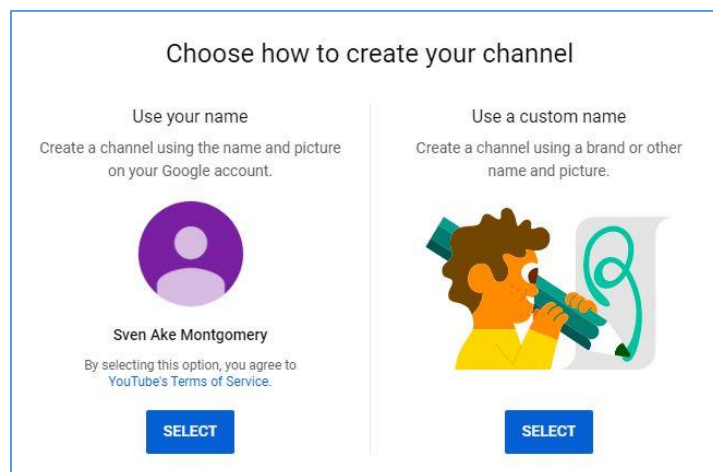
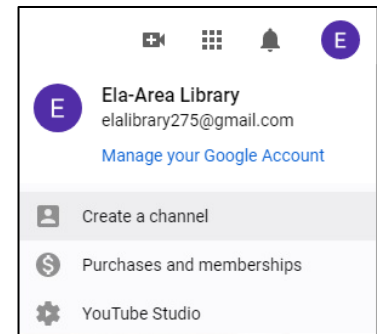
- First, search “Deck the Halls.” This will bring up several videos of the song. Select one of the videos.
- Click “Save” below the video and the “Create New Playlist” from the pop-up box.
- Give it a name (Holidays) and then click create. You can make your playlist public or private.
- Search another Christmas song (perhaps “Silent Night”). Choose a video and click save. Now the “Holidays” playlist will appear. Add a check mark next to it.
- Search a couple more Christmas songs and save them as well.
- Click the “Library” icon on the left. This will bring up History, Watch Later, Playlists, and Liked Videos. Your new playlist will be located under **Playlists**.
- Click on the thumbnail of the playlist to play videos in the order in which they were added.



C. Create Your Own Channel

1) Set up YouTube Channel

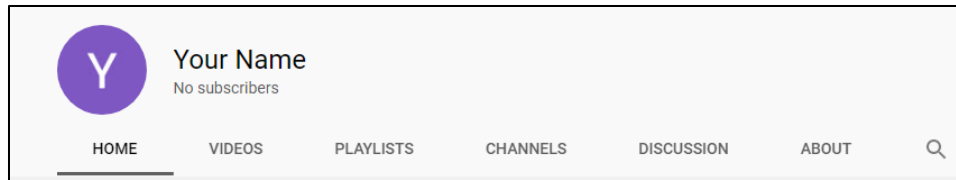
- Make sure to log in. You will see a circle at the upper right with the first initial of your account name. Click to bring up menu and then select “Create a Channel.” Click **Get Started**.
- (If you have already created a channel, the item on the list will read “Your channel” rather than “Create a channel”)/
- A pop up will appear called “Choose how to create your channel.” Here you can 1) Use your name or 2) Use a custom name (such as a brand). Choose the first option.



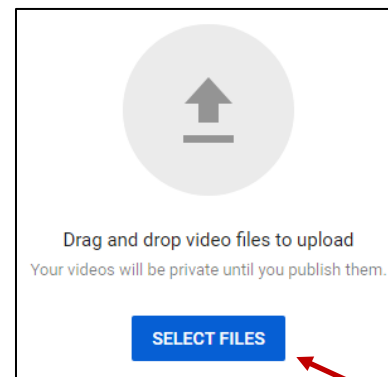
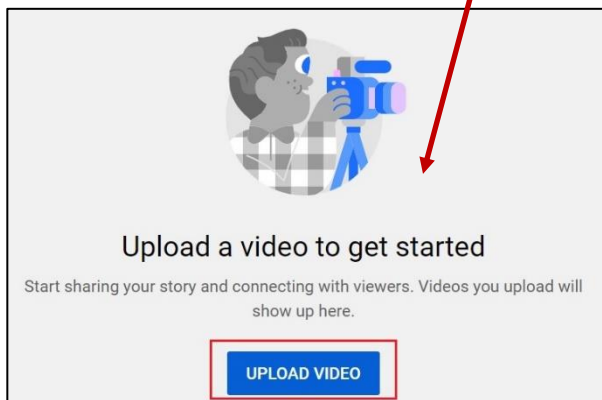
- On the next page you can customize your site by uploading a photo and adding a description. Choose “Save for Later” as we will cover Customize Channel later.

2) Upload a Video into Your Channel

- After you create your channel, the channel name will appear at the top as well as a list of links to videos, channels, playlists, etc.....



- You will find the blue **Upload Video** button on the middle of the page. Click it to begin. OR click "Create" in upper right and then "upload videos."

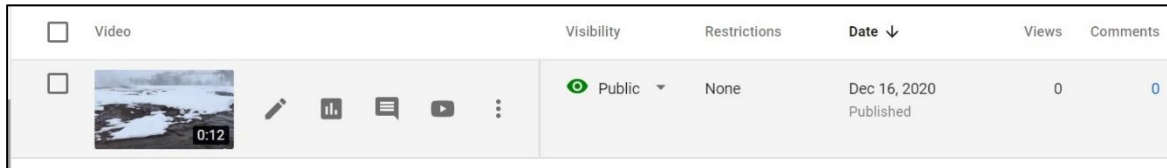


- You have the option to drag and drop the video you wish to upload, or you can click **Select Files** and then navigate to the location of your video. It can take several minutes to upload depending on the size of the video.
- During the upload – you can add a title and a description in the pop-up window. Then you can select or upload a custom thumbnail. Choose an image that best represents your video.
- You can check if the video is made for kids (or not) and you can add an age restriction.



- If you click **Show More**, you can also add **Tags**. Tags are descriptive keywords you can add to your video to help viewers find your content.
- Enter tags and add a comma after each.
- There are online resources that determine if your tags are good (for example, <https://www.tubebuddy.com/tools#channelytics>).
- Under **More Options** you can also disable comments, select language, and other features.
- Click **Next**. Here you can add video elements if you wish (Use cards and an end screen to show viewers related videos, websites, and calls to action).
- Click **Next** and then decide if you want the video public or private. Click the **Publish** button in the lower right.

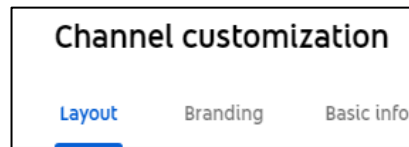
- Wait for the video to process: Processing time varies greatly depending on the format of your original video, file size, and upload traffic. This could take anywhere from a few minutes to several hours.
- Your video will appear in your channel as shown here:



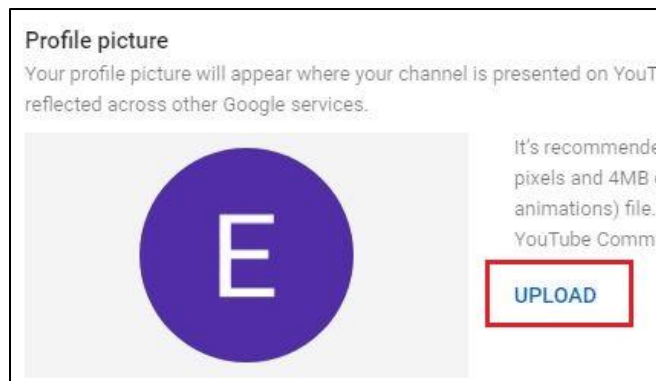
- Note the options to the right of the video (they appear when you move the cursor in this area). These provide editing and viewing options. Click the “play” button to watch it on Your Tube.

3) Customize Your Channel

- You can customize your channel to help personalize and brand your channel. (You can also access **Customization** while in YouTube studio from the menu at the left).
- Go back to My Channel. Click **Customize Channel**. You have the following three options:
 - **Layout:** Use this tab to organize your channel trailer, featured video, and channel sections.
 - **Branding:** Use this tab to update your profile picture, banner image, and video watermark.
 - **Basic info:** Use this tab to customize your channel name, description, and site links.



- Click **Branding**.
- The first option is for profile picture. Here you can upload a picture for your channel. Click upload at the right and navigate to the image you wish to add.



- The next option is banner. Here you can upload an image as your banner.
- You can even add a watermark to appear at the right corner of the player. The default is to add it to the end of the video, but you can place it elsewhere.
- Then click **Publish** on the upper right of the page.
- If you select **Basic Info**, you can see your channel URL. You can also add a description for your channel and other options, such as adding links to other sites.



D. YouTube Studio

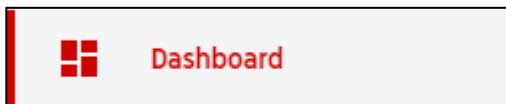


If your YouTube channel takes off, you will want to become familiar with YouTube Studio.

YouTube Studio is the place where you manage your YouTube channel. It provides you with all the functions and information you need to manage your channel in one place. You can manage your presence, grow your channel, interact with your audience, and make money all in one place!

1) Access Studio and Dashboard

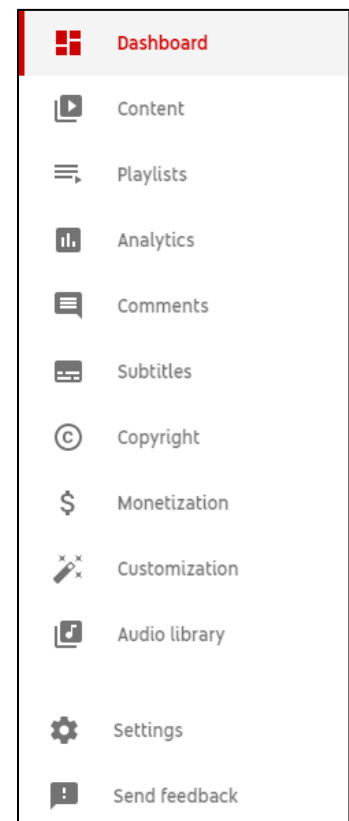
- To access, click the logo in the upper right and then select “YouTube Studio.”
- In Studio, you have several options, including, view your content, view playlists you have created, comments, analytics, etc.
- The first option at the top is **Dashboard**.



- You can upload a video with the button on far upper right of the dashboard page.
- The dashboard also displays brief analytics information, ideas, and “Creator Insider” videos.
- You can also upload a video in studio with this icon on left:



- You can do a live cast with this icon on the left:



2) Other features from the list on the left of Studio

- **Content:** Here you can view all the videos which you have uploaded.
- **Playlists:** This is another location to view your playlists.
- **Analytics:** Here you can measure the success of your YouTube marketing efforts. You can discover information such as channel views and information about the audience.
- **Comments:** A quick place to see all comments received on your channel's videos.
- **Subtitles:**
- **Copyright:** Here you can see removal requests or your own copyright takedown requests.
- **Monetization:** See Part 3 (below).
- **Customization:** An additional place to customize your channel.
- **Audio Library:** Access sound effects and music for your videos. From here, select "Sound Effects" at the top and then play the first one.

3) Setting Viewers to Watch and Attracting Subscribers and (possibly) making money

- YouTube uses an algorithm to help users find videos that they want to watch. If people watch and enjoy your videos (adding likes), the algorithm will recommend them to others.
- (Videos you see on the right are selected using the algorithm).
- Subscribers choose to do so by clicking the "Subscribe" button on your channel. They also have the option to get notified when you post something new.
- If you get 1,000 subscribers and over 4,000 hours of watch time over the past 12 months, you can apply for the YouTube Partner Program.
- The YouTube Partner Program It also enables revenue sharing from ads being served on your content.