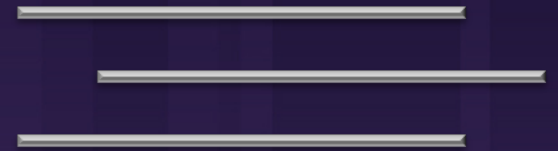




101



AN INTRODUCTION TO YOUTUBE

YouTube is the preferred video hosting solution for the College of Arts & Sciences.

Not only is it the world's largest video sharing community and video search engine, it also works well with websites built on our Department Web Framework, as well as many other platforms.

SETTING UP A CHANNEL



CREATING YOUR YOUTUBE CHANNEL

On the MarComm [website](#), we have a link to a step-by-step guide on how to setup your YouTube channel.

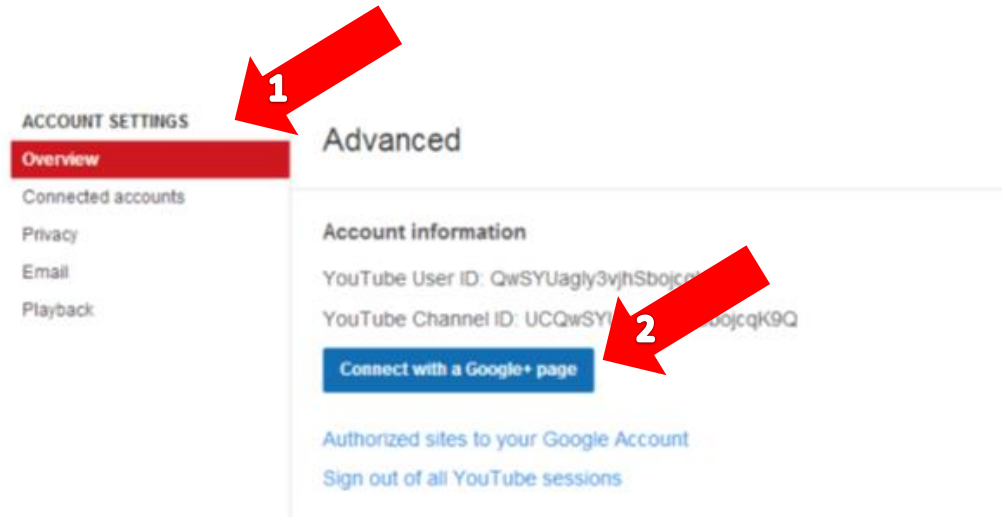
Please note: We strongly encourage departments to use a shared NetID to signup for Google Apps and in turn manage your YouTube and other Google services. This way, you won't need to remember an additional username and password or worry about transferring ownership of the channel when staff members change.

Anyone who is going to become a manager for your YouTube channel can also follow the instructions linked above to activate Google Apps for their personal NetID.

LINK YOUR YOUTUBE CHANNEL WITH A GOOGLE+ PAGE

Google now requires you to link your YouTube channel with a Google+ page to change your channel name and add managers to your page. To link with Google+, click the downward facing arrow next to your channel icon in the upper right corner of the screen. A drop down menu will appear. Click on the “Settings” link in the menu. On the next page, click on the “Advanced” link next to your channel icon. **Do not click on the “Link channel with Google+” link at this time.**

You should now see a button labeled **“Connect with a Google+ page.”** Click this button. *This is a relatively new feature on YouTube and may not be available due to stability issues. If you do not see the button, wait 1-2 days and try again. If you still can’t find the button, contact [Marketing and Communications](#) for support.*



UPDATE GOOGLE+ PAGE

Once you've connected your YouTube channel with a Google+ Page, don't forget to update your Google+ page! Even if you don't plan on utilizing it, Google+ users can still see it.

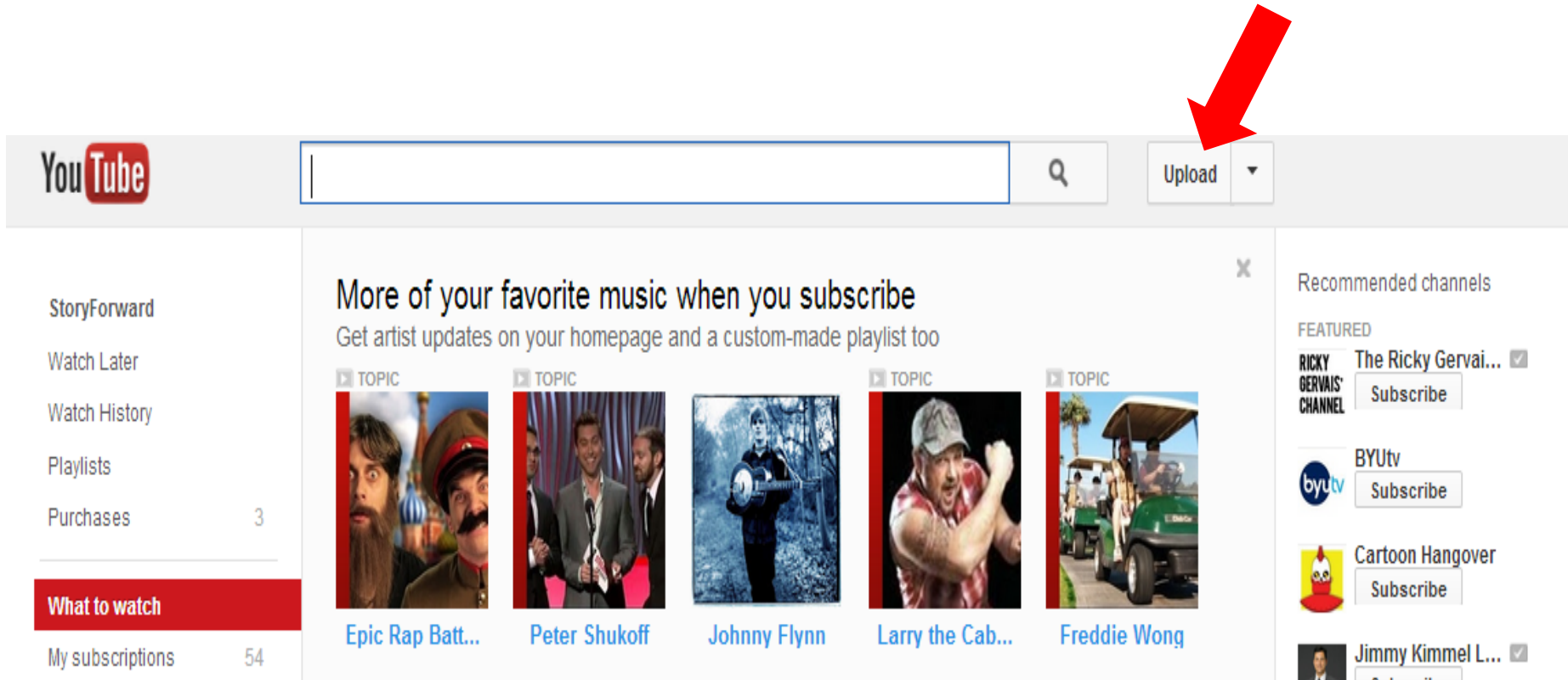
The image displays two screenshots of a Google+ page for the UW Department of Brevity. The top screenshot shows a notification box with the text "Congrats on your new page! Get some quick tips about making the most of it" and a "Learn more" button, with a red arrow pointing to it. The bottom screenshot shows the full page layout, including a navigation bar with "About", "Posts", "Photos", "YouTube", "Reviews", and "View profile as: Yourself". The page features a cover image with the UW Department of Brevity logo and a "Change cover" button. The main content area is divided into sections: "People" (In your circles, Have you in circles), "Contact Information" (Contact info), "Story" (Tagline, Introduction), and "Links" (Website, YouTube, Facebook, Twitter).

ADD MANAGERS TO YOUR GOOGLE+ AND YOUTUBE ACCOUNTS

Making someone a manager of your Google+ page is the only way to make them a manager of your YouTube channel.

The image shows a screenshot of the Google+ settings interface. At the top, there is a search bar and a 'Settings >' link. The main content area is titled 'Google+ settings' and contains several sections: 'Who can interact with you and your posts', 'Who can send you notifications? Learn more' (with a dropdown menu set to 'Anyone'), 'Who can comment on your public posts? Learn more' (with a dropdown menu set to 'Anyone'), 'Who can Hangout with you', and 'Who can add you to a Hangout, and who has to send you a request? Learn more' (with a 'Customize' button). On the right side, there is a sidebar with a 'Share' button, a 'Managers' link (indicated by a red arrow with the number '2'), and a 'UW Department...' Google+ page (indicated by a red arrow with the number '1'). Below the page information, there is a profile for 'Steve Guy' (f163383@gmail.com) and a link to 'Guy's College Google+ page'. At the bottom of the sidebar, there are 'Add account' and 'Sign out' buttons.

UPLOADING VIDEOS



The image shows the YouTube homepage interface. At the top, there is a search bar and a navigation menu. A red arrow points to the 'Upload' button in the top right corner. Below the search bar, there is a section titled 'More of your favorite music when you subscribe' with a sub-header 'Get artist updates on your homepage and a custom-made playlist too'. This section features five video thumbnails with artist names: Epic Rap Batt..., Peter Shukoff, Johnny Flynn, Larry the Cab..., and Freddie Wong. On the left side, there is a sidebar with navigation options: StoryForward, Watch Later, Watch History, Playlists, Purchases (3), What to watch (highlighted in red), and My subscriptions (54). On the right side, there is a 'Recommended channels' section with featured channels: RICKY GERVAIS' CHANNEL (The Ricky Gervai...), BYUtv, Cartoon Hangover, and Jimmy Kimmel L...

BEST PRACTICES

YOU HAVE A CHANNEL, NOW WHAT?

- Start videos on your channel with recognizable branding
 - As easy as a centered department logo on a purple background or as complex as an animated intro for each of your videos. (Example: [Musical Theater](#))
- Expand the reach of your videos by including closed captioning
 - Upload a timed caption file or type out the captions under the 'captions' tab on YouTube's video manager.
- Well written and informative titles and descriptions
 - The title and description of your video will make sure that people can find your video when they are searching for related topics.
 - Description should also include links to your social media and website and briefly cover the topics in your video.

CHANNEL GRAPHICS

1

Channel Icon: Should be 800 by 800px jpg image. The college recommends creating an icon that is consistent with UW Branding and using the same icon for all of your social media outlets. If you need help creating this, contact CAS MarComm.

2

Channel Art: The art you use here will influence the look and feel of the page and will be used across multiple devices including computers, TV's and mobile phones. Dimensions vary, [here](#) is a good sizing guide by YouTube.

The screenshot displays the YouTube channel interface for 'UWcas' (University of Washington College of Arts & Sciences). The channel icon is a red 'W' logo. The channel art features a purple and white graphic with the text 'W ARTS & SCIENCES' and '2'. The main video is titled 'Welcome Class of 2017! UW College of Arts & Sciences...' and has 1,026 views. The channel art and video title are marked with red boxes and numbers 1 and 2 respectively. The page also shows a list of subscriptions on the left and featured channels on the right.

OTHER GREAT FEATURES

1


Website & Social Media: You should include a link to your departmental website and social media properties on your YouTube channel. To add links, hover over your channel art. When the pencil icon appears, click on it and then click on edit links.

2

Featured Channels: This is where you can feature content related to your own. The College asks that you feature both UW and the Arts & Sciences channel. To edit, hover over the 'Featured Channels' section until the pencil appears, click to edit.

The screenshot shows the YouTube channel page for UW College of Arts & Sciences. The channel art features a stylized 'W' logo and the text 'ARTS & SCIENCES'. A red box with the number '1' highlights the channel art area. The channel has 110 subscribers and 41,066 views. The main video is titled 'Welcome Class of 2017! UW College of Arts & Sciences...' with 1,026 views. The video description reads: 'In the College of Arts and Sciences there are endless opportunities YOU CAN explore. Whether you dream of studying chemistry and music, astronomy and english, or any other combination of arts, humanities, social sciences, and natural sciences, YOU CAN in the College of Arts and Sciences. Visit us online to learn more....'. The 'Featured Channels' section on the right includes UW (University of Washington), UWTV, Burke Museum, Henry Art Gallery, and UDubAdmissions's... A red box with the number '2' highlights this section. The 'Popular channels on YouTube' section includes 阿嘎森, JumbaFund, Nice Peter, FUNKERS50 - Vet..., TEDxTalks, and vlogbrothers.

CREATING VANITY YOUTUBE LINKS

YouTube  asinfo@u.washington.edu ▾

YouTube > Help > Account settings [Contact Us](#)

Add a custom URL

If you had or have a traditional YouTube username on your channel, then you unfortunately can't add a custom URL or change your URL. Your channel already has a URL associated with your old username, like the following:

`http://www.youtube.com/user/USERNAME`

When you create a new YouTube channel using your Google identity, you'll have a default unique URL that looks something like this:

`http://www.youtube.com/channel/UCNimhyukHP5tdka3a9zi9Nw`

You can see that it is quite complicated and hard to remember. If you'd like a simpler URL, you can add a custom URL to your Channel. To add a custom URL, use the following steps:

1. Make sure you're signed into YouTube, and go to your [advanced account settings](#).
2. Under Channel Settings, click **Create custom URL**.
3. You'll then be able to choose the URL you want. Note that you can't choose a URL that someone's already chosen.

Once you've chosen your custom URL, it will appear like this:

`http://www.youtube.com/user/CUSTOMURL`

 **Once your channel has a custom URL, it can't be changed. Choose carefully!**

Account settings

- [How can I receive email digests?](#)
- [Change YouTube email address](#)
- [Change YouTube password](#)
- [Change language or country settings](#)
- [Add a custom URL](#)
- [Merge YouTube channels \(Transfer data\)](#)
- [Delete YouTube channel](#)
- [Change YouTube username](#)
- [YouTube User ID and Channel ID](#)

How helpful is this article:

 12

- | | | | | |
|--|--|--|------------------------------------|---|
| <input type="radio"/> Not at all helpful | <input type="radio"/> Not very helpful | <input type="radio"/> Somewhat helpful | <input type="radio"/> Very helpful | <input type="radio"/> Extremely helpful |
|--|--|--|------------------------------------|---|

CREATING VANITY YOUTUBE LINKS

The image displays two screenshots of the YouTube account settings interface. The top screenshot shows the 'Overview' tab selected in the left sidebar, with a red arrow labeled '1' pointing to the 'Overview' link. The main content area shows account information for 'Tara Cunningham' with a red arrow labeled '2' pointing to her profile picture. The bottom screenshot shows the 'Advanced' tab selected, with a red arrow labeled '3' pointing to the 'Create custom URL' link under the 'Channel settings' section.

CREATING VANITY YOUTUBE LINKS

YouTube

Create a custom URL for this channel


Important note: Once you've set your custom channel URL it cannot be changed.

Create custom channel URL

TheTaraCunningham

Your channel URL can contain only letters and numbers.

Create Channel URL



YouTube

You have created a custom channel URL. Your new channel url is <http://www.youtube.com/user/TheTaraCunningham>. **DONE!**

ACCOUNT SETTINGS

Overview

Connected accounts

Privacy

Email


Playback

Connected TV/s

Overview

Account information

Name

 **Tara Cunningham** [Edit on Google+](#)
tarac112@uw.edu
Return name to TheTaraCunningham, and disconnect Google+ profile
[Advanced](#)

Password

[Change password](#)
You will be redirected to your Google account page

Mobile uploads

low6s3ijmzv2@m.youtube.com
Upload videos from your phone by emailing this address. Want a different address? [Click Here](#)

Save

QUESTIONS?

