



# All About YouTube

## Intro to YouTube

### What is YouTube?

YouTube is a free video hosting site that is also the second-largest search engine. YouTube is the place to host your videos if you want them to get searched and seen. YouTube also allows you to broadcast live via Google Hangouts, a feature of the social site Google+.

### Sharing and Embedding

YouTube allows you to share your videos by simply providing a text link on a web site, or in an e-mail. But it also allows you to embed your video inside of a player right on your web site. With an embedded player, users never have to leave your web site to watch the video.

## Best Practices

### Video Length

Keep your videos short and to the point, 1-3 minutes. People will decide in the first few seconds whether they are going to continue watching your video or not, so it needs to grab attention from the start. No lengthy intros with lots of credits and titles. If you're covering a lot of subjects in, say, a 10-minute video, consider breaking it up by topic into shorter segments.

### Upload in the Highest Quality

Shoot and edit your content in High Definition (HD), and upload it in HD. Users appreciate quality, and your video will look terrible if it is standard definition and being watched on a 30" monitor or 60" HDTV.

### Upload a Custom Thumbnail

If you're editing and uploading from a desktop computer, don't rely on YouTube to randomly choose a frame of your video to serve as the thumbnail image to represent your video. Instead, using your video editing program or player, grab a still frame image of the exact frame in your video you want to represent your video. Crop it if needed and upload it to YouTube using the Custom Thumbnail selection in the editing window for your video on YouTube.

### Choose a Filename for the Video File That Contains a Key Word or Key Phrase

For example, a video about preventing the flu should have the phrase flu prevention in its file name.

### Tagging

Proper tagging can help your video be searched and located. Choose tags that people will likely search for to find your video. Include the names of key persons who appear in the video.

### Video Title

Your title can have no more than 100 characters, but strive for 70. Writing should be short, clear, and have a keyword or key phrase in it.

### Video Description

It has been proven to be most effective to place a key word or phrase in the first or last sentence of the description, which is where they will get the most attention from search engines. It can be up to 5,000 characters long, but only the first 157 characters display in search results.

### Playlists

You can create playlists on your YouTube Channel to group similar video topics or series together.

# YouTube Glossary

**Annotations** Video Annotations are an uploader-controlled, dynamic overlay on videos that allows you to overlay text on a video and/or make parts of the video clickable. You can add, edit and delete annotations to your videos, controlling the text, placement, timing and link URLs. URLs can only be directed to YouTube.com.

**Audience Retention** The Audience Retention report (formerly known as Hot Spots in Insight) measures your video's ability to retain its audience. It shows when viewers fast-forward, rewind or leave your video.

**Avatar** The square image on your channel page that represents your channel across the site.

**Channel or Channel Page** YouTube.com/CHANNELNAME. A channel is the public page for a user account on YouTube. It contains uploaded videos, playlists, liked videos, favorited videos, channel comments and general activity. Some creators manage or create content across multiple channels.

**Comments** These are written comments on videos, channels, playlists or in response to other comments. Comments may be posted either on the watch page or on a channel page.

**Favorite(s)** A user action that adds a video to their channel's Favorites playlist. This action can also be broadcast to subscribers

**Feed** A stream of activity either for one channel (via the channel page feed) or for multiple channels (the homepage feed). Feed activities include uploads, updated playlists, video comments, channel comments, new subscriptions, bulletins, likes, favorites and sharing. Users control what feed activities they broadcast and, by subscribing to channels, what feed activities are broadcasted to them in their homepage feed.

**Hangouts on Air** Google+ Hangouts are a live video chatting feature, and they can be broadcast on your YouTube channel.

**Like(s)** A user action that shows appreciation for a video. This action can be broadcast to subscribers in the feed.

**Metadata** The textual information that describes a video, channel or playlist. Video metadata includes title, tags and description. Playlist metadata includes title and description. Channel metadata includes a description.

**Playlist** A playlist is a collection of videos that can be viewed, shared and embedded like an individual video. You can create playlists using any videos on YouTube. Videos can be in multiple playlists. Uploaded videos and favorited videos are default playlists on your channel.

**Series Playlist** A playlist that locks the videos into one specific playlist. Meant for serial or episodic content that follows a narrative story arc, videos included in a series playlist cannot be added to other playlists on the channel.

**Suggested Videos** Video thumbnails that appear in the right-hand column of watch pages and the homepage, or the tiled thumbnails that appear when a video has finished playing.

**Subscriber / Subscription** By subscribing to a channel, users will see that channel's activity in their homepage feed. Subscribers can also opt into email communication from subscribed channels on a per-upload and weekly digest basis.

**Tags** Words or phrases used to describe the content of your videos. Added to videos at time of upload (see Metadata).

**Thumbnails** The images selected to represent your videos or playlists on the site.

**YouTube Analytics** A tool that provides information across various metrics for videos, channels and audience. Available in your user account.