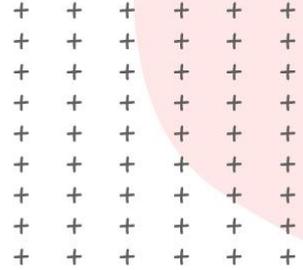
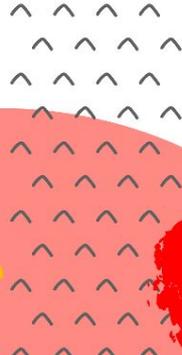
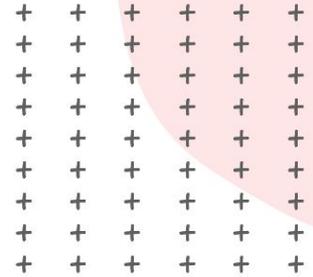


# News Creator

WORKSHOPS 2022



# WORKSHOP 2: Content Strategy



WORKSHOP 2: CONTENT STRATEGY

# Program overview



WORKSHOP 2: CONTENT STRATEGY

# Four pillars of content strategy

Workshop 2

Workshop 3



Planning



Packaging



Publishing



Promotion



# Agenda

Planning



Packaging



Publishing



01

Understand and Identify your audience

02

Setup your equipment

03

Finding the right format for your content

04

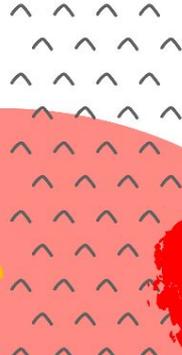
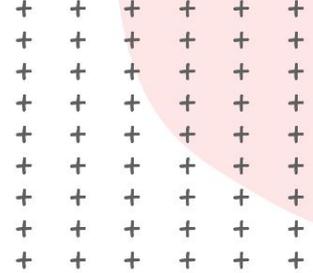
Packaging your content

05

Publishing considerations



# Understand and Identify your Audience



## WORKSHOP 2: CONTENT STRATEGY

# Consider how audience find your content (traffic sources)

The data available in Traffic Sources breaks out the individual locations wherein your content is surfaced to viewers. Use this information to help in future planning, but digging into the methods in which viewers are finding your current content. Here are the major ones to know.

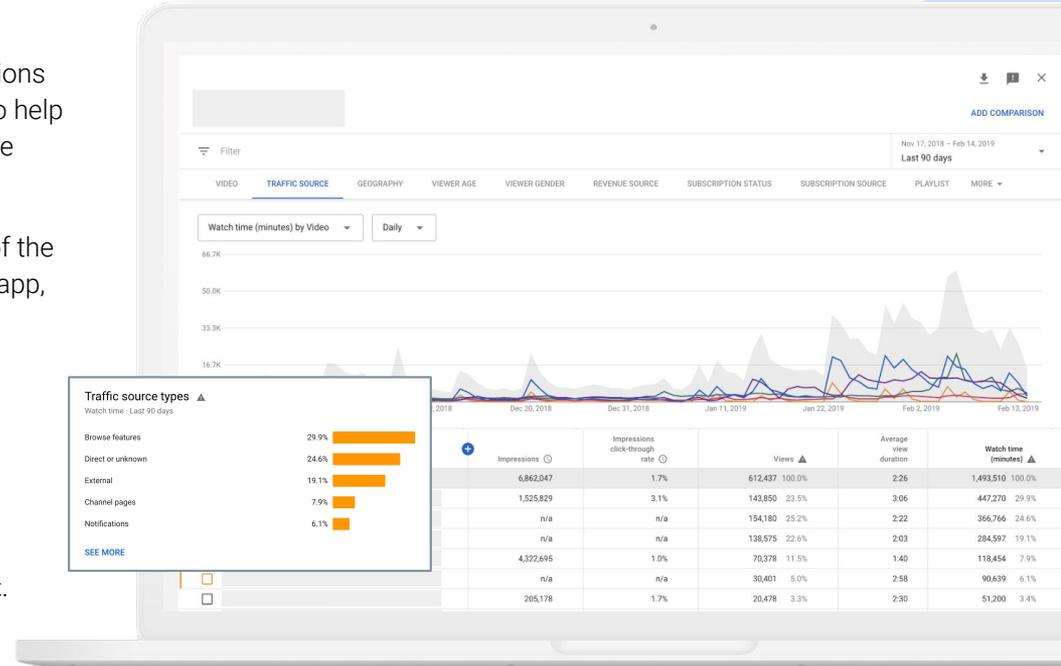
**Suggested videos** are shown to viewers on the right side of the watch page under 'Up next,' below the video on the mobile app, and as the next video in autoplay.

**Browse features** refers to traffic generated by the home, trending, and subscriptions feeds.

**YouTube Search** looks at the search queries that directed viewers to your content.

**Notifications** are alerts sent when a new video is made public. They can be sent via mobile push alerts or emails.

Learn more about advanced YouTube Analytics [here](#).

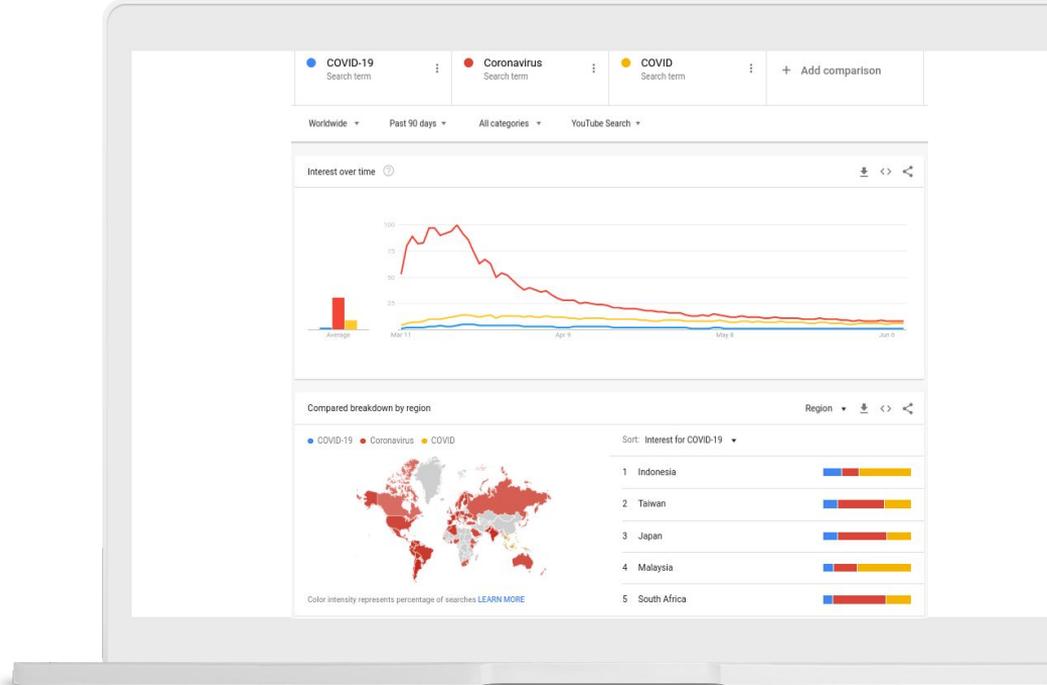


# Follow keyword choices & trends

## Google trends can help you with:

- Which keywords are most popular.
- Where keywords are popular.
- How keyword interest is trending over time.
- How trends differ across Web, News, or YouTube search.

Consider carefully the terms you use for the audience you want to reach and the timing of your uploads.



# Understand your audience via analytics

\*Learn more about using YouTube Analytics [here](#).

**Impressions** highlight how many times your video thumbnails are shown on YouTube.

1

**Click-through-rate** shows you what percentage of your impressions on YouTube turned into views.

2

**Views** - we want to make sure that videos are viewed by actual humans and not computer programs. This is why your public and internal facing view counts can be delayed as our systems verify the legitimacy of the views.

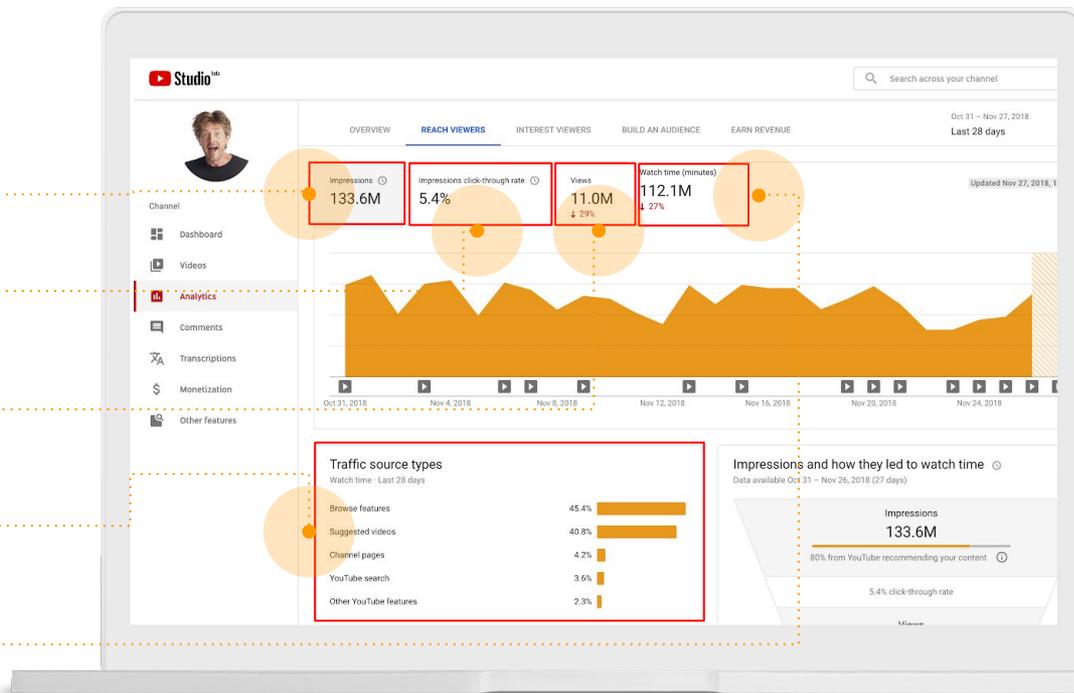
3

**Traffic Sources** give you a sense of how viewers are discovering your content.

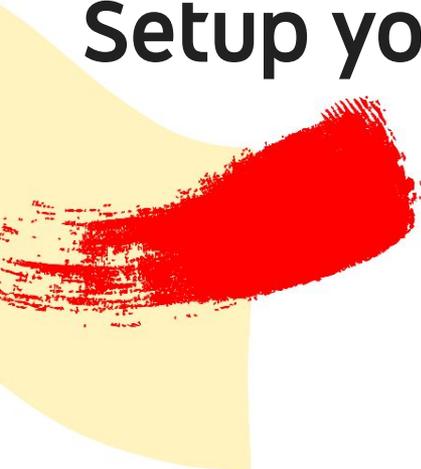
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**Watch time** refers to the amount of time that viewers have spent watching your content and gives you a sense of what is actually being watched (as opposed to clicked on and then abandoned).

5



# Setup your equipment



## HONE IN ON THE BASICS

# Video Creation Basics

---

You can start making videos with something as simple as a good mobile phone! Here are some tips for any type of equipment.

- 1. Talent:** Your YouTube videos will be an introduction to and a representation of your institution, so include people of various backgrounds and/or stages of their career. For more on creating inclusive content, check out this [Creator Academy lesson](#).
- 2. Lights:** When choosing your shot, use natural light and avoid shadows. Be mindful of your background, prioritizing areas with visual depth (i.e., try not to shoot against a wall).
- 3. Camera:** Wipe off the lens, choose the settings to film in the highest quality possible, place your device on horizontally on a stationary surface, and turn on Do Not Disturb mode if you're using a phone.
- 4. Action:** On camera, frame the subject with their eyes in the top third of the video (like [this](#)). If you're filming yourself, remember to look at the camera lens, not at yourself.



## HONE IN ON THE BASICS

# Production

---

**Good production design includes:**

- **Bright colors** (and good lighting)
- **High contrast**
- **Depth of field**
- **Interesting visuals**

You'll probably be using the same set again and again, so make it interesting and versatile. Additionally, creators often use interesting visuals for their direct-to-camera intros, with wide shots, and close-ups of their guests.



## HONE IN ON THE BASICS

# Capture good audio

Good sound can significantly impact how viewers experience your video. Audiences are typically more forgiving of camera and lighting mistakes than they are of poor audio. Let's look at how to avoid sound missteps.

- **Keep audio in mind when choosing locations.** Consider how ambient noise or the acoustics in a room (such as an echo) can negatively impact your audio capture.
- **Use external microphones.** While something as simple as a smartphone can film incredible video, you'll want to use external (not in-camera) microphones to record audio of the same quality.
- To help you get started, this Creator Academy video explains the basics of creating a fantastic audio and video experience.



Looking for an overview of making YouTube content?  
Check out the "[Production Skills: From Ideas to Video](#)" playlist,  
brought to you by [YouTube Creator Academy](#).

## HONE IN ON THE BASICS

# Be accessible

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## Audiences want to see the real you.

- **Personal content is best.** Distance and mystique are not your friends here. Don't be afraid to grab the camera and talk directly to your audience.
- **Imperfections are your friend.** While it may seem counterintuitive, don't be afraid to keep your videos rough around the edges.
- **Be open to conversing with your audience** through live streams and in comments to deepen the communal connection.



# Create in bulk

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Creating videos takes time and resources, so it's always smart to try to maximize the output of your production days.

- **Batch shoot.**

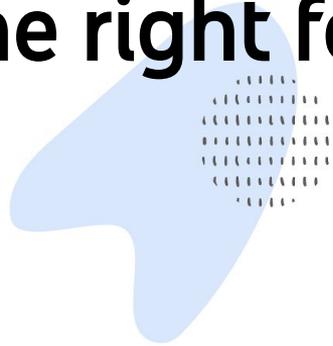
Whenever possible, get multiple videos out of each shoot you do. For instance, if you're interviewing experts within your organization, is it possible to schedule two or more of them in the same day?

- **Think flexibly with your footage.**

Be creative with the extra footage you may capture at different events you go to and consider how that can be packaged to give you more content to share.



# Finding the right format for your Content



## WORKSHOP 2: CONTENT STRATEGY

# Successful news formats - Recap

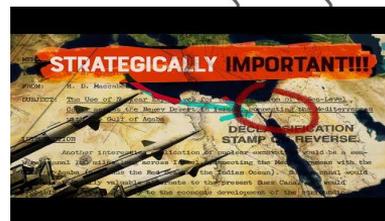
Especially early in your YouTube journey, consider leaning into existing formats that online audiences already know. Below are a few of the popular formats that may suit your YouTube mission.



NEWS ANALYSIS



LIVE



EXPLAINERS



COLLABORATIONS



INTERVIEWS



PODCASTS



STORYTELLING/DOCUMENTARY



NEWS ROUNDUP

### Monthly

HERO

HERO

HERO

### Hero Content

Highly produced videos or collaborations with YouTube Creators and other public figures.

### Weekly

HUB

HUB

HUB

HUB

### Hub Content

Regularly scheduled episodic formats and Live streams that make viewers come back and subscribe.

### Evergreen, Less Frequent

HELP

### Help Content

Evergreen content aimed at answering FAQs, explaining ideas, or diving into topics that hold resonance over time.

**NEWS FORMATS**

# HERO Content

---

**Frequency:** Less frequent. Usually requires more production effort than Hub content. Can be based around a moment (e.g. election season) or can be a self-created moment (e.g. collaboration).

**Content:** Mass appeal focus that can lead to increased interest by the general public at a particular time.

**Audience:** Hero Content attempts to cast as wide a net as possible and be accessible to viewers who may be unfamiliar with your channel.

**Goal:** Provide a moment of significant visibility for your content, converting a large amount of casual viewers into long-term subscribers.

**Tips:**

- Use YouTube Premieres, Stories, and Community to build hype and awareness.
- Collaborations can drive viewership. It's important to optimize the video title, but also promote through other social media.



## NEWS FORMATS

# HERO Storytelling/Documentary

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Whether through investigative journalism or documentary filmmaking, in-depth storytelling can set your channel apart from the competition

- **Hero moments with help relevancy.** A series of documentaries or investigative content can create not only large moments of reach with your audience, but they can have the dual effect of bringing audiences back if your story needs multiple episodes in addition to providing potentially longer-term shelf life value to your channel.
- **Program with purpose.** Be mindful of when you drop these videos, as they can be some of the most time consuming in your production. Consider how you can build up anticipation through promotional tools - such as behind the scenes peeks in Stories and updates in Community.
- **Create shoulder content.** Not only can you use behind the scenes footage to share your progress leading up to your publishing, but consider how you can use this footage, along with “cutting room floor” footage for core audiences that want to see more.



## NEWS FORMATS

# HERO Collaborate

---

Work with other channels to broaden your reach and audience, while creating great content for your current fans.

- **Choose thoughtfully.** The most popular creator on the platform may not be the best pick. Instead, focus your efforts on Creators who already have the audience you most want to reach. (Ex. peers within the your focus space or popular brands that touch on related issues, etc.)
- **Consider what you uniquely offer to other channels.** Whether it's access to you, a subject matter expert, or your audience, think about how you could supply opportunities to these channels, that they otherwise wouldn't have. (While of course keeping in mind how these channels over equal value to you and your channel as well).
- **Create content for your channel, too.** To fully capitalize on this powerful promotional opportunity, make sure that you develop content that not only can the collaborator's channel use, but also content that your channel can use too. Making amazing videos that both channels can post only increases the collaboration's impact.



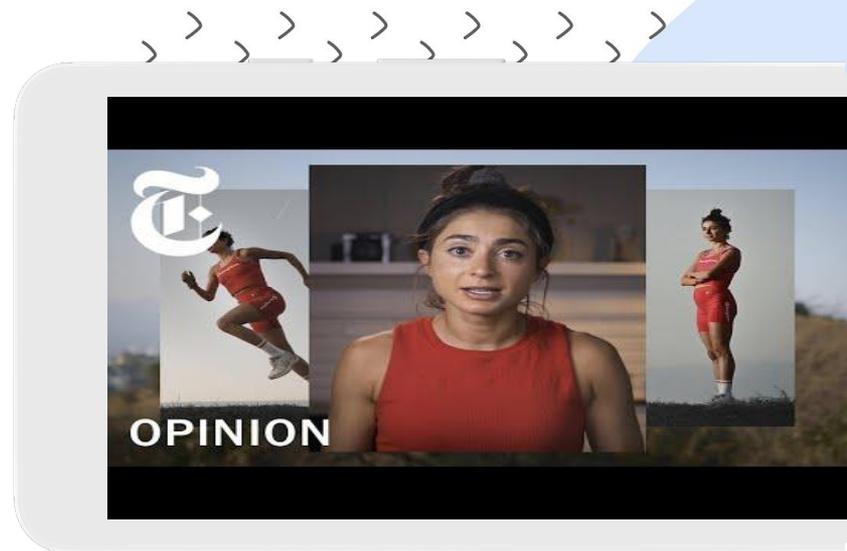
The  
New York  
Times

## NEWS FORMATS

# HERO Popular Culture and News

This will most often be a **explainer-style** format and will have broad appeal due to the pop-culture tie in. Which should result in a “hero”-like moment for your channel.

- **Choose thoughtfully.** Again, you want to make sure that whatever popular culture moment you’re engaging with makes sense for your channel. If you swim too far outside your lane you can cause a negative reaction and end up wasting your time on a video that doesn’t land with your audience.
- **Think of popular culture in this instance as anything related to hard news without sliding into gossip news.** The goal is to authentically create content around big moments/topics in which you add value to the discussion occurring on YouTube without sacrificing your integrity.



## NEWS FORMATS

# HUB Content

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**Frequency:** Your regular chosen cadence. Think of Hub Content as your channel's "bread and butter."

**Content:** Sustainable, targeted content that appeals directly to your subscribers' tastes and expectations. (Lean into your formats!)

**Audience:** Your existing subscriber base, plus those viewers who've been watching but haven't subscribed.

**Goal:** Keep your audience coming back with steady, consistent content that appeals to their expectations and desires. Secondly, provide a bank of content for new viewers to explore after subscribing.

**Tips:**

- Schedule weekly episode uploads on a fixed day of the week and time of day to encourage consistent viewership.
- Share this schedule within your hub content uploads to ensure audiences are aware of when to come back for more.



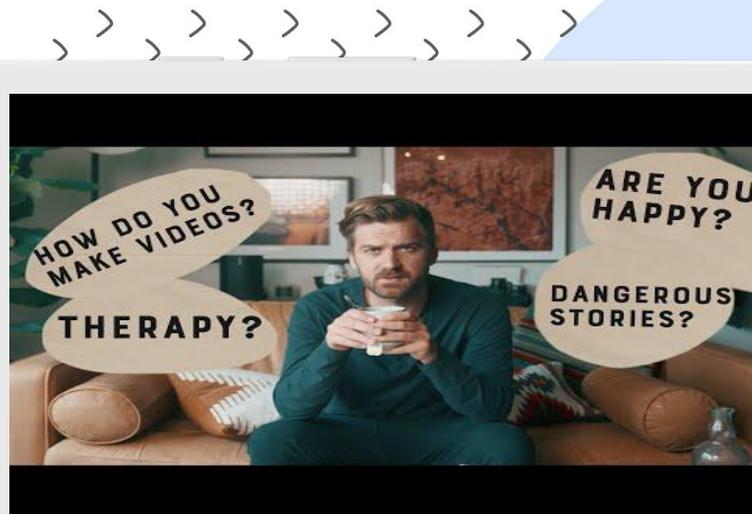
## NEWS FORMATS

# HUB Q&A

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Remember, YouTube is not TV; audiences want to see the real, unfiltered you. Audiences also value the two-way nature of the platform, Q&A pieces are some of the easiest ways to provide that communication with your community.

- **Answer in a style in which you are comfortable.** When deciding to do a Q&A you may wonder if it should be live or on-demand. On-demand may be your preferred method if you want to vet the questions first, while others may choose to Live as a direct back-and-forth dialogue may fit their style and community better.
- **Frequency can vary across “hub” formats.** Q&A may be a series you seek to do consistently, but you may find that it is one you do less frequently compared to other “hub” formats (such as monthly instead of weekly). That’s ok, always choose a consistent style that is sustainable for you.



## NEWS FORMATS

# HUB Podcasts

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Podcasts are long-form, unstructured conversations about ideas, topics, or stories. They can be an effective, lower-production format that you may find easier to produce on a consistent basis.

- **Find a consistent style.** While podcasts are typically unstructured, you want to make sure you have a consistent style and focus of your podcasts. Are your podcasts diving in depth into a specific story or are they interviews with subject matter experts or public figures?
- **Upload best of clips to help viewers see the value.** When trying to attract new audiences to these longer-format videos, it can be beneficial to pull out the best clips and upload them on their own for two reasons. First, easier discovery due to the focused topic of the clip. Second, content sampling due to the shorter nature of the clips audiences can more easily get a sense of what happens within your podcasts in a smaller time commitment.
- **Leverage in-video CTAs** and end screens elements to direct viewers into the full length podcast.
- When crafting titles for these videos, consider titles calling out the topic of the show first, followed by the name of your podcast.



## NEWS FORMATS

# HUB News Updates and Recaps

News updates/recaps are a format through which you can provide updates on general news topics and stories as they relate to the general public. This can also be a great place to address news that has hit the mainstream, but may need correcting.

- **Search will be key.** Be mindful of the words and phrases you use in your content packaging, as this will help you be found via search and appear around videos relating to similar topics (in which you may be wanting to provide course correction narratively).
- **Discuss known and unknown areas of interest.** This series can be a great way to address medical stories in the mainstream, but it can also be a way for you to shine a light on medical news of interest in your field of focus or elsewhere that audiences may not be able to find in the mainstream.
- **Creating a series.** If wanting to craft a “show” style series for this recurring format consider branding the content via the thumbnail and towards the latter part of your title



## NEWS FORMATS

# HUB Listicles

Another popular YouTube format that can be leveraged as a different way to package news updates in a YouTube-style are video listicles.

- **Provides context.** One of the aspects that makes lists most effective is that they're easy for audiences to understand the context of as the title and the set up clearly state what the focus of the list is and how each items fit within.
- **Keeps viewers with a "carrot".** By clearly stating the number of items in the list, this provides value to audiences to stick through your video as they know exactly what they'll get based upon the number of the list.
- **Combines snackable information with longer-form structure.** Finally, listicles are popular on YouTube for the duality of combine short snackable pieces of information in each particular list item, with the importance of good watch time through the combination of these items to create a longer length, strong retention video.



## NEWS FORMATS

# HELP Content

---

**Frequency:** More often than Hero, but less than Hub

**Content:** Evergreen topics targeted towards specific questions or areas (Ex: What is the NHS, How would “The Green New Deal” work, etc.)

**Audience:** Broad and targeted appeal, typically this type of content can appeal to more casual viewers who do not normally engage with your channel

**Goal:** Provide evergreen videos that continuously gain viewership and convert subscribers at a steady rate

**Tip:** See what is trending on Google and YouTube with Trends so you know what help content to create next.

- “Help” content doesn’t mean the content always has to be “help” focused, think of help content as content that has a longer shelf life (think content viewers may watch 6 months to a year later with little loss of interest).



## NEWS FORMATS

# HELP Explainers

---

You are most likely familiar with this popular YouTube format, as it is a staple of the platform. Explainers are in-depth videos that dive into a specific topic or story to provide robust context and information to audiences looking to learn more.

- Explainers **provide a deep dive on a topic or even a list, and then has a host explain the issue alongside animations and visuals.**
- Some of the most successful formats are built to **tie into current events and issues as these can tap into search traffic** while also remaining relevant over time as events or issues resurface in the news.
- **Develop explainers focused on evergreen topics**, a good place to start is looking through your audience's comments or by digging into Google Trends and YouTube Analytics.



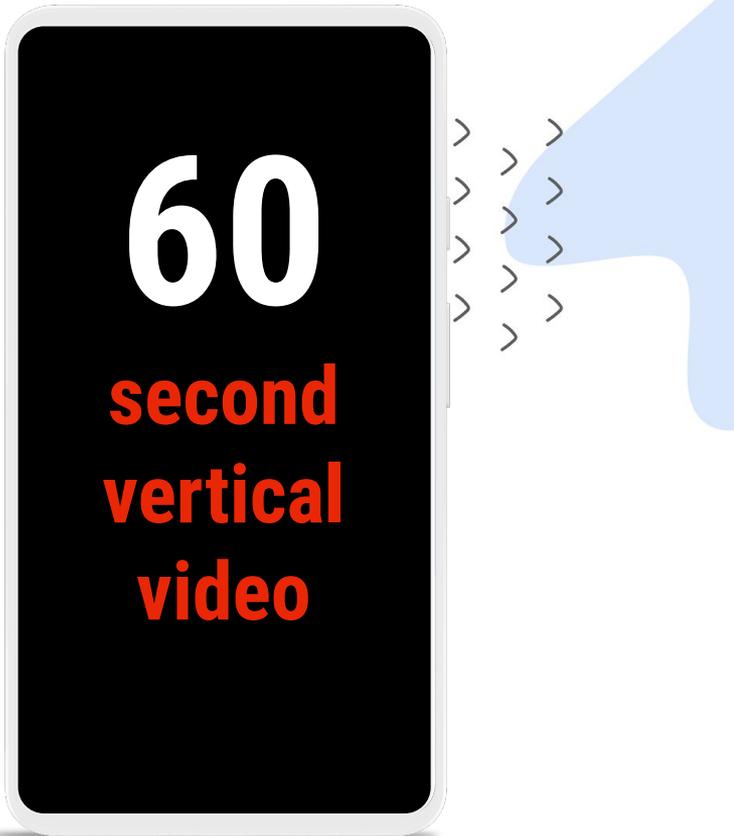
## NEWS FORMATS

# Shorts

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YouTube Shorts is a new short-form video experience for channels who want to shoot short, catchy videos using nothing but their mobile phones.

- **What qualifies as a short?** A vertical video up to 60 seconds in length.
- **Discovery recommendations?** Include #Shorts in the title or description of your video to help our system recommend your Shorts across YouTube.
- **Shorts Channel or Existing Channel?** If your Shorts align with your long-form content, it might make sense to keep it on your main channel. However, if you plan to deviate, it might be best to create a new channel for your Shorts.



60  
second  
vertical  
video

## NEWS FORMATS

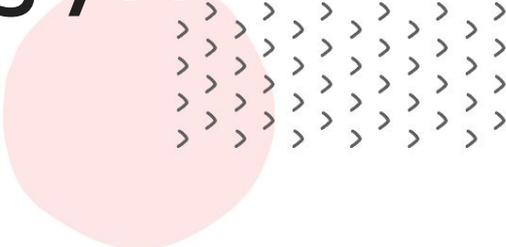
# Shorts

---

- **How do Shorts affect notifications?** Viewers who have hit the notification bell will not be notified everytime you post a Short. To avoid overwhelming your audience, we will target Shorts notifications at your engaged Shorts viewers.
- **What should I create?** On Shorts, random, real, and unfiltered videos are celebrated. If you are struggling to get started, think about the content you love to consume and how you might make it your own!
- **News examples?** Some news Shorts formats are news clips and truncated explainers. Experiment and see what your audience responds to, note that it may take time for your Shorts to find their audience, so give your experiments time.



# Packaging your content



## PACKAGING

# Content packaging on YouTube

- **3 aspects to packaging on YouTube:**
  - **Title:** Clear, descriptive, accurate, succinct
  - **Thumbnail:** High resolution and illustrative (of the content)
  - **Description:** Be descriptive, first 2 lines are key
- **Plan and create your title + thumbnail together**
- Leverage impressions and CTR data in YouTube Analytics to **gauge what works best for your audiences.**



## PACKAGING

# Create effective titles and thumbnails

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Titles and thumbnails can make a big difference in a viewer's decision to watch your video, especially when they work together. Let's take a look at some best practices.

- **Be accurate.** Make sure your title and thumbnail combination is a true representation of the video.
- **Be concise.** Try keeping titles under 70 characters and focusing on the most important words/ideas at the front.
- **Be searchable.** Whenever possible, include search-friendly keywords in your title.
- **Be engaging.** Use the combination of your titles and your thumbnail to create an engaging tease of the content.

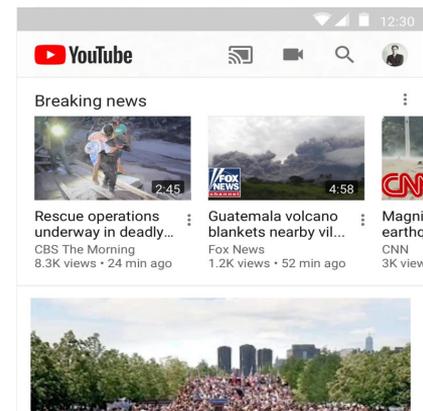
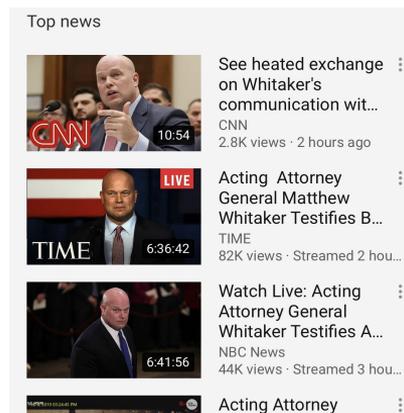
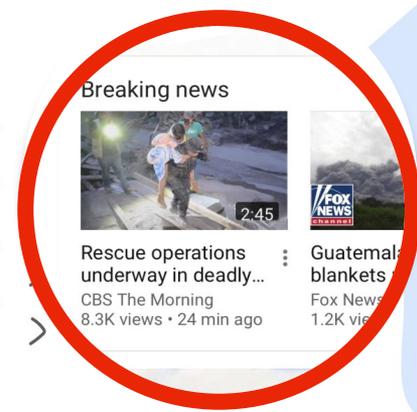
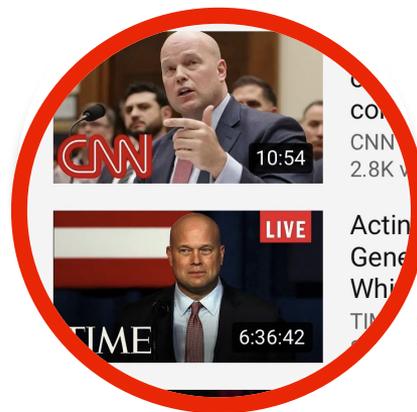


## PACKAGING

# Visually differentiate your content with thumbnails and logo

Titles and thumbnails can make a big difference in a viewer's decision to watch your video, especially when they work together. Let's take a look at some best practices.

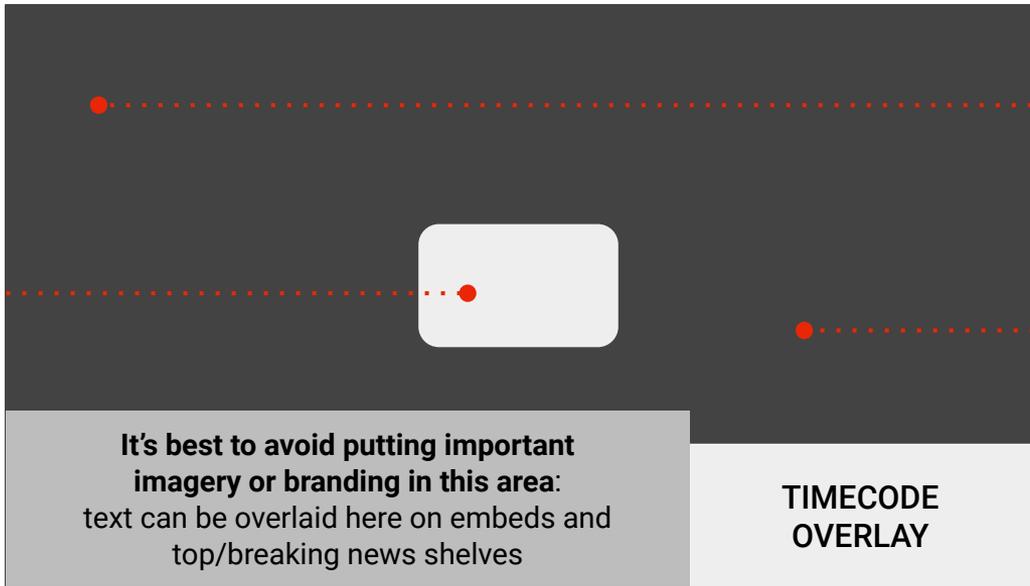
- **Use your logo to help audiences that trust you, find you around important news stories**
- **Construct titles to tie together series or topics** to help audiences continue their sessions
- **Develop thumbnail templates/styles for topics or genres** based on your programming mix
- **In this example**, consider how thumbnail images can be similar for big news stories



# Considerations for building thumbnails

16:9 aspect ratio // 1280 x 720px // file size less than 2MB

Play button  
will overlay



Branding should ideally be situated in corners

- Tips** for main image:
1. Accurately represent content
  2. Be bright
  3. High contrast
  4. Clear at all sizes



## Templatized thumbnails - simple yet effective

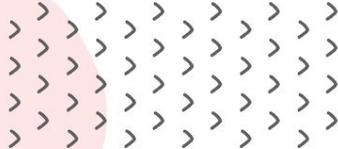
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Templatized thumbnails are great for quick turn content that you want to visually differentiate. The great thing about templatized thumbnails is that after the template is made, an editor can quickly swap in a new photo and update the text on the overlay before uploading to YouTube.



# Publishing considerations



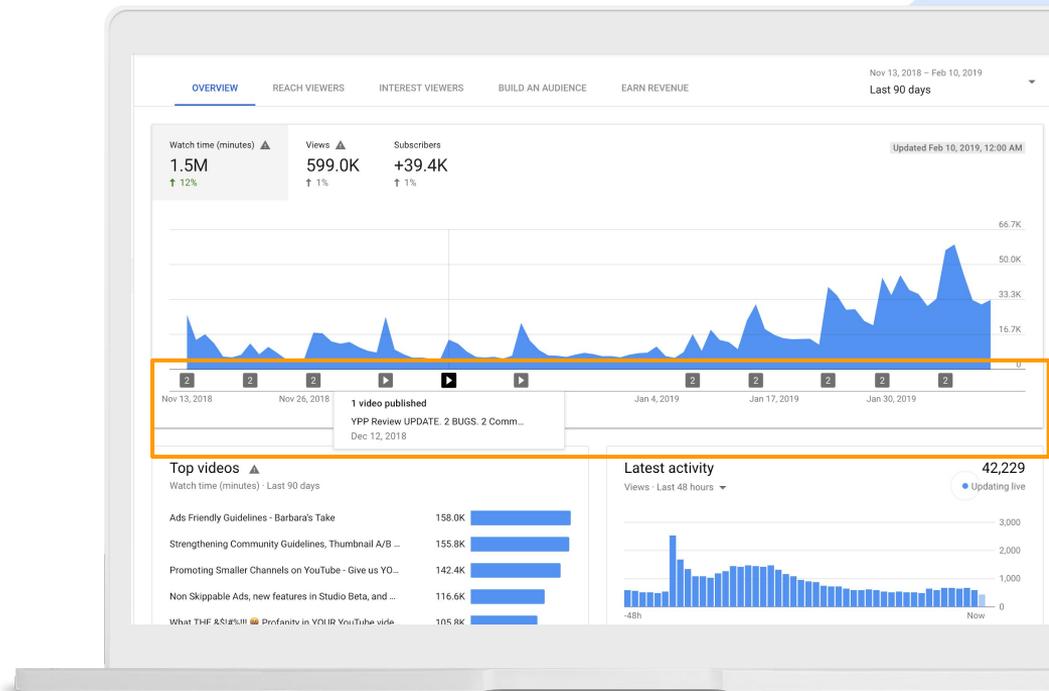
## PUBLISHING

# Be consistent

You want to set expectations for your audience, so it's crucial that you reliably express them either through your channel banner or a consistent publishing cadence.

Stick to a consistent release schedule and communicate content breaks in advance.

- **Consistency doesn't equal volume.** It's far less important that you post frequently than it is that you post on a reliable schedule.
- **Keep your content manageable.** High production videos are great, but can be very difficult to sustain. Find a balance between content quantity and quality that you can maintain over the long term.



**PUBLISHING**

# Live vs. premieres

---

**Live:** When to use:

- For videos in which you want to have an active engagement with your audience that directs what you are doing in the video.
- When you want to provide an update in real time on a topic or issue to your audience.

**Premieres:** Publish a pre-recorded video that upon publishing streams like a live video. When to use:

- On broad-reach, pre-recorded videos. A Premiere will let you simulate a 'live moment' where your audience members are watching the video all at the same time, with a live chat experience alongside it for interaction (if enabled).
- Be choosy for Premieres. Use it on videos where you want to create a special moment for your community.

**Live chat moderation:** YouTube provides a variety of tools you can use to moderate live chat.



## PUBLISHING

# Understand your audience via analytics

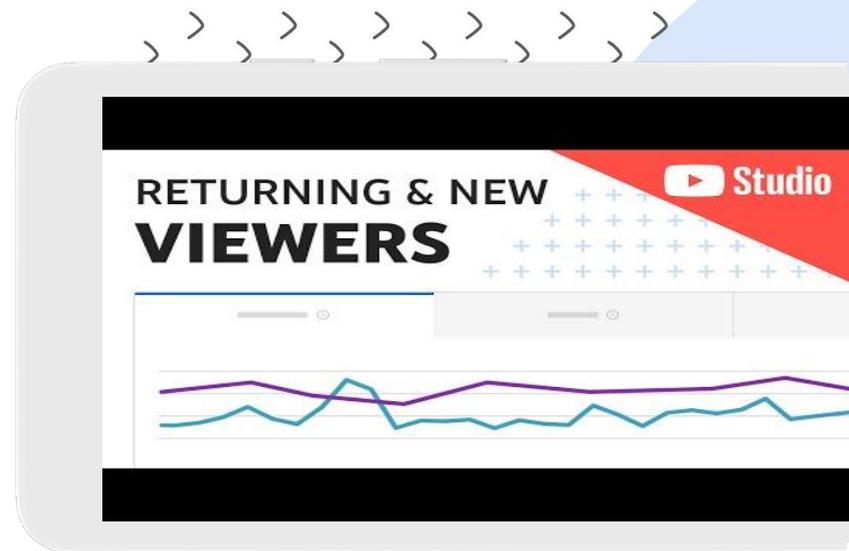
In YouTube Studio, you can uncover helpful information about your audience via the Audience tab. Here are a few helpful items you can find there:

**New and returning viewers** - You can use the returning and new viewers metric to plan content strategy for your channel. For example, you can build loyalty by creating consistent content or you can experiment with new topics to attract new viewers.

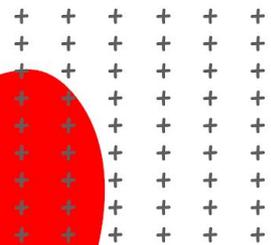
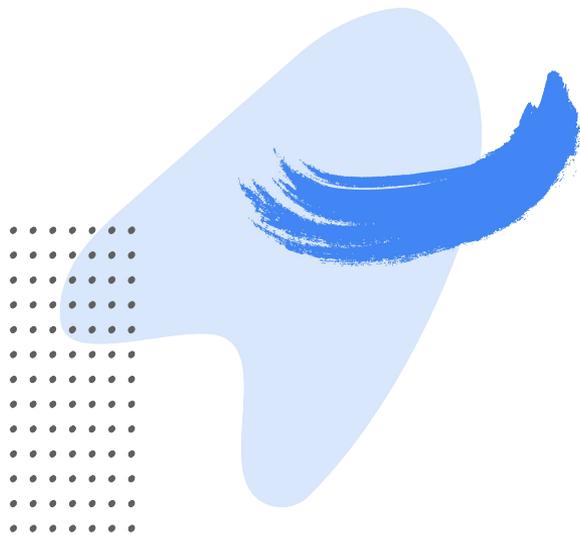
**When your viewers are on YouTube** - This report shows you when your viewers are online across all of YouTube in the last 28 days. You can use it to help build your community, understand when to schedule a Premiere, or to plan your next live stream.

**Other videos your audience watched** - This report shows you what other videos your viewers watched outside your channel over the past 7 days. You can use it to find topics for new videos and titles. You can also use the info for thumbnail ideas and collaboration opportunities.

These are just a few areas you can find covered in the Audience tab within YouTube Studio.



Thank you



## NEWS FORMATS

# Shorts

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# News best practices recap

## THE FIVE FUNDAMENTALS

- 1. Diversify your content strategy**
  - a. Balance topical and evergreen content
  - b. Create content for different goals
- 2. Leverage your uniqueness**
  - a. Be conversational and use your expertise
  - b. Customize content for your audience
- 3. Program for discovery**
  - a. Focus on Home, Suggested, and Search traffic
  - b. Package your content to stand out
  - c. Time your uploads for optimal discovery in breaking news and search
- 4. Plan for consistency**
  - a. Build a schedule to keep uploads on time and in proportion
  - b. Maintain a familiar production style for your audience
- 5. Evolve via experiments**
  - a. Test-Iterate-Perfect-Repeat with the help of Audience Retention

## MANAGING YOUR PRESENCE

- 1. One channel or multiple channels?**
  - a. Consider the audiences, would you be dividing a similar audience or focusing content on different audiences?
  - b. Do you have the resources to keep two channels fresh with content and managed properly?
- 2. Channel management**
  - a. Keep your channel homepage fresh and relevant
  - b. Create a trailer to tell audiences who you are and why they should subscribe
  - c. Use playlists to effectively organize content by topics and to create shelves on your channel homepage