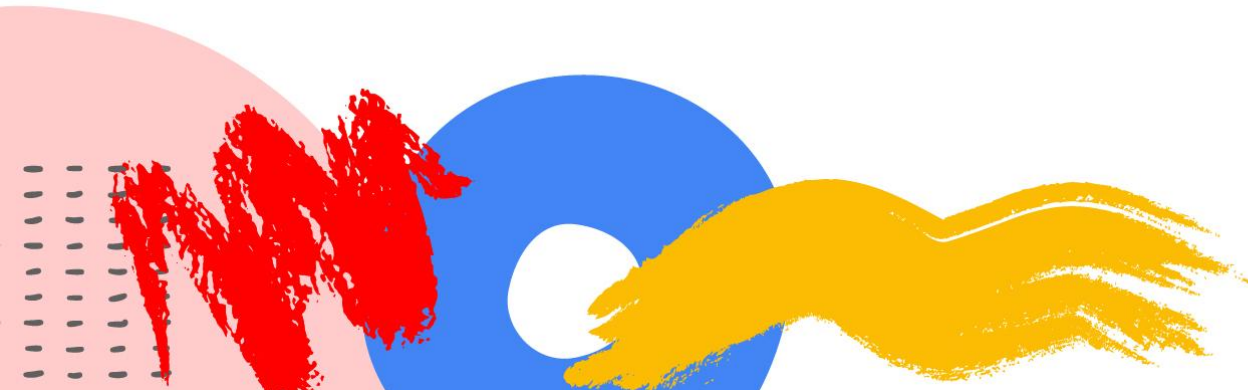
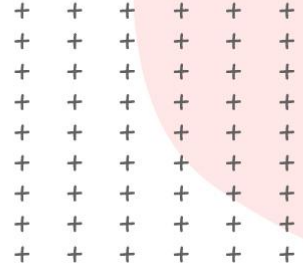


# News Creator

WORKSHOPS 2022



# Agenda

01

Program overview

02

YouTube basics

03

Q&A

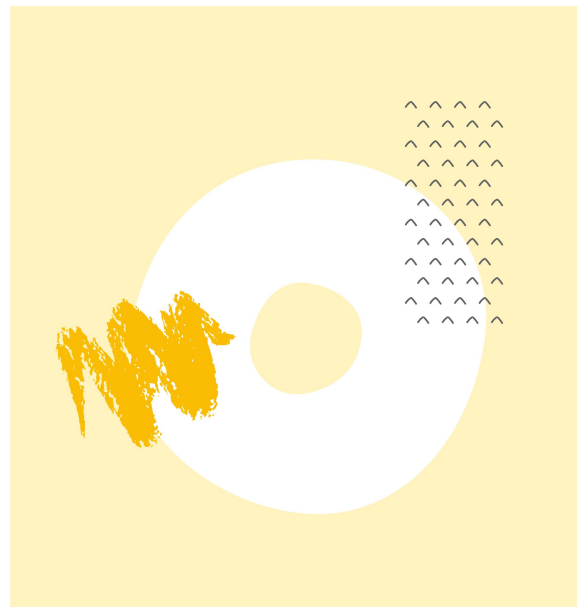


## WORKSHOP 1: YOUTUBE BASICS

# Housekeeping

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- Audio translations are available in 5 languages: Hindi, Brazilian Portuguese, Japanese, Korean, and Indonesian
  - Click on the audio translation button below to access the options available to you
- Slides will be available after the session on the platform in 8 languages: English, French, German, Hindi, Indonesian, Japanese, Korean, and Brazilian Portuguese
- Use **live chat** to share your thoughts and collaborate with peers
  - Remember to be **respectful**
  - Promotion of your own businesses is not allowed



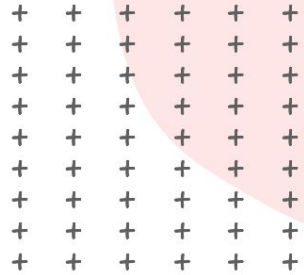
## WORKSHOP 1: YOUTUBE BASICS

# Program overview

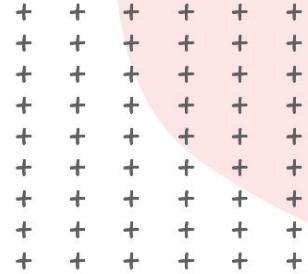
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# WORKSHOP 1: YouTube basics



OUR MISSION



**Give everyone a voice and  
show them the world**



WORKSHOP 1: YOUTUBE BASICS

# YouTube by the numbers

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**500+**

Hours of videos uploaded  
every minute

**100+**

Countries

**80**

Languages  
(localized versions of the platform)



# YouTube is committed to the News long-term



## Innovation Funding

We provided funding across 20 global markets to support news organizations—on an application basis—in building sustainable video operations.



## Sustainability Lab

In this cohort-based Lab, we worked closely with 65 partners to build, test, and scale new business models across the four themes: digital newsrooms, advertising revenue, user revenue, and cost savings.



## Creator Program for Independent Journalists

The program included trainings, grants, and dedicated partner support to give this new generation of independently publishing reporters the tools needed to succeed on YouTube.





# When quality journalism thrives, society benefits

That's why we partner with the news industry to support a thriving journalism ecosystem through our products, programs, and people.



# YouTube News guiding principles

01

Make **authoritative sources** readily available

02

Provide **context** to help people make their own decisions

03

Support journalism with **technology** that helps news to thrive



# How YouTube News helps the news industry

1

Reaching new audiences

2

Building sustainable businesses

3

Growing digital newsrooms

4

Fostering informed viewers



## WORKSHOP 1: YOUTUBE BASICS

# Setting up your channel page

**Channel banner** is real-estate to highlight your channel, share social links, and inform viewers when you'll be posting content.

**Channel avatar** is a signature image or logo that represents your brand; it will be visible when leaving comments, community posts, live chats, etc.

**Featured video** is the first video viewers see when they visit your channel. Though many channels use this space for a custom **channel trailer**, it's also a great place to put either your latest video or the most important one to your target audience. You can change it as often as you need.

**Playlist shelves** allow you to organize content around a theme, topic or format. The content in these shelves can be created by you **and/or** by others that you curate

1

2

3

4



To watch this process in action, be sure to check out this [video](#) on setting up and customizing your channel.



Centennial College  
10.4K subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT 🔍



You Belong

83,616 views · 2 years ago

There is an increasing need across North America to address issues of equity and inclusion at all levels of higher education. From recreation to accessibility and global citizenship to student life, every aspect of Centennial College is oriented towards equal rights and inclusion of every community member.

Centennial College is proud to celebrate the diversity of its  
READ MORE

Programs ▶ PLAY ALL



Bridging to University  
Nursing

Centennial College  
23K views · 8 months ago  
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Bachelor of Science in  
Nursing

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**WORKSHOP 1: YOUTUBE BASICS**

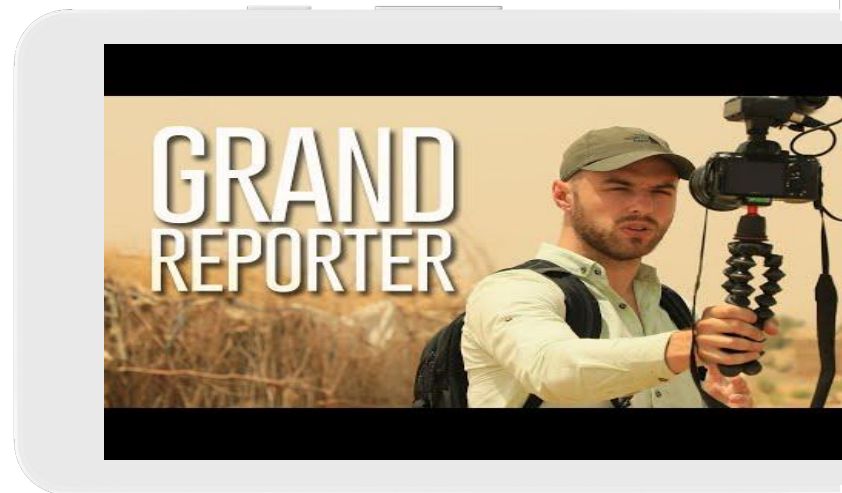
# Find your “why”

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**Think about your mission on YouTube.**

What is your goal for being on YouTube? What do you want to be known for? How can you provide a unique perspective that separates you from the crowd? After these questions, consider:

- Who is your “ideal viewer”? (e.g. age, demographic, lifestyle)
- What do you want your audience to get from your content? (e.g. general knowledge, a call to action, an understanding of current events)
- What value can you uniquely offer?
- For inspiration, check out this channel trailer that breaks down the “why?” in compelling fashion.



## WORKSHOP 1: YOUTUBE BASICS

# Successful news formats

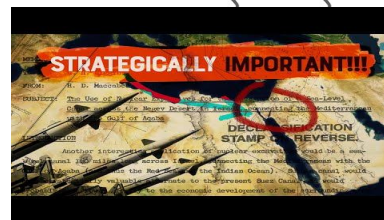
Especially early in your YouTube journey, consider leaning into existing formats that online audiences already know. Below are a few of the popular formats that may suit your YouTube mission.



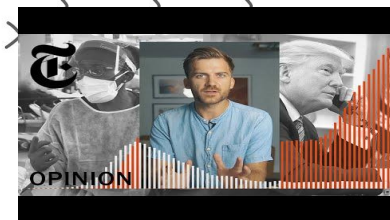
NEWS ANALYSIS



LIVE



EXPLAINERS



COLLABORATIONS



INTERVIEWS



PODCASTS



STORYTELLING/DOCUMENTARY

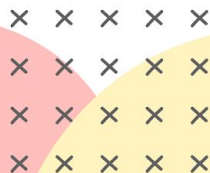


NEWS ROUNDUP

## WORKSHOP 1: YOUTUBE BASICS

The YouTube Shorts logo features the red play button icon to the left of the text "YouTube Shorts". The "Y" is red, and "outube Shorts" is black. A red horizontal line is positioned below the "Y".

- YouTube Shorts is a **new way to discover, watch, and create on YouTube.**
- With **30 Billion daily views globally**, we continue to bring short, snackable and fun videos to users, and build the platform to foster creativity amongst a community of Creators with differentiating features.
- **We've now hit 5 trillion all time views on Shorts!**  
(as of Jan '22)
- Creators can create organic Shorts and can grow audiences on Shorts through **best practices for Shorts creation:**
  - **1) Capture attention early**
  - **2) Feature one message**
  - **3) Lean into trends**





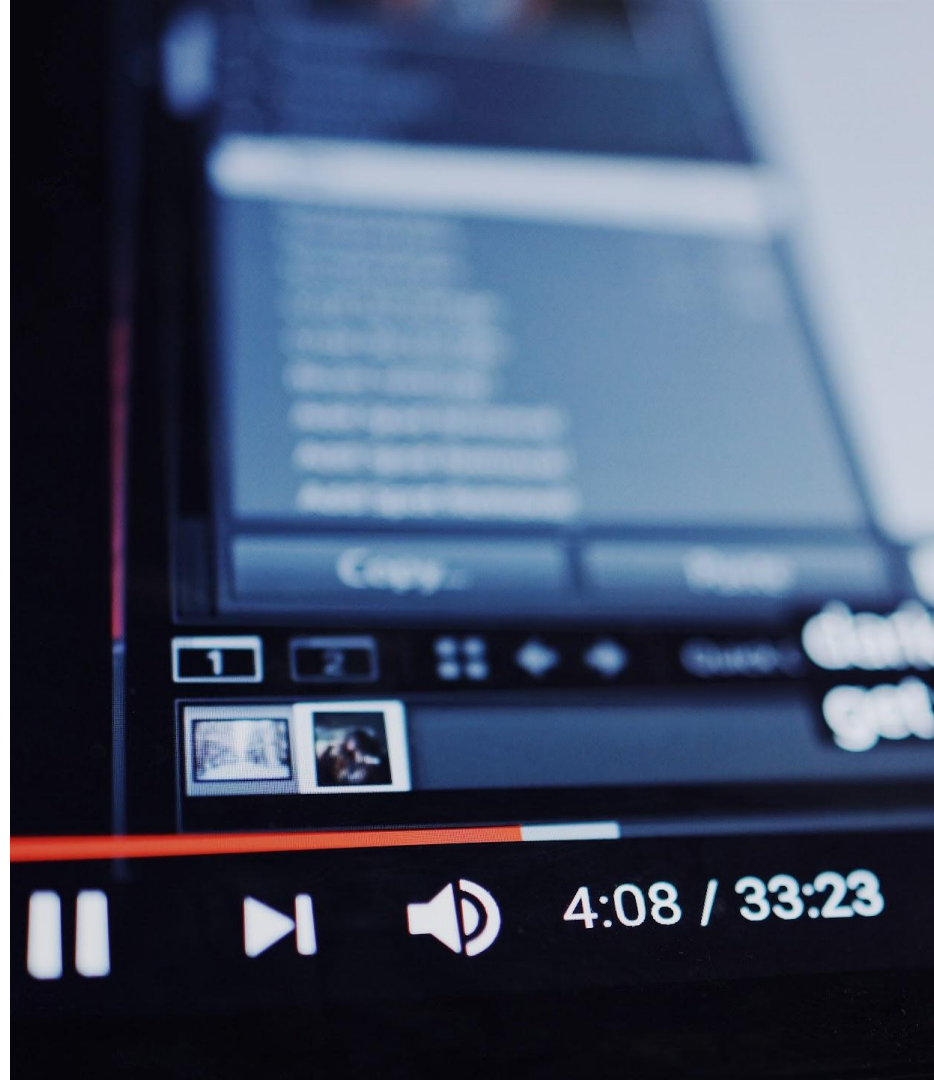
# Experimenting on YouTube

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**YouTube is a great place to test out new pieces of content**

and to find what works for you. Here is a framework to get you started in your content and publishing experiments.

1. Think sustainably
2. Scout YouTube
3. Be authentic
4. Test
5. Iterate
6. Repeat





WORKSHOP 1: YOUTUBE BASICS

# Content strategy

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Planning



Packaging



Publishing



Promotion



## WORKSHOP 1: YOUTUBE BASICS

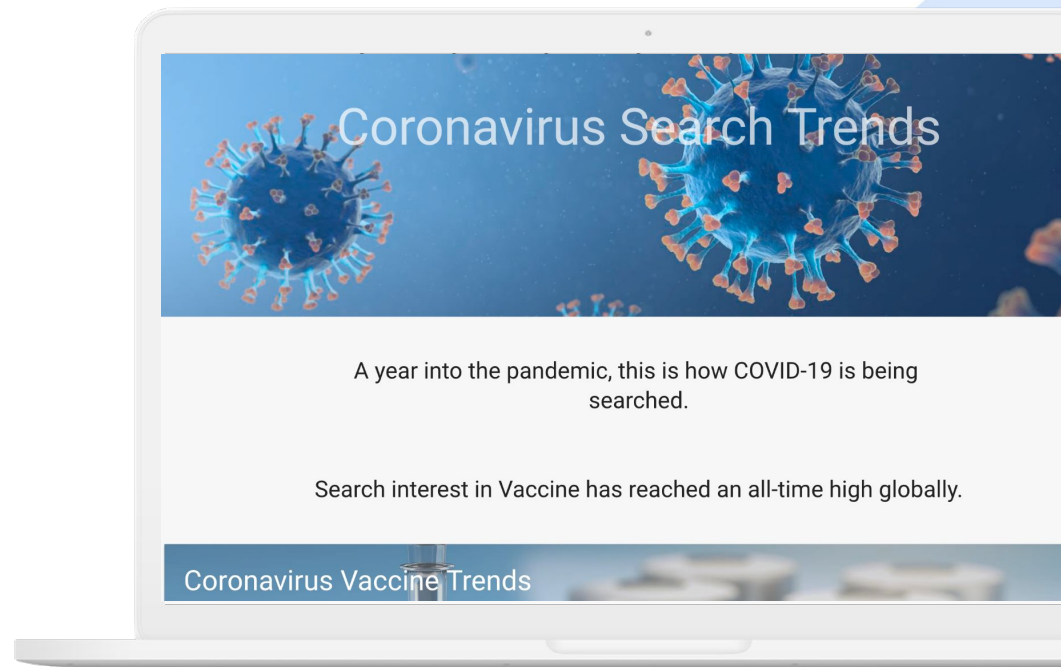
# Planning

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## Unsure about what topics to cover in your content?

Here are some ways you can use data from your audience, and from Internet users generally, to help guide your decisions.

- **YouTube Analytics.** Within YouTube Studio, take a look at Traffic Sources > YouTube Search. There, you'll find what terms viewers are using to find you.
- **Google Trends.** Google Trends allows you to track the popularity of various search terms by time period and geography, and see related searches. Consider searching for your name, topics related to your policy, or government institutions and then reviewing related searches for additional insight into future video ideas.

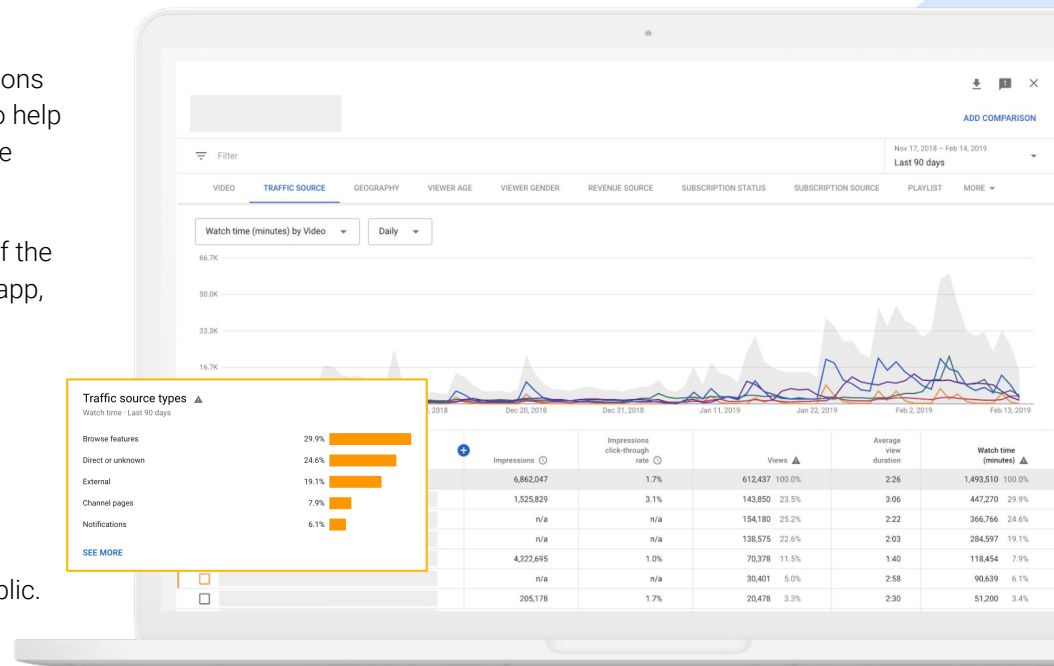


## WORKSHOP 1: YOUTUBE BASICS

# 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](#).



## WORKSHOP 1: YOUTUBE BASICS

# Be familiar with YouTube's policies

[VIEW POLICIES](#)


## Community Guidelines

Our Community Guidelines define what we do and don't allow on YouTube. They exist so that we can protect the community from things such as harmful content, harassment, and spam. They apply to everyone, and to all types of content on YouTube - such as videos, comments, links, and thumbnails.

[LEARN MORE](#)


## Copyright

We have developed a set of resources to help Creators understand copyright, protect their own copyrighted content, and avoid violating copyright laws.

[LEARN MORE](#)


## Monetization Policies

The YouTube Partner Program empowers Creators to make money through their channels. To become a YouTube Partner, Creators must follow our monetization policies. These policies are intended to reward Creators who contribute positively to the community with original content. Eligible Creators who want to monetize their content by running advertisements need to follow our Advertiser-Friendly Content Guidelines in addition to our broader Monetization Policies.

[LEARN MORE](#)


## Legal Removals

Since YouTube is available across the world, we have processes in place to comply with local law.

[LEARN MORE](#)


## WORKSHOP 1: YOUTUBE BASICS

# Workshop 1 Key Learnings

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# 01

Find your **'why'** - think about your mission on YouTube

# 02

Become familiar with **YouTube's policies** to avoid breaking the rules by mistake

# 03

**Experiment** to find what format works for you

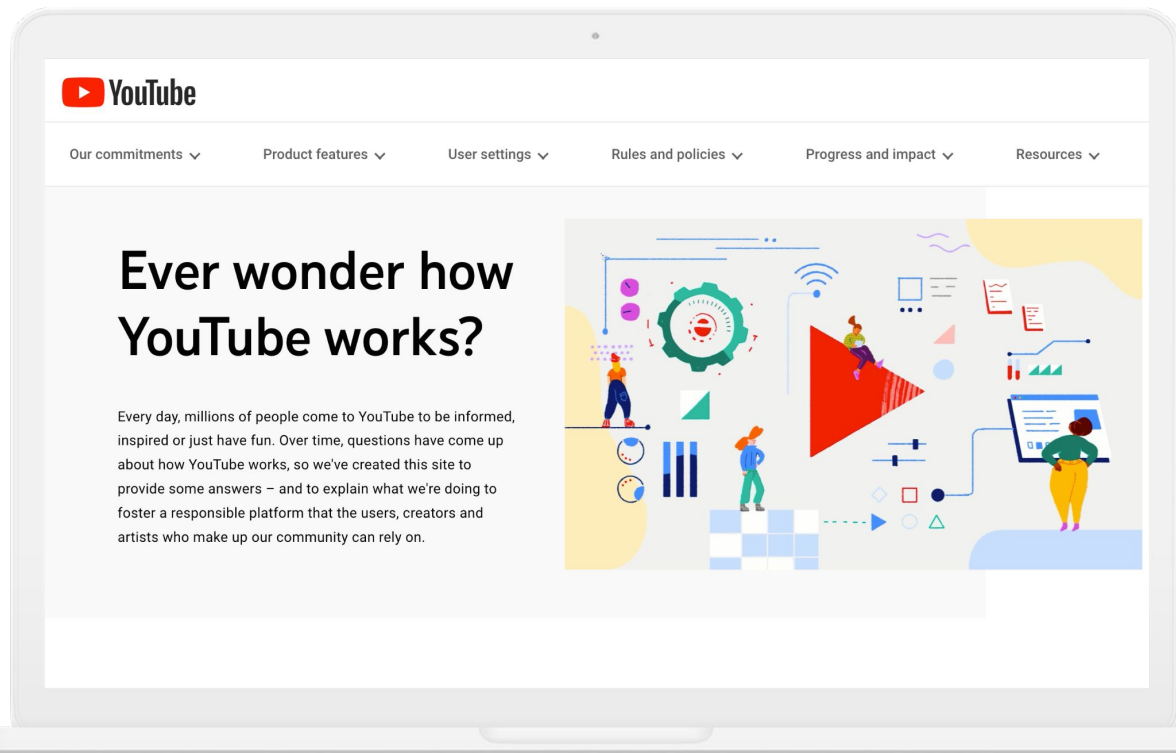
# 04

Use **data** to help guide your decisions

## WORKSHOP 1: YOUTUBE BASICS

# Find out more at...

[www.youtube.com/howyoutubeworks](https://www.youtube.com/howyoutubeworks)



Thank you

