



Digital Events Playbook

2020
YouTube Marketing

Welcome

YouTube is here to support you when planning digital-first events. This resource will help you produce best-in-class digital events utilising YouTube's products – like YouTube Live and Premieres.

We'll start with all the basics, from learning how to set up a channel and uploading videos to how to engage your audience in real time.

Plus, we'll walk you through some important resources so that you can get the best out of YouTube for digital events.

Let's get started!

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01

YouTube basics

Create a channel

First things first. Let's create a YouTube channel to reach audiences that can no longer attend your event in person.

With a **Google Account** you can watch live videos and subscribe to channels. However, without a YouTube channel, you have no public presence on YouTube. You'd need a YouTube channel to upload videos.

How to create a YouTube channel

- Sign in to YouTube on a computer or using the mobile site
- Try uploading a video or creating a playlist
- If you don't have a channel yet, you'll see a prompt to create a channel
- Check (with your Google Account name and photo) and confirm to create your new channel

[Learn more](#)

Brand Accounts

Brand Accounts let you support your business or brand identity on YouTube without showing a connection with your personal Google Account.

With Brand Accounts, your channel can have multiple managers or owners.

How to create a brand channel

- Sign in to [YouTube](#) on a computer or using the mobile site
- Go to your [channel list](#)
- Choose to create a new channel or use an existing Brand Account:
 - Create a new channel by clicking Create a new channel
 - Create a YouTube channel for a Brand Account that you already manage by choosing the Brand Account from the list. If this Brand Account already has a channel, you can't create a new one – you'll just be switched over to that channel if you select the Brand Account from the list
- Fill in the details to name your new channel and verify your account. Then, click Done. This creates a new Brand Account
- To add a channel manager, follow the instructions to [change channel owners and managers](#)

[Learn more](#)

When you connect a YouTube channel to a Brand Account

Your Google Account becomes an owner/manager of the Brand Account connected with the YouTube channel.

Brand Accounts let you access the YouTube channel from your Google Account.

There's no public association between your Google Account and the Brand Account. People can't view your name or email address unless you publicly link them yourself.

If you create more than one YouTube channel, you can manage them from one Google Account.

You can add other managers and owners to your Brand Account. You and any teammates or collaborators can manage the channel without having to share passwords.

[Learn more about managing channels connected to Brand Accounts.](#)

Channel branding

Channel art

Channel art shows as a background or banner at the top of your YouTube page. You can use it to brand your channel's identity and give your page a unique look and feel. Click the link below to learn about banner template and size guidelines, adding social media links to your channel banner and to see how channel art is displayed by device.

[Learn more](#)

Channel icon

Your channel icon is your profile picture. It's the icon that is displayed to other viewers for your videos. The default icon for your channel is the image associated with your Google Account. If you want to change this image, you can modify it in your [Google Account settings](#).

[Learn more](#)

Channel layout

You can customise the layout of your channel so that viewers see what you want them to when they get to your page. If you don't customise the layout, all visitors will see your channel feed. Add a channel trailer, suggest content for your subscribers, and organise all your videos and playlists into sections.

[Learn more](#)

Organise your content with channel sections

You can organise and promote content that you want to highlight on your channel using channel sections. A section lets you group videos together to help your audience make decisions about what to watch. You can have up to 10 sections on one channel.

[Learn more](#)

Create a channel trailer


You can have a video trailer show to all unsubscribed visitors to your channel. Your channel trailer is like a movie trailer. Use it as a way to offer a preview of your channel's offerings so that viewers will want to subscribe.

[Learn more](#)

Uploading videos

Now that your channel is ready, let's go ahead and upload your first video!

Upload videos to YouTube in a few easy steps from a computer or from a mobile device.

1. Sign in to YouTube
2. In the top right-hand corner, select Create a video or click  to upload video
3. Select the file that you'd like to upload

If you close the upload experience before you finish choosing your settings, your video will be saved as a draft on your Videos page.

Customise your videos

Title

- Keep character count under ~70 to avoid truncation
- Get to the point in the first few sentences without being too wordy
- Builds curiosity or an emotional response
- Stay relevant to your associated thumbnail and video with titles and descriptions true to the video

Write smart descriptions

Descriptions can convey valuable information that helps viewers find your videos in search results and understand what they'll be watching.

- Give an overview of your video using natural language – not just a stream of keywords.
- Put the most important keywords towards the beginning of your description.
- Identify 1–2 main words that describe your video, and feature them prominently in both your description and title.
- Avoid irrelevant words in your description, because it creates a poor viewing experience and may violate our policies

[Learn how to write effective descriptions and tags](#)

Thumbnails

Thumbnails act like billboards to help viewers decide to watch your videos, and it is the first image that viewers will see before clicking your video. Here's how to design effective thumbnails:

- Get their attention: keep it clean w/ good contrast
- Keep the clutter out: less is more
- Background consistency: utilise standout moments for your background
- Keep themes: maintain themes across your formats so that they are easily recognisable (consistent banner titles, colours, watermarks)
- Experiment: adjust thumbnails to compliment your content format. Videos targeting your subscribers might highlight familiar features (like a developer's face), while those targeting casual viewers can lean on more universally recognisable or appealing images.

[Learn how to create effective thumbnails](#)

Customise your videos

End cards

Use cards and end cards to encourage your viewers to take an action. Cards are pre-formatted notifications that appear on desktop and mobile which you can [set up](#) to promote your event and other videos on your channel. Choose from a variety of card types, such as: merchandise, fundraising [and more](#).

- End screens help extend watch time on your channel by directing viewers to something next at the end of your videos
- Use detailed end cards to drive further viewer engagement:
 - A video or playlist
 - Encourage viewers to subscribe
 - Cross-promote another channel
 - Link to another site

[Learn more](#)

Playlists

A playlist is an ordered list of videos that you create, often with a specific theme or event, like Stadia's '[Stadia Connect](#)'.

Playlists can help you introduce your followers to more content that they love. You can include videos from your own channel and from other channels.

You can make playlists around big events. Or assemble 'best-of' playlists so it's easy for viewers to find the most popular videos.

[Learn more](#)

02

Mechanics of going live



Live streaming basics

Before starting to stream, make sure that you have sorted out the technical aspects of streaming, from testing your Internet connection to making sure that you have the correct hardware and software to capture gameplay. [Learn more](#)

Internet

First, you want to make sure that you have good upload bandwidth by speed testing your network. Test it repeatedly to ensure a consistent range. This is what is needed per the quality that you desire:

Standard definition video | 3 Mbps

720p and 1080p high definition | 5–10 Mbps

4K ultra high definition | 25 Mbps

Software

There are many types of encoders, and the best one for you depends on your needs. The following encoders have been verified for YouTube Live. None of these products are made by YouTube. Make sure that you evaluate the products and decide which option makes the most sense for you or your business.



There are a few ways you can live stream on YouTube

Webcam

Webcam is an easy way to go live using your computer, without the need for live streaming encoding software.

[Create a live stream via webcam](#)

Mobile

You can now live stream from the main YouTube app on mobile*.

[Create a live stream on mobile](#)

**To be able to live stream on mobile, your channel will need to have at least 1,000 subscribers.*

Streaming with an encoder (LCR)

Streaming via an encoder lets you do more with your live stream. You can use external audio/video hardware, involve multiple cameras, and more. If you don't want to use an encoder, you can go live with Webcam (no additional software required).

[Create a live stream with an encoder](#)

Introducing live

When incorporating live onto your channel, consider that this may be a change in content that your viewers aren't familiar with. You can ease the transition by anticipating how your audience may react to your new format.

Communicate

With any change in upload schedule or format, communicate your upcoming shift to your audience and set their expectations for what type of content they will see, and when they can tune in to get it!

Engage your core

Think of your live content as a way to deepen your connection with your core community, while using video on demand or live highlights to capture a broader audience.

Create space

You may want to avoid overwhelming your audience with uploads by spacing out your VODs and streams. If you plan on keeping your archive public, consider waiting to post your next video.

Creating a schedule and strategy

It is important to create a schedule and strategy around how and when you incorporate live onto your channel. Here are some tips to help you optimise a Live moment on YouTube.

- Schedule your live stream in advance of your stream date
- Consistently tease your event with custom posts on social media and the community tab
 - To unlock the community tab, you will need 1,000 subscribers
 - Learn more: Interact with audiences with [community post](#)
- Remind viewers to hit the 'set reminder' bell
- After your stream, consider creating a highlight video to drive core audiences to the full archived live stream

Promoting your live event

Tease

[Set a stream as channel trailer](#)

[Live shelf on channel](#)

[Feature content on other videos](#)

[Update channel art](#)

Highlight and hype

Create highlights: Consider editing down some of your best live moments into more digestible highlight reels to reach a broader audience. These broadly appealing videos can act as an anchor to expose new audiences to your live streams.

Continue the hype: After the stream, create FOMO and reward viewers in attendance with recaps, inside jokes or shout outs on the community tab or other social platforms. Continued references to streamed moments create incentives for viewers to be present while you are live.

Post-live streams

Consider creating playlists for each of your archived streams – by event or topic – in a fashion that makes the most sense for your audience.

Place these playlists on your channel homepage and promote them in highlight clips from each of the streams.

Community engagement

Interact live with your biggest fans and viewers. Help foster conversation and deepen the connection with your present audience to make your viewers feel part of your content and community.

Give your fans a reason to tune-in live through interactive and engaging streams

- Chat moderation
- Identify breaks in content
- Speak directly to your audience
- Build rituals

Learn more:

- [Create a safe and fun live chat experience](#)
- [YouTube's Community Guidelines](#)

Chat moderation features

- **Assign moderators** for live chat sessions to interact with the audience, remove inappropriate messages and enforce your community standards
- **Compile blocked words** in the Community Settings section. Live chats that match these words will be blocked
- **You can have YouTube hold potentially inappropriate live chat messages.** If you opt in, live chat messages that our system identifies will be held for review, and you and your moderators have the final decision on whether or not to show them

Speak directly with your fans

Keep your audience a part of the conversation by speaking directly to them, reading chat and responding to questions. Your fans are there to interact with you in real time, be sure to make them feel seen and heard.

- Have an ongoing conversation with viewers while your stream is happening
- Keep a temperature check on chat and verbalise their sentiment
- Capitalise on in-stream jokes and funny moments, answer questions

Monetising your live streams

To monetise your live stream, your channel needs to be part of the YouTube Partner Programme (YPP). [Read this article](#) to learn more about the criteria for joining YPP, application checklist and FAQs around monetising on YouTube.

You may be able to make money on YouTube through the following features:

Advertising revenue: Get ad revenue from display, overlay and video ads.

Channel memberships: Your members make recurring monthly payments in exchange for special perks that you offer.

Merchandise shelf: Your fans can browse and buy official branded merchandise that's showcased on your watch pages

Super Chat and Super Stickers: Your fans pay to get their messages highlighted in chat streams.

YouTube Premium revenue: Get part of a YouTube Premium subscriber's subscription fee when they watch your content.

More about monetisation

Each feature has its own set of eligibility requirements, on top of subscriber and view count requirements.

If our reviewers believe that your channel or video is not eligible, you may not be able to turn a specific feature on.

[Learn more](#)

03

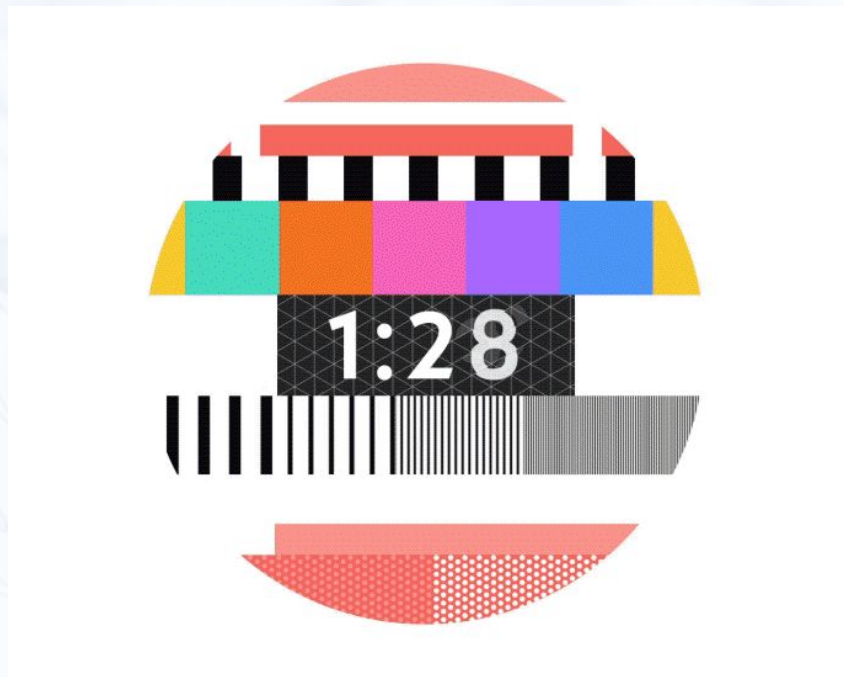
Premieres

PREMIERES

Premieres

If you're more comfortable pre-recording your event, we got you covered. With YouTube Premieres you have the ability to do that, and then still release it as a live moment on your channel.


Premieres help you build excitement for your latest content by letting you join fans to watch your newest video in real-time while chatting and interacting with your community.



Setting up a Premiere

[Learn more](#)

To create a Premiere, simply start by uploading a video, just as you normally would.

- At the top, click Upload  or visit youtube.com/upload
- Select your video to upload and enter video details (Note: 360/vr180 or an output greater than 1080p isn't supported for Premieres)
- On the 'Preview & publish' tab, tick the box next to 'Set as a Premiere'
- Choose between 'Start immediately' and 'Schedule for a later date'. If scheduling for later, select the date and time of your premiere. This is when your fans will watch your video for the first time
- Next, fill in your title and description – and don't forget to select a thumbnail

Once the video is finished processing, click Premiere. As soon as you do this, a shareable watch page is created.

Before the Premiere starts

Viewers can set reminders for premieres. Encourage them to set a reminder on the watch page with a pinned comment or in the description. You can also remind them through chat.

[Learn more](#)

- A public watch page is created. The video will eventually premiere on this watch page.
- Viewers who choose to receive notifications [graphic] get a tune-in notification around 30 minutes before the start of your premiere. A second notification is sent at the start, letting viewers know that the premiere is starting. [Learn more about managing notifications.](#)
- You can interact with your audience in comments and [live chat](#). You can also interact in [Super Chat](#) when it's turned on.

When the Premiere starts

Viewers can set reminders for premieres.

Encourage them to set a reminder on the watch page with a pinned comment or in the description. You can also remind them through chat.

[Learn more](#)

- A countdown will be shown during the first two minutes of the premiere. When the countdown is over, viewers watch the video together in real-time.
- Viewers can't fast forward, but they can rewind during the stream.
- The concurrent viewers count shows the number of viewers watching.
- You can interact with your audience in comments and [live chat](#). You can also interact in [Super Chat](#) when it's turned on.

When the Premiere is over

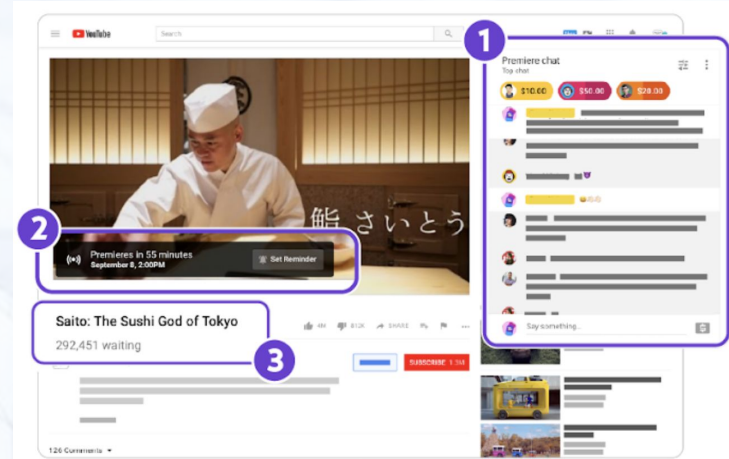
The video remains on your channel as a regular upload

[Chat replay](#) is available for viewers who want to experience the premiere chat after it has ended. You can turn off chat at any time.

After the premiere, the countdown won't be included in your video.

Premieres watch page

Once a premiere is scheduled, a shareable and public watch page is created. This page shows the video metadata, including title, description and thumbnail. Your video will eventually premiere on this watch page. Viewers can start interacting through comments and live chat before and during the premiere.



- 1 Super Chat available
- 2 Premiere date & time + reminder button
- 3 Number of people waiting on Premiere

Promote your watch page

- Have clear metadata about the video. Read our policy on metadata.
- Make a custom thumbnail. This thumbnail is the main image that viewers see when they visit the watch page.
 - We recommend that your custom thumbnails:
 - Have a resolution of 1280x720 (with minimum width of 640 pixels).
 - Be uploaded in image formats such as JPG, GIF or PNG.
 - Remain under the 2 MB limit.
 - Try to use a 16:9 aspect ratio, as it's the most used in YouTube players and previews.
- Tease the video. Share the watch page URL in a community post (to unlock community posts, your channel needs to have at least 1,000 subscribers) or on social networks. Be sure to ask fans to click 'set reminder' to make sure that they are notified when the premiere starts. Learn how to create a community post.
- Make an appearance. Let the viewers know in the comments if you'll be there during the premiere to chat.

[Learn more](#)

Resources

Resources

- [Help Centre](#)
- [YouTube Creator Academy \(lessons\)](#)
- [YouTube Creator Academy \(videos\)](#)
- [Live Stream on YouTube](#)
- [YouTube Premieres](#)

That's it!