

News Creator

WORKSHOPS 2022

YOUTUBE BASICS



KEY LEARNING

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

TERMS YOU SHOULD KNOW



YTA

YouTube Analytics
aka a creator's best friend



AVD

Average View Duration
how long people watch
your videos



YPP

YouTube Partner Program
allows creators to monetize
their content

YOUR CHALLENGE

Create your channel



Additional resources:

[Watch this video for more in-depth coverage on setting up and customizing your channel.](#)