

News Creator

WORKSHOPS 2022

CONTENT STRATEGY



KEY LEARNING

01

Use the **equipment you have** - just get started!

02

YouTube Analytics help you understand how your audience is engaging with your content

03

Keep your audience coming back with **steady, consistent content**

04

Experiment with thumbnail styles to drive **better click through rates** and engagement

BEST PRACTICES FOR CONTENT PACKAGING

TITLE

Clear, descriptive, accurate, succinct

THUMBNAIL

High resolution and illustrative of the content

DESCRIPTION

Be illustrative - first two lines are key!

YOUR CHALLENGE

Experiment with the different news video formats discussed in the session



Additional resources:

[Interested in Shorts? Read more here!](#)

[Check out the "Production Skills: From Ideas to Video" playlist for an overview of making content on YouTube](#)