



# Shorts for artists

Bringing artists and their music closer to more fans than ever before.

## Why Shorts?

Getting active on Shorts creates unique opportunities to **promote your music** and **build your fanbase**.

### Audience growth

Fans all over the world are discovering new music on Shorts. Get in the mix on Shorts and attract new fans.

### Fan engagement

Shorts has tools that help you connect more deeply with your fanbase. Interact with your existing fans while bringing new ones in on the action.

### Music promotion

You can use bite-sized content on Shorts to enhance your music release strategy and drive fans to your official release videos.

**3x**

In January 2024, Shorts tripled the average artist's audience of unique viewers. This means that Shorts featuring an artist's music tripled the average artist's total reach.

**60%**

In January 2024, artists active on Shorts saw more than 60% of their new subscribers coming directly from their Shorts posts. 'Artists active on Shorts' are defined as artists posting Shorts weekly on average.

## When should I use Shorts?

Goal	Promoting a release	Promoting a tour	Audience growth
Timing	Release cycle (Pre-release, release day, post-release)	Duration of the tour	Always on
How	Tease the song and then make Shorts to inspire fan creation	Post performance highlights Show behind the scenes	Highlight your catalogue Engage with fan content

**How often should I post Shorts?** Try posting weekly and then readjust your posting schedule based on your Shorts' performance.

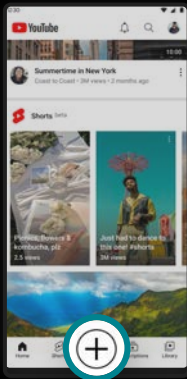
## Measure your Shorts performance

We recommend looking at the following metrics within [YouTube Analytics for Artists](#) to start with:

→ Creations → Subscribers from Shorts → Song views from Shorts

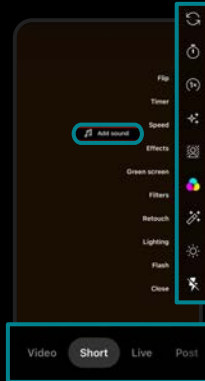
Don't get bogged down in the numbers, but keep an eye on any types of Shorts that fans connect with most. YouTube recommends content based on an individual's **personal interests**, **video performance** and **external factors** like trends.

## How to make Shorts



### Start

Tap the Create (+) button from within the YouTube app.



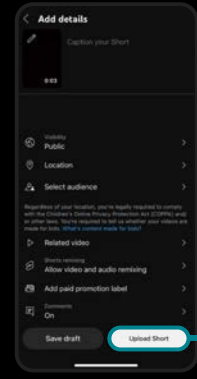
### Create

You can move between content formats. Select Shorts, record, **add sound** and use editing tools.



### Edit

Edit your Short by adjusting clips in the video timeline, adding a voiceover and more.



### Personalise

Select a thumbnail, add a caption and hashtags and adjust settings.

Upload

## The Shorts creation tool

### YouTube app

#### A. Audio picker: Select a song

#### B. Song recommendation:

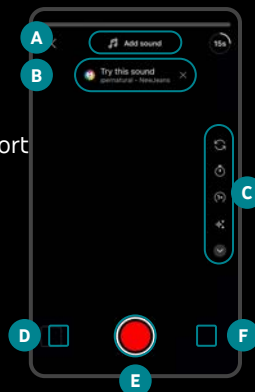
Appears after you've watched a Short with remixable music

#### C. Editing tools

#### D. Library: Use your own video clips

#### E. Record button

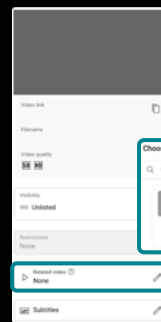
#### F. Drafts



### Related videos

You can link to long-form videos in your Shorts.

Consider linking your official music video to Shorts featuring your track. A video link will appear under your handle on the Short.



#### HOW

YouTube Studio > Content > Shorts > Edit > Related video

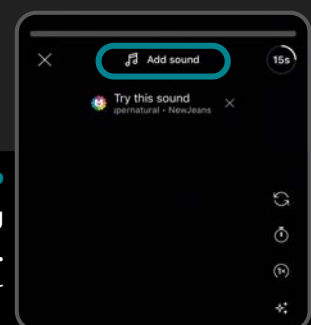
### Shorts tools

- 1 FLIP:** Alternate between front and back cameras
- 2 TIMER:** Add a countdown (3s, 10s, 20s) before recording and select how long the recording will last
- 3 SPEED:** Speed up or slow down a recording (0.3x, 0.5x, 1x, 2x or 3x)
- 4 EFFECTS:** Choose a filter to modify an appearance, lens or background
- 5 GREEN SCREEN:** Select a photo or video from your camera roll to be the background of your Shorts
- 6 FILTERS:** Customise the colour filter of your camera
- 7 RETOUCH:** Add a beauty filter to enhance your Short
- 8 LIGHTING:** Add a filter to enhance your Short's lighting
- 9 FLASH:** Turn your camera flash on and off

### PRO TIP

To add music to your Shorts, always use the official song from the audio picker in the Shorts creation tool.

Fans can access the song library page from your Shorts, which links to all other Shorts using your song and your official music video. If your clip already has music, find the song in the audio picker and sync to your Short.

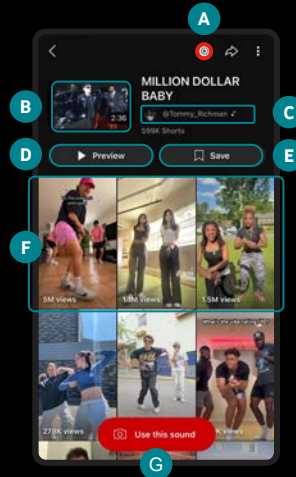


## How to make Shorts – Continued

### The song library page

After tapping on the song chip from your Short, fans will be taken to the song's audio pivot page.

- A. YouTube Music:** Listen to the song in YouTube Music
- B. Official music video:** Tap to watch your official music video or other release content
- C. Official Artist Channel**
- D. Preview:** Listen to the song clip
- E. Save song:** Save to a 'Sounds on Shorts' playlist
- F. Top Shorts creations**
- G. Creation button:** Fans can make their own Short with the song



### YouTube Create

#### Are you experienced in editing short-form videos?

Do you need more **advanced tools** to bring your vision to life?

The YouTube Create app lets you edit Shorts and videos straight from your phone and directly upload content to YouTube, all free of charge.

#### YOUTUBE CREATE TOOLS:

- Audio cleanup
- Beat detection
- Cut out
- Effects
- Filters
- Font library
- Sticker library
- Transitions
- Voiceover



YouTube Create is currently available on Android. Stay tuned for more updates.


## How to engage with fans on Shorts

### How to remix videos and Shorts

Remix allows users to sample audio and visual content in their own Shorts. **Remix your own official music video or remix fan content** to continue building deeper relationships and inspiring fans to create.

1. Find a Short or video on your mobile device.

On a Short:  Remix

On a video:  Remix

2. Select a remix tool from the following and create a new Short. Click the links below to learn how to use each feature.



**COLLAB**

React or respond to a fan side by side with their Short



**CUT**

Record a response to come straight after your fan's Short



**GREEN SCREEN**

Record a Short with a fan video as your background



**USE THIS AUDIO**

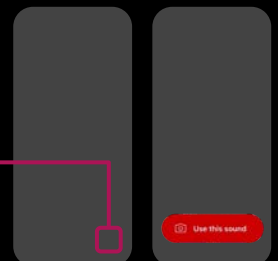
Use the audio or song from another Short or video

### How to reply to a comment with a Short

1. Tap the camera icon in the comment section of a Short or video.
2. Go to your comments, find a comment that you want to reply to, and tap the reply icon.
3. Tap the camera icon and record a Short to respond to the fan comment.

#### PRO TIP

You can also remix audio from a Short via the **Shorts audio chip** or the official Sound Page.



REMIX YOUR OFFICIAL MUSIC VIDEO →

## Shorts tips

### Focus on quality, not quantity

Channel size or number of uploads do not influence how your Shorts perform. Make the best Shorts for your music, your wellbeing and your fans.

### Stay patient while you test and learn

It may take a bit of time for your content to reach the right fans, so don't get frustrated if you don't see immediate success. Keep testing new ideas to find your niche.

### Upload Shorts consistently

Consistency is key on Shorts, so keep your content front and centre for fans. There is no minimum posting cadence required for your videos to have a chance to perform well.

### Make many different Shorts for your song

The more a fan hears your song in Shorts, the more likely they are to listen to it in other formats.

### Display text or lyrics on screen

Use text as another way to draw fans in and encourage them to continue watching, even fans who might be watching with low or no volume.

## PRO TIPS

### TITLES AND DESCRIPTIONS

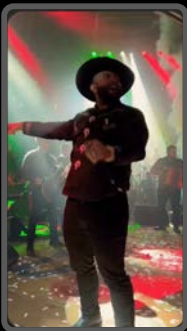
Titles and descriptions are some of the many signals that the algorithm uses to recommend videos, so keep them relevant to your Short. Include two or three relevant hashtags – you don't need to include #shorts.

### THUMBNAILS

Don't stress too much about the perfect thumbnail as Shorts are shown directly in the Shorts Feed. Consider highlighting a clear clip as the thumbnail, like an important moment from your Short or the end result.

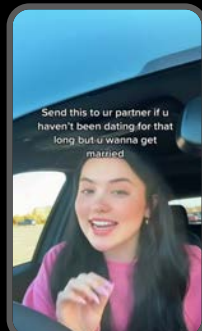
## Shorts inspiration

**Let's take a look at some artists from all around the world who are killing it on Shorts.** See what's been working well for artists promoting their music on Shorts and use that inspiration to come up with your own content ideas.



### Bring fans to the show

**Carin León** gives fans everywhere a front-row seat to experience his show on Shorts.



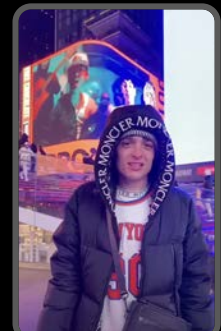
### Relate to fans

**Lauren Spencer Smith** let her fans know that her song is relatable to anyone who's been in love.



### Tell a story

**IdgitaF** shared personal memories in her music video and invited fans to share their own.



### Share the success

**Peso Pluma** shares the moments when he reaches milestones to celebrate with fans.

## Want more resources for artists?

LATEST BEST PRACTICES PLAYBOOKS AND ARTIST SUCCESS STORIES ON OUR WEBSITE →