

YouTube 101: How to Master Video Marketing in 10 Easy Steps

The Complete Social Media
Marketing Toolkit

Part 5

Presented by: Page 1 Solutions



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How to set up a YouTube channel

To get started, you will need to sign up for a YouTube account with a Gmail email address¹. Since Google now owns YouTube, you can use the Gmail address associated with your Google+ account to get started.

Once you've gone through the quick set-up process, you will want to set up a channel for your business. From the home screen, click on your account name in the upper right hand corner and it will expand to give you a few options; click on "My Channel" to navigate to the set-up page. It may ask you if you want to appear on YouTube as a different name than the one attached to your Google account. Since you are setting up a channel for your business, you will want to choose the option to change your name from personal to your business or practice name.

Next, there will be a box called "Channel Tips" on the right navigation bar of your page. This will help you complete your profile. It will walk you through:

- Adding website and social links to your profile
- Adding channel art including a profile picture and cover art
- Update notification settings

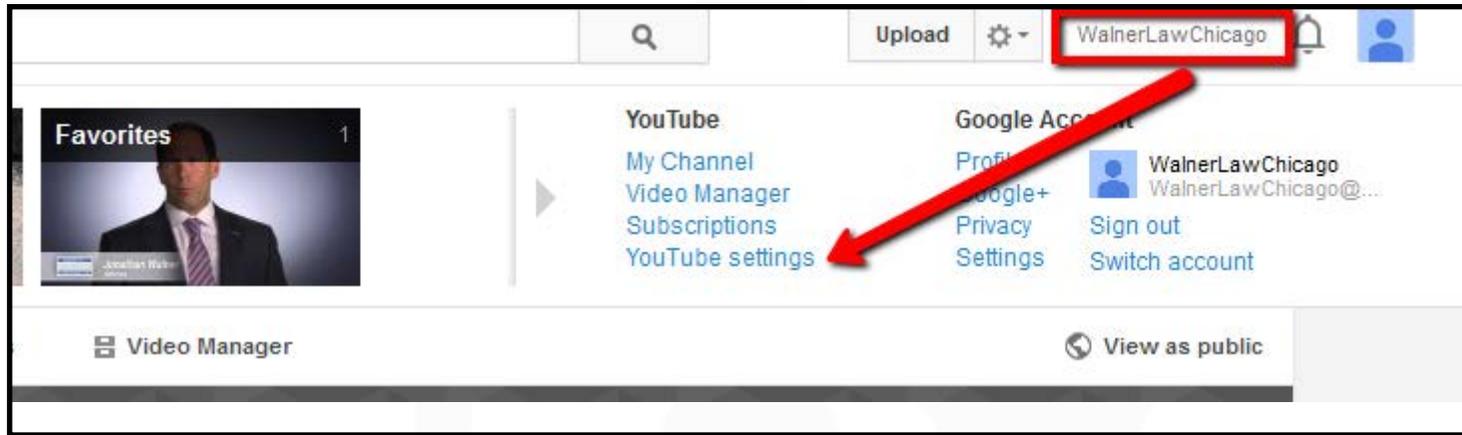
<input checked="" type="checkbox"/>	 Add web links	Let viewers know where else to find you on the web by adding links in the "About Tab".
<input type="checkbox"/>	 Add channel art	Give your channel a custom look by adding channel art, which shows on all devices. Go to the top of your channel to add it.
<input type="checkbox"/>	 Grow your business	AdWords for video makes it easy to connect with new customers using the power of video. Try it now
<input type="checkbox"/>	 YouTube user studies	Want to test out new creator features before they're released? Register for a chance to participate in an upcoming study. Sign up
<input type="checkbox"/>	 Add a channel trailer	Introduce your channel to non-subscribed viewers and encourage them to subscribe by adding a short channel trailer .



How to Link YouTube to Facebook or Twitter

Once you've set-up your profile, you can connect your Twitter and Facebook pages so that new videos automatically get posted to those outlets when you upload it on YouTube.

To link these from within YouTube, click on your business name in the upper right hand corner then click on YouTube settings.



This will take you to the *Account Overview* tab. Under the menu items on the left, choose connected accounts. You will have the option to connect your Facebook or Twitter profile. When you click connect, you will be prompted to login and allow YouTube access to your profile to post as you. Once it has been connected properly, it will display your username and have the option to “edit” rather than connect.

Connected accounts

Connect your accounts

	Facebook	Connect
	Twitter walnerlaw	Edit ▼



How to Customize YouTube with Links back to Your Website/Social Media Pages

1. YouTube now allows you to add a link back to your website and various social media links to your cover image so visitors can easily access your profiles. When you are viewing your channel, hover over your cover image and an edit pencil will appear in the upper right corner. *Click on that and select “Edit Links”.*

2. From here, you can add custom links to your website and mini sites as well as various social media links. The only con is that YouTube only allows you to show up to 4 links in the cover image space, so chose your top 4 wisely!

3. To add a new social profile, select +Add, select the social platform from the dropdown and paste your page link into the URL box. Make sure to save and click “Done” once you’re finished adding!

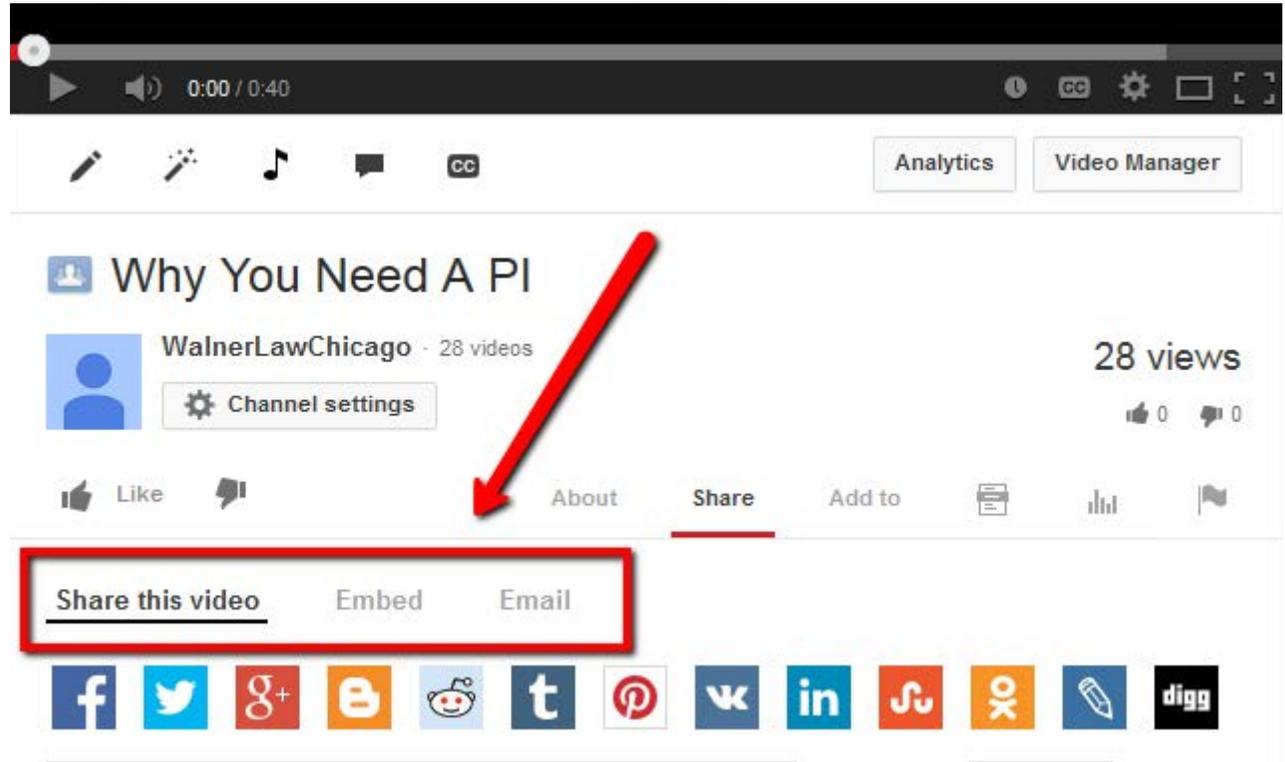
The screenshot shows the YouTube channel customization interface. At the top right are 'Cancel' and 'Done' buttons. The 'CUSTOM LINKS' section has a checked checkbox for 'Overlay first link on channel art'. Below it is a table with one entry: 'walnerlaw.com' in the dropdown, 'http://www.walnerlaw.com' in the URL box, and a trash icon. An '+ Add' button is below. The 'SOCIAL LINKS' section has a checked checkbox for 'Overlay linked G+ page on channel art'. Below it is a dropdown for 'Overlay first' set to '4' and the text 'social links on channel art'. There is a table with three entries: 'Facebook' with URL 'https://www.facebook.com/HarveyLWalnerAss', 'Twitter' with URL 'https://twitter.com/WalnerLaw', and 'Google+' with URL 'URL'. Each has a trash icon. An '+ Add' button is below. The 'STATISTICS' section has two checked checkboxes: 'Show views' and 'Show date joined'.



Channel Overview

To find where your videos are: Once you are logged in, click on your name in the upper right hand corner and you'll see two sections to choose from (YouTube and Google Account). Click on My Channel under the YouTube section and you will be directed to your channel's Home page. From here you can navigate through your videos, playlists, other channels, discussion/comments and your "About" information. If you click on the Videos tab, you will see a list of all of your videos you have uploaded to your channel. You can then organize them by date or most popular and also choose to see a list or details view.

If you want to get to your uploads quickly, you can click on your name in the upper right corner and select Video Manager instead. You will be taken to a list of all of your video uploads with the opportunity to edit or organize them from there.



To embed or share a video: Follow the steps above to get to a list of your videos. Click on the video you want to share or embed so that it becomes the only video you see on your screen. It should look like the image below:

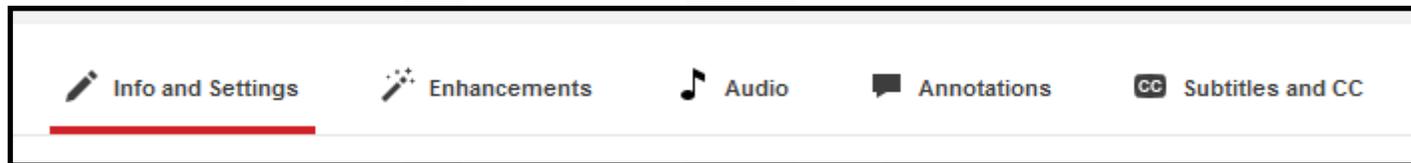
From there you can share the video on your social media outlets via the link provided or you can get an embed code to place it on your website or blog. To get the embed code, click on the "Embed" tab and copy & paste the code provided in the box. If you don't want YouTube to show suggested videos once yours is done playing, make sure you uncheck the box labeled "Show suggested videos when the video finishes." Make sure to follow this process each time you want to share a new video as the links and embed codes are different for each video!



What is the Video Manager?

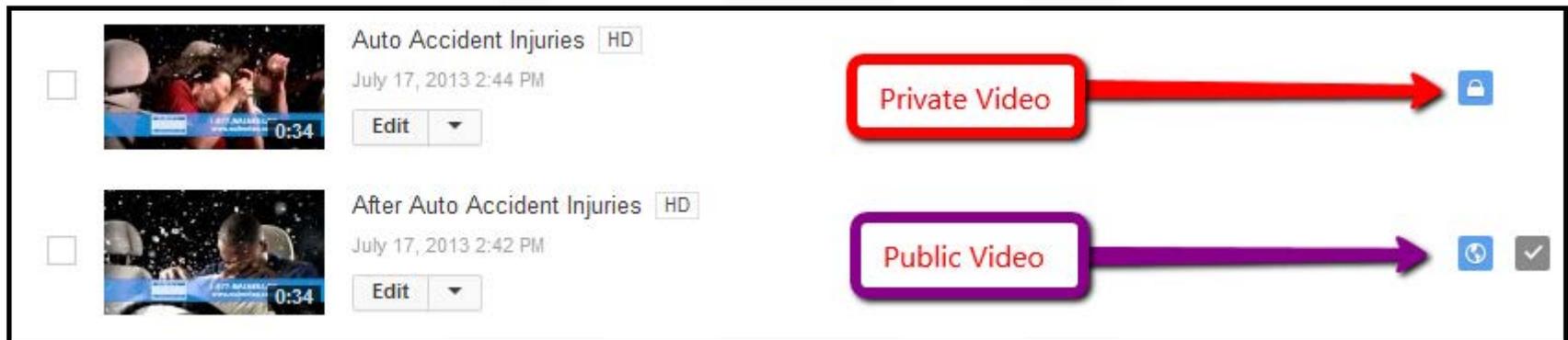
As mentioned above, the video manager is a place where you can quickly edit any of the videos you have uploaded to your YouTube channel. It will list each video, tell you how many views it's gotten so far, list the number of comments or likes and tell you if the video is public or private. To edit a video, you can either click the edit button next to the thumbnail or choose a section from the dropdown.

When you click edit, you will be taken to a screen that allows you to edit various items from basic information to the audio and captions. You will most likely only need to edit or update a videos basic information. This includes the video description, title, tags and whether the video is public or private.



How to make a video private

To make a video private, all you need to do is select Info & Settings from the dropdown menu. Once on the video edit screen for that particular video, change the status to private and save your changes. Once you do that, YouTube will show a lock icon in the video manager next to that video as an indicator that your video is only visible to you and has not been published.



YouTube for Business

Why You Need A PI

Cancel



VIDEO INFORMATION

Channel:	WalnerLawChica
Uploaded time:	October 10, 2013
Duration:	0:41
Raw file:	Why You Need A
Views:	29
Likes:	0
Dislikes:	0
Comments:	0
Video URL:	<input type="text" value="http://youtu.be/"/>

Why You Need A PI

Public

Description

Add a message to your video

Also share on



How to Subscribe to a Channel

When you subscribe to a channel, you will see any video updates from that user in your home feed. When you first sign in, you will see two tabs at the top: *What to Watch* and *My Subscriptions*

The “**What to Watch**” tab will show you popular videos on the internet that YouTube recommends you watch based on videos you’ve watched in the past. When you switch over to the “My Subscriptions” tab, you’ll see any new videos uploaded by channels you follow. This is a great way to generate video ideas or even blog topics. Make sure to keep your eye on this section!

There are several ways to subscribe to a channel on YouTube. You can:

1. Search for a particular video from the search box. Once you find it, you can click on or hover over the username and click the red “Subscribe” button



2. From any video, you can click on the username under the title and be directed to the channel homepage. You can then click on the red “Subscribe” button:

Long & Waite, PC

g+ g+ t f

Earle Long

Subscribe 1

Home Videos Playlists Channels Discussion About

All activities

Earle Long uploaded a video

Personal Injury Cases at Mobile, Alabama - Long & Waite
2 months ago • 44 views
If you or a family member is fighting for a personal injury cases at Mobile, Alabama area, contact Long & Waite at 877-336-0776 ...

Earle Long uploaded a video

Car Accident Lawyers Long & Waite - Samuel Testimonial

Popular channels on YouTube

- OneDirectionVEVO ✓
Subscribe
- PewDiePie ✓
Subscribe
- HolaSoyGerman
Subscribe
- JennaMarbles ✓
Subscribe
- Smosh ✓
Subscribe



3. From any video, you can hover over the username and click the red “Subscribe” button directly or you can click on the button directly under the username and profile image.



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