



YouTube 101

Farmers Market Federation of

New York

What is YouTube?

YouTube is a website used for creating and sharing videos with the world. Usually videos on YouTube are relatively short, and go no longer than 16 minutes. You can use YouTube not only to find videos that spark your interest, but also to share your videos with anyone you wish. YouTube is one of the most interesting and simple ways to capture the attention of others, and to visually show others what your business is all about.

Common Terms

My Channel Your YouTube homepage that others can see and use to find out more information about you and your movies.

Channel Tags You can tag your channel with different words in order to make your videos more searchable. This will help people find your channel who actually want to view the type of movies you've created.

Subscriptions People can subscribe to your channel, and you can subscribe to others as well. This is a good way to create relationships on YouTube, and to find content similar to your own.

Modules Different boxes you can add to your channel that will allow visitors to see video comments, your subscribers, event dates, recent activity, etc. Modules are a very simple way to build a brand and profile on YouTube.

Bulletin An update you can send from your channel to your subscribers. You can update them on anything—whether it be a video you enjoyed or about a new movie you've started. The Bulletin will show up in your recent activity, and on their recent activity.

Playlists On YouTube, it is possible to create and save video playlists, making it easy to watch YouTube videos with similar content in a row.

Favorites You can mark your favorite videos and have them readily accessible to watch under the YouTube "Favorites" tab.

Inbox Your inbox allows you to write and receive personal messages, share your messages with others, and review your comments, friend invites, and video responses.

Recommendations YouTube will recommend other videos for you to watch based on those you have watched on the site in the past.

Activity sharing In your account settings, there is the option to share your activity through other social media mediums. In other words, you can link your YouTube account to sites like Facebook and Twitter. This is a great way to gain exposure of your videos across a wide range of online mediums.

Mobile Setup It is possible to create and play videos on most phones, and YouTube allows you to upload any videos from your phone,

Why should I use YouTube as a marketing tool?

Video is the most powerful on-demand communication platform ever created. There are more internet viewers than there are household television prescribers. YouTube is a fantastic place where you can share any content you wish with anyone in the world, and do so in an interesting, creative, and fun way. It gives you a chance to engage viewers in

a unique and visual way rather than through links and updates. A powerful YouTube video can be shared and watched by millions—and many make that mark.

Tips For Getting Started:

Create an account, and find ways to use it. Create an account on YouTube, but also consider buying a Flip Camera if you are without a video camera. Flip Cameras are cheap, easy to use, and perfect for creating YouTube Videos

Keep videos short, focused, and professional. People's attention span is low, so try and keep videos between 2 and 3.5 minutes. Make sure that within the first 10 seconds, the purpose and direction of the video have been established. Although these videos do not have to be professionally done, there is a way to make them with quality. Look at some videos to see what appeals to you and keeps you interested.

Watch YouTube's provided tutorials. Throughout the site, YouTube gives small tutorials that may help you become better acquainted with the site. Watch them to increase your grasp on this social media medium.

Be yourself, and don't stray from your message. Make sure to keep your messages the same across all social media platforms. People are looking for transparency and truth from videos, and it is important that you deliver videos that keep that fact in mind.

The screenshot shows the YouTube channel page for 'Hijackhali'. At the top, there is a search bar and navigation links for 'Browse' and 'Upload'. The user is logged in as 'Hijackhali' and can 'Sign Out'. A blue banner at the top of the channel page reads: 'New! Communicate with your subscribers by posting bulletins to their YouTube homepages. Learn more.' Below this is a navigation menu with tabs for 'Post Bulletin', 'Settings', 'Themes and Colors', 'Modules', and 'Videos and Playlists'. The main content area is divided into several sections:

- Profile:** A sidebar section containing channel statistics: Channel Views (27), Total Upload Views (197), Age (22), Joined (January 14, 2008), Last Visit Date (7 hours ago), Subscribers (0), and Country (United States).
- Subscribers:** A section for listing subscribers, currently empty.
- Friends:** A section for listing friends, currently empty.
- Channel Comments:** A section for channel comments, currently empty with the message 'There are no comments for this user.' Below this is an 'Add Comment' form with a 'Post Comment' button.
- Recent Activity:** A section showing recent activity, including a post by 'Hijackhali' and a notification 'Hijackhali subscribed to swomansworld (2 months ago)'.
- Subscriptions (1):** A section showing one subscription to 'swomansworld'.