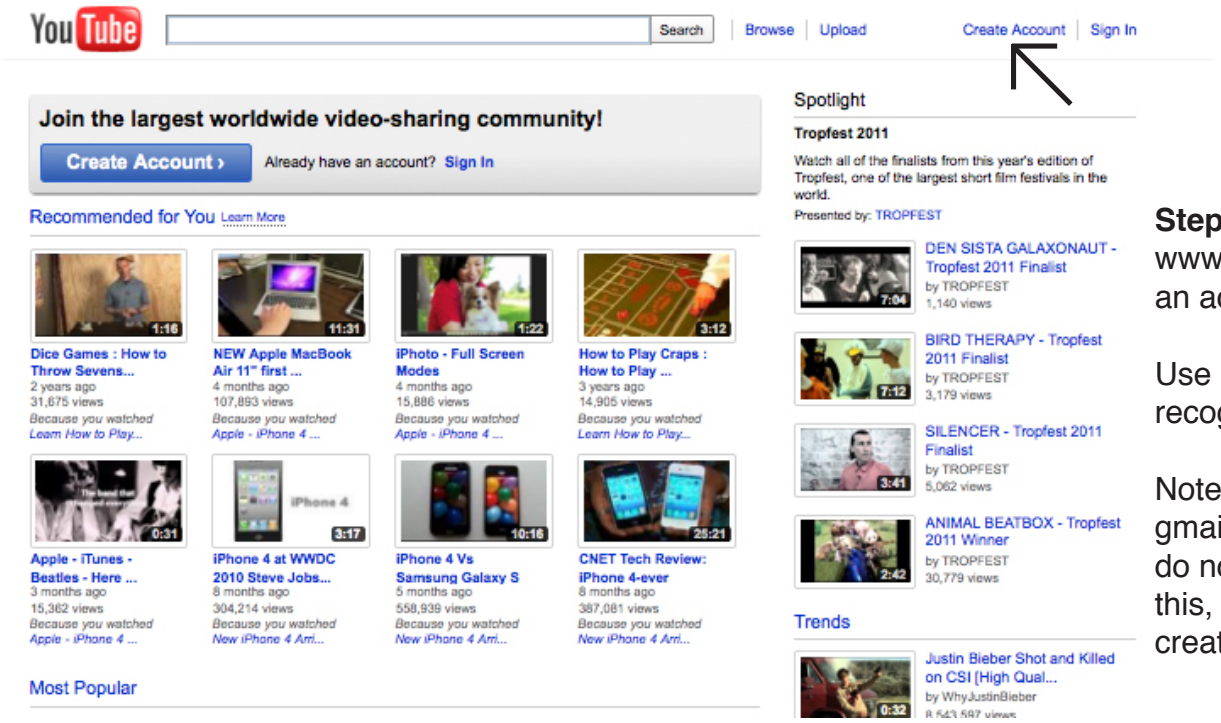
Picture Tutorial: YouTube

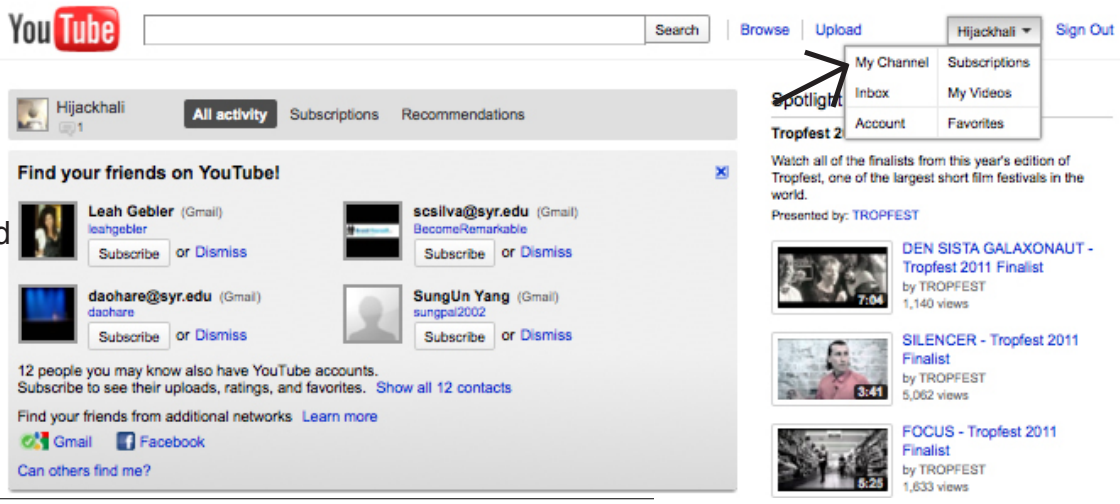


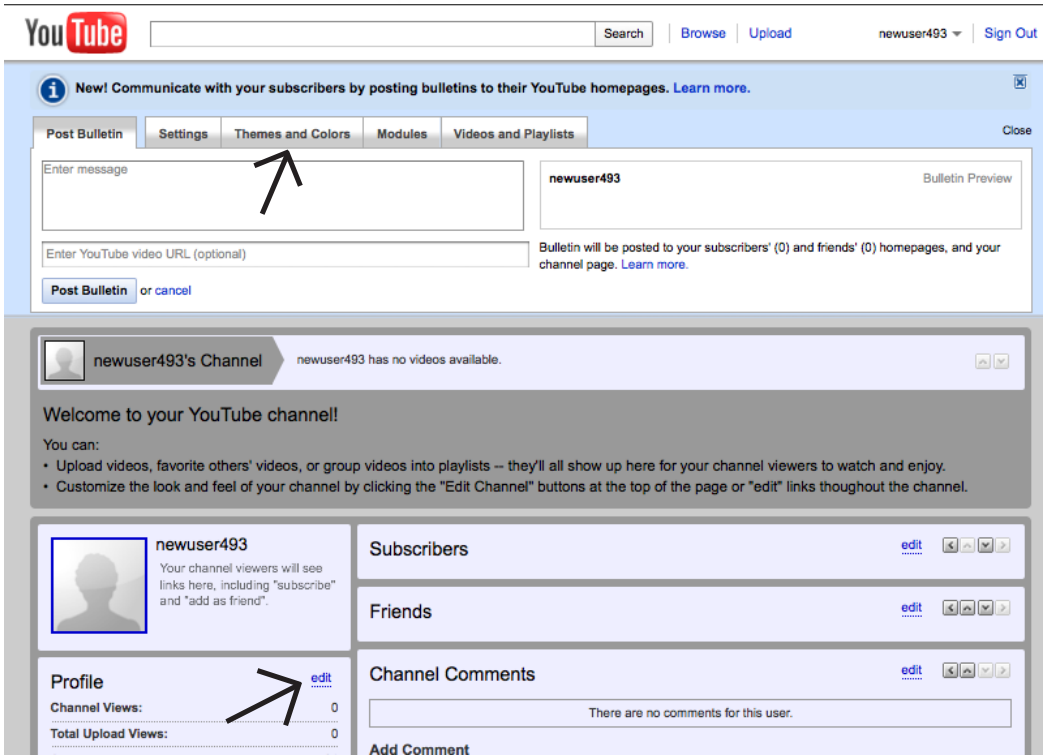
Step 1: Go to www.youtube.com, then create an account.

Use a username that will be recognizable to your followers.

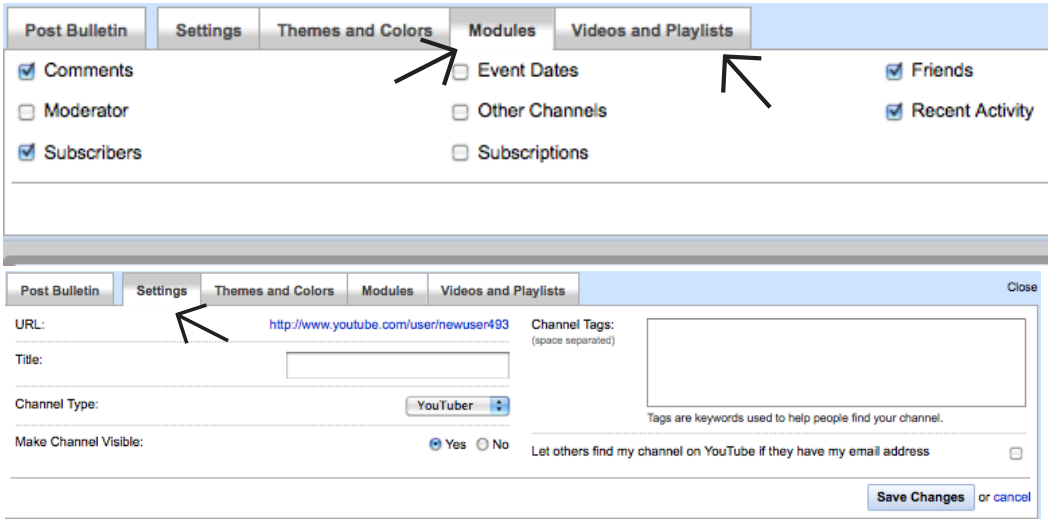
Note: You will have to create a gmail account to link to if you do not have one already. To do this, go to www.gmail.com, and create an account.

Step 2: Once you've created your account, click on your username in the top right hand corner, and check out your options. Go to "My Channel" first.



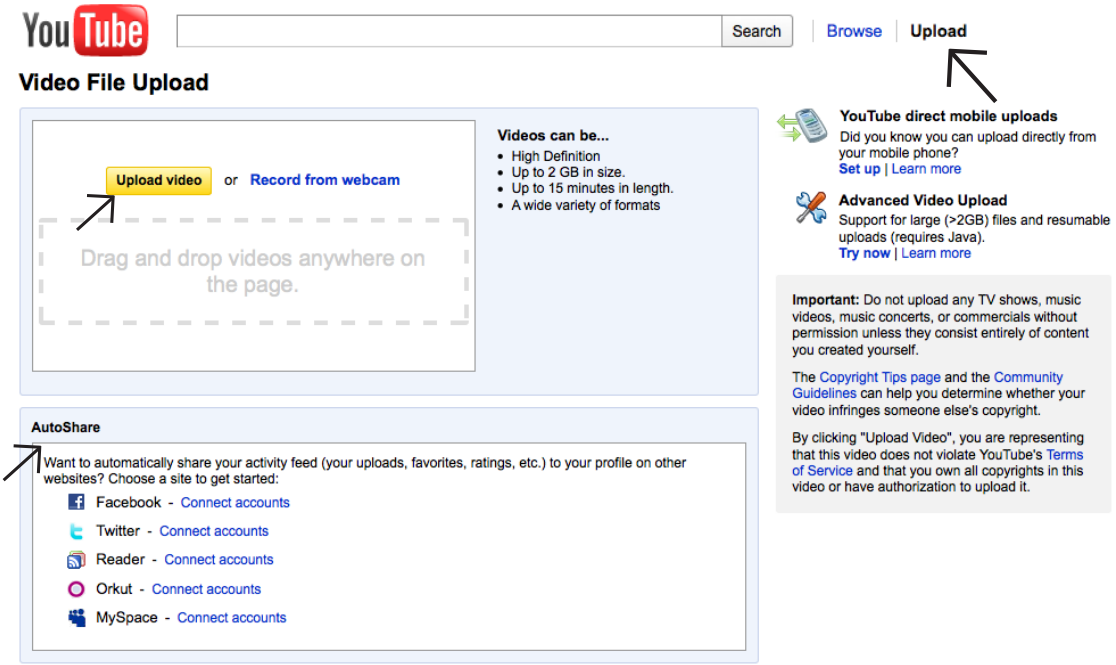


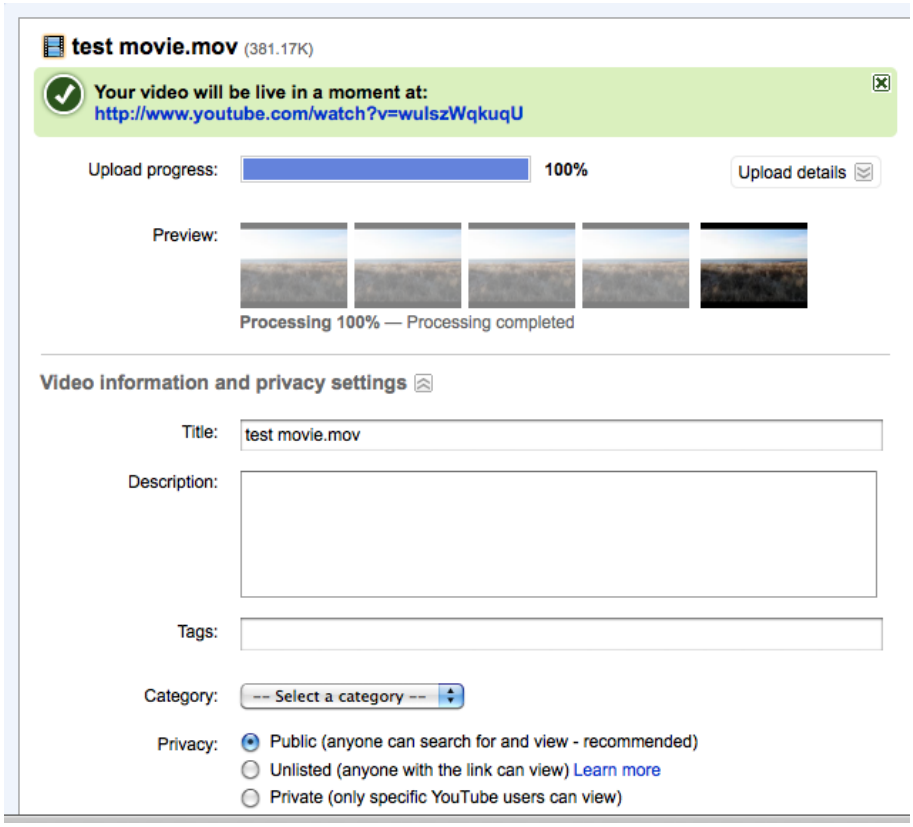
Step 3: Start personalizing your channel by editing your profile information, and changing your themes and colors.



Step 4: Before uploading videos, explore the rest of the tabs for your channel, like modules and settings. You can select modules you wish to share with others on your channel. Under settings, you can create a name for your channel, change the type, make it visible or invisible to others, and tag your channel. Tag your channel with keywords related to your business, as it will make your site more searchable. Check out more settings on the video and playlists tabs as well.

Step 5: Once you have your video ready to be uploaded, you can click the “upload” button. Here, you can either upload a video, record, or drag a video file from your computer onto this page. Make sure to connect your YouTube to your Facebook and Twitter accounts to increase traffic to your channel.

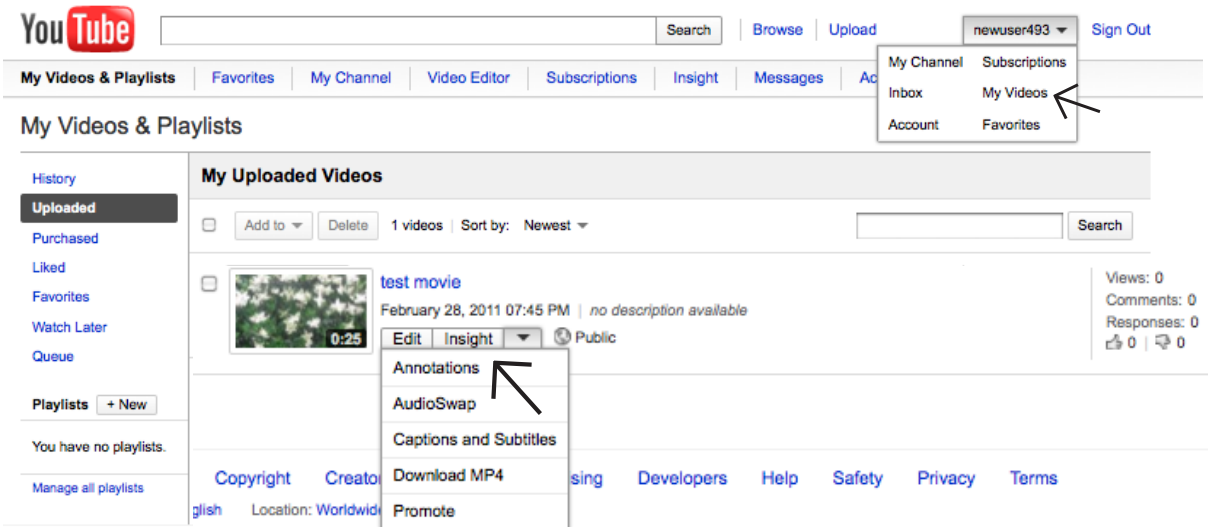


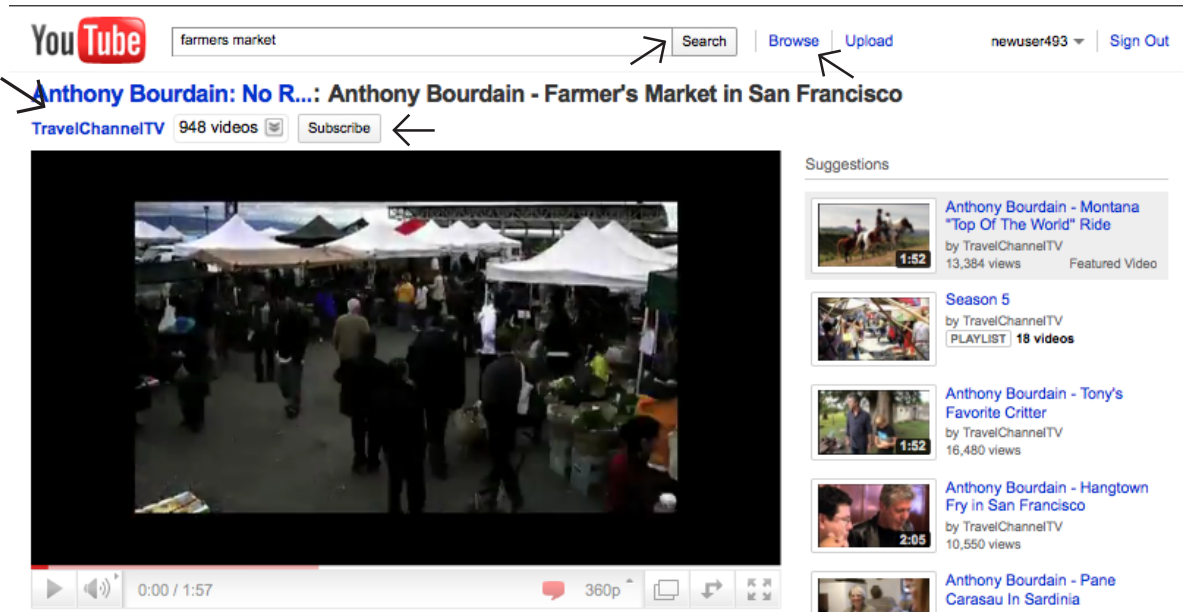


Step 6: While your video is uploading, scroll down and edit the title and description of the video, pick a category for the video, and tag the video. Tags to individual movies are different than tags to your channel, and help others locate the specific video. If you only want specific people to see the video, you can change your privacy settings, as well.

When it has finished uploading, save changes to the settings, and click on the link provided to watch the video.

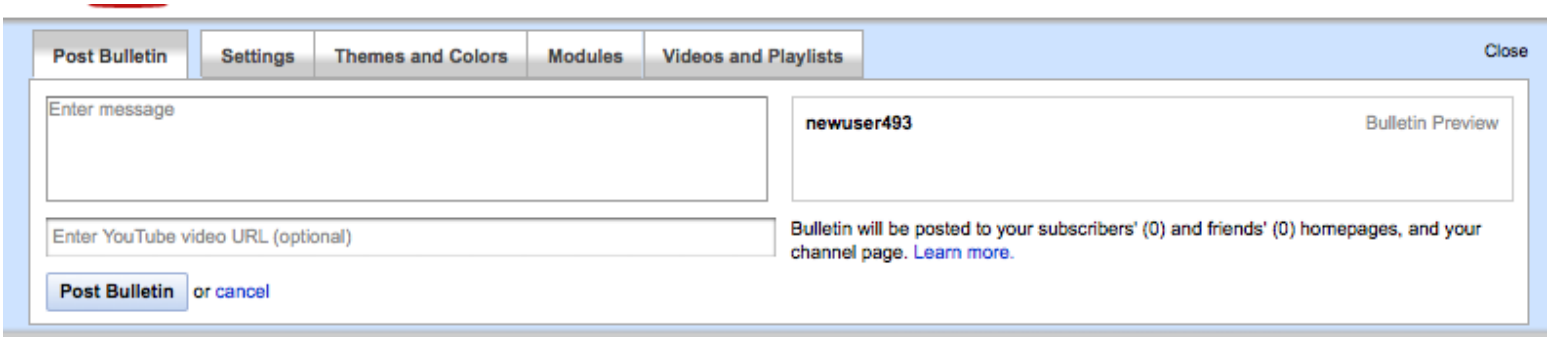
Step 7: Click the “My Videos” button to edit your videos, and to check statistics on its viewership. You can also add notes throughout your videos with Annotations, and add extra audio. Explore the other advanced options if you wish.





Step 8: Start finding other channels similar to yours, by browsing, searching key phrases, and finding friends’ accounts.

To subscribe to a channel, you can click on the “subscribe” button on the video, or explore the channel more by clicking on their page.



Step 8: Post bulletins for your subscribers to see. You can suggest a good video, talk about a project you’ve been working on, or tell them about your newest posted video. This is a great way to engage others on YouTube, and to maximize the publicity of your movies.

Take some time to explore YouTube to see what else is offered, and to find other channels similar to your own.