



Best Practices for YouTube



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Director of
Communications

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Design Specialist

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Communications
Specialist

**Illinois
Extension**

Photo credit: Thomas William via Unsplash

What We Will Cover

Part 1

What You Need
to Know

Part 2

How to Give Your
Videos an Edge

Part 3

Optimize Your
Content



Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Illinois Extension



University of Illinois Extension

15.7K subscribers

CUSTOMIZE CHANNEL

MANAGE VIDEOS

HOME

VIDEOS

PLAYLISTS

COMMUNITY

HANDICAPS

ABOUT



YOUTUBE BY THE NUMBERS

Handwashing with Soap and Sanitizer

4,161 views • 1 year ago

Washing your hands is one of the simplest steps you can take to keep you and your community healthy.

For more information, including resources, help, and information for navigating through these unsettling times, please check out <https://go.illinois.edu/ExtensionCOVID19>. We'll be updating this site with a variety of practical resources and tips.

0:00 / 1:49



Featured Videos

▶ PLAY ALL



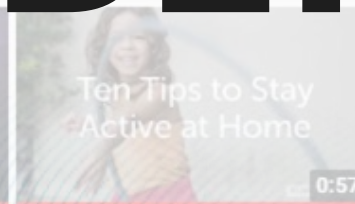
How to Take a #Soil Sample
University of Illinois Extension
193 views • 1 month ago



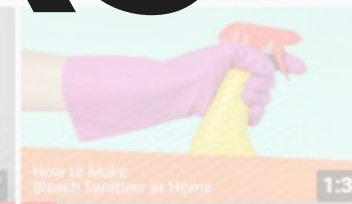
How to Understand #Soil Test Results
University of Illinois Extension
850 views • 3 months ago
CC



Handwashing with Soap and Sanitizer
University of Illinois Extension
4.1K views • 1 year ago
CC



Ten Tips to Stay Active at Home
University of Illinois Extension
1.1K views • 1 year ago



How to Make Your Own Bleach Sanitizer
University of Illinois Extension
35K views • 1 year ago



How to Cut a Whole Chicken
University of Illinois Extension
216 views • 4 months ago

YOUTUBE BY THE NUMBERS

YouTube Fun Facts

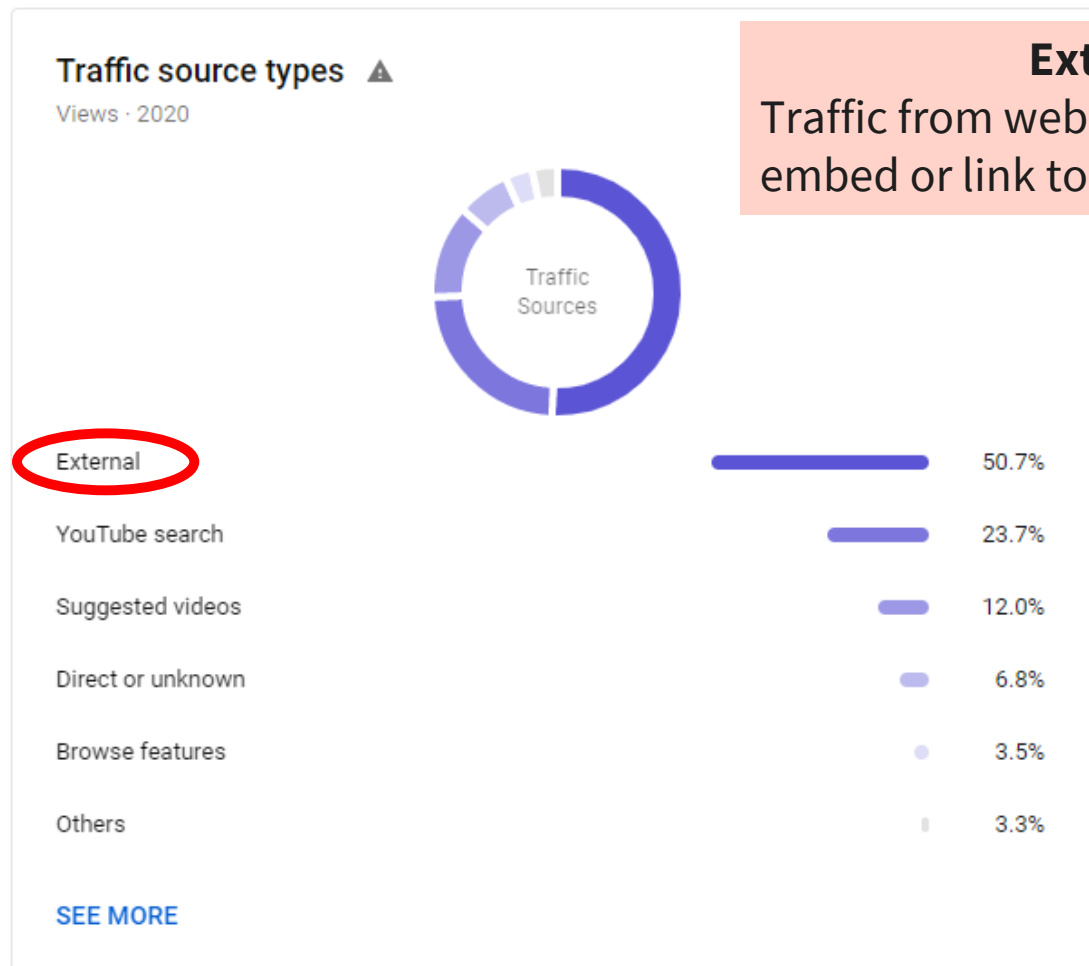
- YouTube second-most visited website
 - Who is #1? (Psst: They own YouTube) [\(Hootsuite\)](#)
- +500 hours of video are uploaded to YouTube every minute [\(YouTube\)](#)
- 74% of adults use YouTube (Facebook = 68%) [\(Hootsuite\)](#)
- 40.9% watchtime happens on mobile [\(eMarketer\)](#)
- Views of videos with “beginner” in title increased +50% March-July 2020 [\(Think with Google\)](#)

Illinois Extension YouTube (2020)

- 15,791 subscribers (+3,400)
- 6.9 million impressions
- **1.4 million views**
- +35,800 watchtime hours
- Top 10 videos account for 44% of total views
- Of top 50 videos, not a single one is a webinar

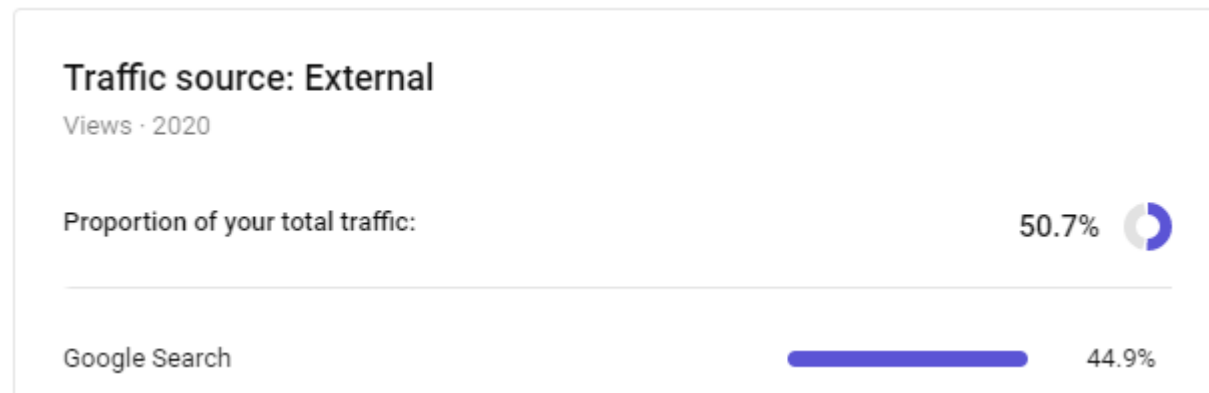
YOUTUBE BY THE NUMBERS

1.4 million views



External

Traffic from websites (or apps) that embed or link to your videos



A professional video studio setup. A white backdrop is suspended by a rig. Two boom microphones with fuzzy windshields are positioned over the backdrop. A black folding chair is in the center. The floor is covered with a grey mat. In the background, a red 'EXIT' sign is visible above a doorway. The scene is dimly lit, with the main light source coming from the backdrop.

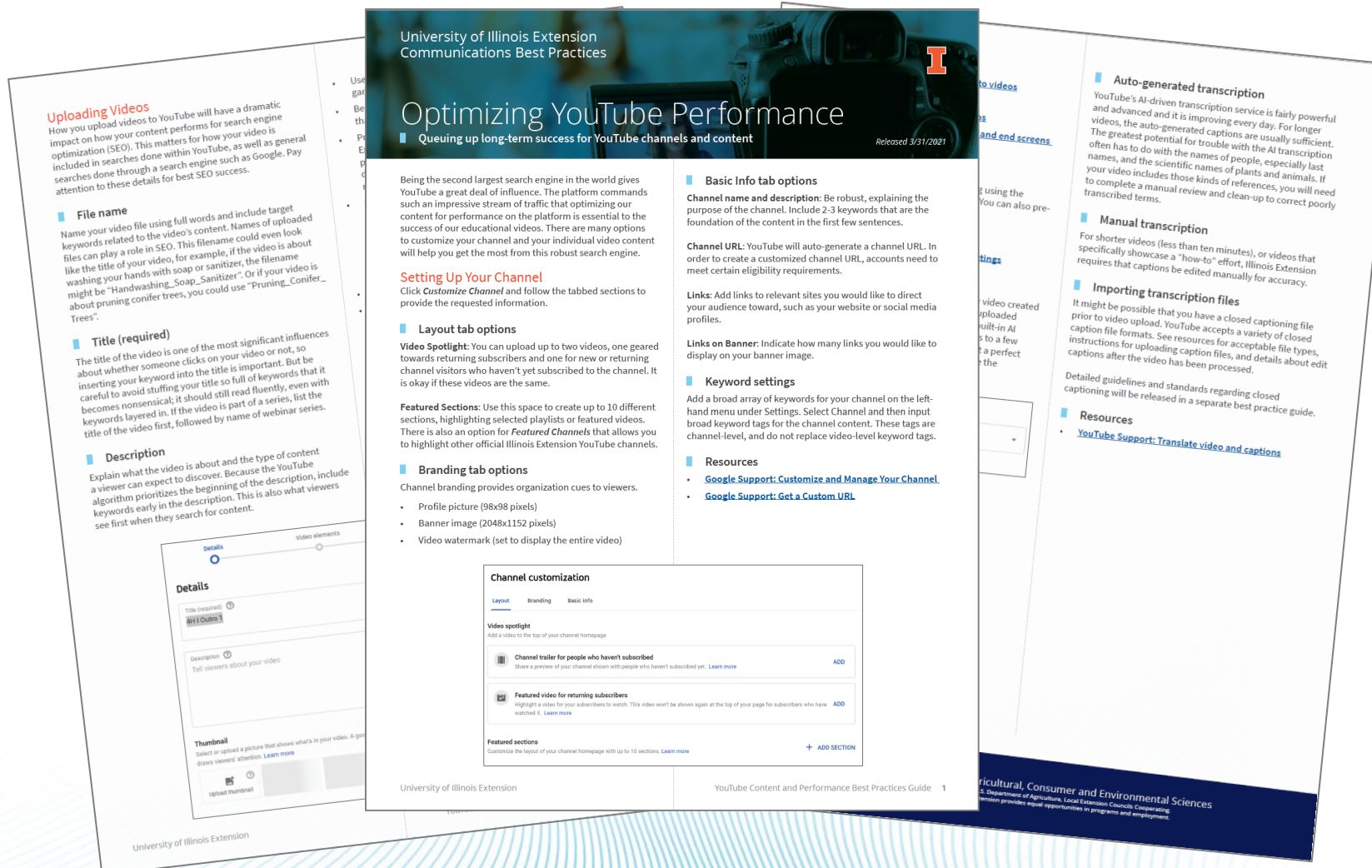
Part 1

What You Need to Know

(before you start)

Photo credit: Keagan Henman via Unsplash

Best Practices for Optimizing YouTube Performance



YouTube vs. Mediaspace

YouTube is the **official** video platform for hosting Illinois Extension content freely accessible to the public.

Use of Mediaspace can be used for temporary file storage, content behind a paywall, or staff training resources.



Made for Kids vs. Not Made for Kids

A video **MUST BE marked as MADE FOR KIDS** if:

- Content is intended for children younger than 13.
- Video features children as the primary on-screen presence.
- Emphasis is on kids' characters, themes, toys, or other kid-oriented content.

Can apply to a channel or a single video.



Resources:

Important Update for Content Creators: Complying with COPPA (Nov 2019 Video): <https://youtu.be/-JzXiSkoFKw>

Features impacted by COPPA: Made for Kids Content (Jan 2020 Video): <https://youtu.be/0CzTAeLNRbg>

Restricted features (YouTube help): <https://support.google.com/youtube/answer/9632097>

Closed Captioning

Accessibility is a civil right. It is our legal responsibility to meet accessibility standards.

YouTube will auto-generate captions.

It is your responsibility to review and clean up errors in the captions.

The screenshot displays the YouTube Closed Captioning interface for an English video. The interface is divided into several sections:

- Language:** A dropdown menu at the top left shows "English" with a flag icon.
- Captioning Controls:** A "+ CAPTION" button and an "EDIT AS TEXT" link with a three-dot menu are located at the top.
- Caption Editor:** The main area contains a list of caption segments, each with a text box and a time range:
 - Segment 1: "Washing hands is an important step in keeping you and your family healthy" (0:00:05 to 0:03:18)
 - Segment 2: "from germs that can be picked up by others who are sick at home, work, school, or in your community." (0:03:18 to 0:07:14)
 - Segment 3: "Hands touch a lot of different surfaces during the day and can pick up dirt and germs from" (0:07:14 to 0:09:17)
 - Segment 4: (0:09:17 to 0:13:12)
- Video Player:** On the right, a video player shows a close-up of a hand being washed under a running faucet. Below the video, there are controls for play, stop, and volume, along with a progress bar showing "0:00 / 1:15".
- Subtitles:** Below the video player, there is a text input field with the placeholder "Enter subtitles faster with keyboard shortcuts" and a checkbox labeled "Pause while typing".
- Timeline:** At the bottom, a timeline shows the video's duration from 0:00:00 to 0:04:00. A vertical line indicates the current position at 0:00:00. Below the timeline, there is a waveform visualization of the audio.

What kind of YouTube
videos are a good fit for the
Extension brand?

HOW TO CROCHET FOR ABSOLUTE BEGINNERS

STEP BY STEP

7:10



iPhone 12 unboxing

13:12

simplilearn

DIGITAL MARKETING COURSE



1:17:35



Part 2

How to Give Your Videos an Edge

Get to the point

**Information
hierarchy and
video production**



**Help
I'm choking**
and this video isn't helping

<http://bit.ly/choking-help>





September Event 2018 — Apple

5M views • 2 years ago

CC



iPhone X — How to shoot with Pano — Apple

329K views • 2 years ago



iPhone X — How to shoot Burst mode on iPhone X — Apple

268K views • 2 years ago



iPhone X — How to shoot Slo-mo — Apple

334K views • 2 years ago



iPhone X — How to shoot using backlight — Apple

389K views • 2 years ago



WWDC 2018 Keynote — Apple

4.1M views • 2 years ago

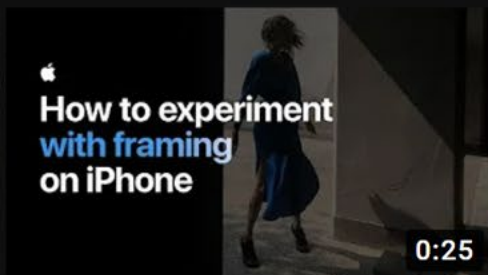
CC



How to compose with telephoto camera on iPhone — Apple

271K views • 3 years ago

CC



How to experiment with framing on iPhone — Apple

267K views • 3 years ago

CC



How to experiment with color on iPhone — Apple

364K views • 3 years ago

CC



How to shoot in black & white on iPhone — Apple

438K views • 3 years ago

CC



How to shoot an overhead on iPhone — Apple



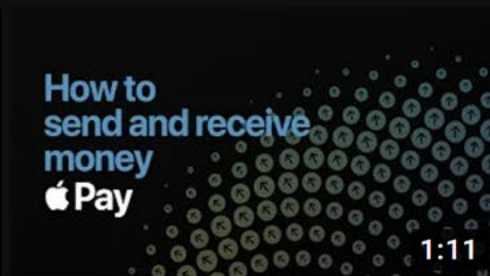
How to adjust slo-mo timing on iPhone — Apple



How to create a bouncing Live Photo on iPhone — Apple



Apple Pay — How to pay with iPhone X — Apple



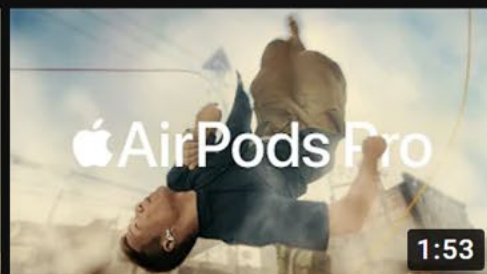
Apple Pay — How to send and receive money — Apple



iPhone 12 — Fumble

1.7M views • 5 days ago

CC



AirPods Pro — Jump

7.2M views • 2 weeks ago

CC



Hometown — Shot on iPhone by Phillip Youmans

326K views • 1 month ago

CC



Tim Cook on Privacy

748K views • 1 month ago

CC



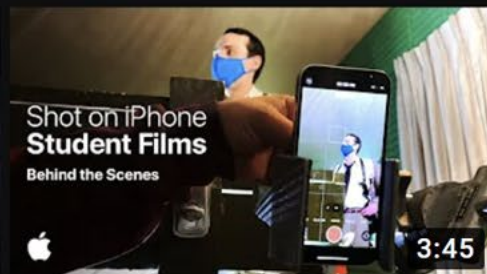
Shot on iPhone 12 Pro Max I Chinese New Year – Making...

360K views • 2 months ago



Shot on iPhone 12 Pro Max I Chinese New Year – Nian

645K views • 2 months ago



Shot on iPhone Student Films — Behind the Scenes

378K views • 2 months ago

CC



Introducing AirPods Max — Apple

6.2M views • 3 months ago

CC



AirPods Max — Journey into Sound

1.8M views • 3 months ago

CC



The magic of mini feat. Tierra Whack — Apple

25M views • 4 months ago

CC



Shot on iPhone 12 — Everyday Experiments



Behind the Mac — Greatness



Apple Event — November 10



iPhone 12 Pro — Make movies like the movies



Behind the Scenes — Experiments V: Dark Universe



Catastrophic Landslide in California: Can We Stop the...

17K views • 2 months ago

CC



Watching a Star Die

11K views • 3 months ago

CC



The Worst Drought in 1200 Years: What Does it Mean f...

22K views • 3 months ago

CC



Who Made These Giant Desert Figures... and Why?

21K views • 3 months ago

CC



Origami: Art, Engineering... or Both?

8.5K views • 3 months ago

CC



This Climbers' Paradise is the Last Refuge for an Ancient...

16K views • 3 months ago

CC



What Can We Learn From 2020's Record-Breaking...

31K views • 3 months ago

CC



How Birds Can Teach Us to Build Better Airplanes

6K views • 4 months ago

CC



The Secret Behind These Stunning Fall Landscapes

10K views • 4 months ago

CC



Life Aboard the International Space Station

20K views • 5 months ago

CC



Wild Horses: America's most



When Zoo Animals Speak,



Meet the Fire Lookout of Big



We Can't Stop Wildfires—But



How to Think Like an



Garden Trends 2021 - LIVE with the Horticulturists

185 views • Streamed 2 months ago



#Radon: Is it Still An Issue? - Everyday #Environment...

142 views • 2 months ago



All About #Squirrels - Everyday #Environment...

410 views • 2 months ago



Conservation Cropping Seminar - January 20, 2021

377 views • 2 months ago



Managing Your Risk: Managing #Diabetes in a...

52 views • 3 months ago



Fat, Sodium, and Sugar - Oh My! Managing #Diabetes in ...

97 views • 3 months ago



Taking the First Step: Managing #Diabetes in a...

38 views • 3 months ago



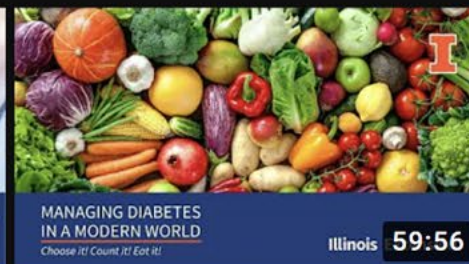
LIVE with the Horticulturists - Holiday Plants

81 views • Streamed 3 months ago



Making the Most of Your #Diabetes Resources:...

31 views • 3 months ago



Choose It, Count It, Eat It: Managing #Diabetes in a...

75 views • 3 months ago



#Vermicomposting - Turning Leftovers into Soil: Everyda...



How to Understand #Soil Test Results



Policy Working Group Meeting: Nutrient Loss...



Nutrient Research and Educational Council Update:...



Nutrient Strategies in Ohio: Nutrient Loss Reduction...



EVERYDAY ENVIRONMENT WEBINAR SERIES

All About Squirrels


ILLINOIS
Extension
COLLEGE OF AGRICULTURAL, CONSUMER
& ENVIRONMENTAL SCIENCES

Everyday Environment
Webinar Series



All about Squirrels

Illinois
Extension





EVERYDAY ENVIRONMENT WEBINAR SERIES

RADON: IS IT STILL AN ISSUE?

1 PM | JANUARY 14

**Illinois
Extension**

Everyday Environment
Webinar Series



Radon

Is it still an issue?

Illinois
Extension



How to Make Bleach Sanitizer at Home




Make your own Sanitizer

Illinois
Extension







I

Nov 17 @ 1:30 pm CST
History of Forest Pest
Outbreaks in North America

**FOUR SEASONS
GARDENING** | 2020 Fall
Webinar Series

**Illinois
Extension**



I

LIVE
WITH THE
HORTICULTURISTS
KELLY ALLSUP + RYAN PANKAU + CANDICE HART
THURSDAY, MARCH 25 @ NOON CT

**Illinois
Extension**



**I-POLLINATE
CITIZEN SCIENCE**

**DID YOU
KNOW?**

Insects and other
invertebrates make
up 94% of the world's
animal species

I ILLINOIS EXTENSION
COLLEGE OF AGRICULTURAL, CONSUMER
& ENVIRONMENTAL SCIENCES



FILL YOUR PANTRY

PRESERVING APPLES

I ILLINOIS EXTENSION

COLLEGE OF AGRICULTURAL, CONSUMER
& ENVIRONMENTAL SCIENCES



fill your
pantry



Preserving **APPLES**

Illinois
Extension



**Illinois
Extension**

EAT.MOVE.SAVE.
Making Healthier Choices on a Budget

ILLINOIS NUTRITION
EDUCATION PROGRAMS

How to Cut a Whole Chicken

EAT.MOVE.SAVE.

How to Cut a **Whole Chicken**

Illinois
Extension



Part 3

Optimize Your Content

Photo credit: Jan Antonin Kolar via Unsplash

1

Title
Descriptions
Filenames

2

Thumbnails

3

Tags

4

Cards

5

Customize Your Channel



Your video
How to Take a #Soil Sample in Your ...

Details

Analytics

Editor

Comments

Subtitles

Settings

Video details

Title (required) ?
How to Take a #Soil Sample in Your Lawn, Garden, or Landscape

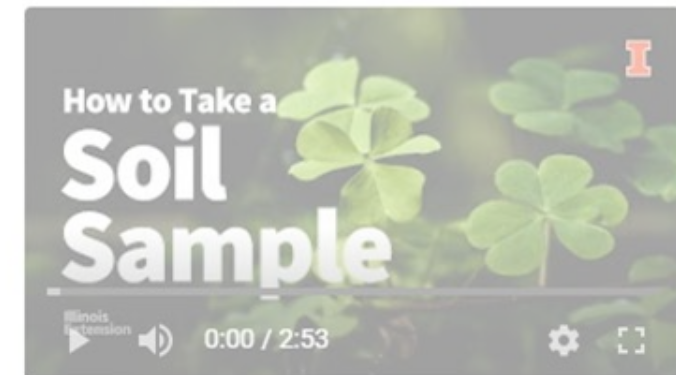
Description ?
University of Illinois Energy and Environmental Stewardship Educator Duane Friend explains how to take a soil sample.

Duane will share what tools you need to take a soil sample, how many samples are required, how to take the soil sample, how to prepare and package your sample to send off to a soil testing lab, and what to look for in a lab to test your sample.

Once you received your soil test results, check out Duane's other video "How to Understand Soil Test Results" at https://youtu.be/UK_L6xVAw_A.

The University of Illinois Extension's mission is to help you meet your needs for education on topics such as energy and environmental stewardship, food safety and security, economic development and workforce preparedness, family health, financial security, wellness, and youth development.

For more about Extension's work, visit: <http://extension.illinois.edu>
Follow University of Illinois Extension here:
Extension blogs: <https://go.illinois.edu/ILextensionBlogs>
Facebook: <https://www.facebook.com/UIExtension>
Twitter: <https://twitter.com/ILextension>
Instagram: <http://instagram.com/ILextension>
Pinterest: <http://www.pinterest.com/UIExtension>



Video link
<https://youtu.be/bv7iocl90os>

Filename
Soil_Testing.mp4

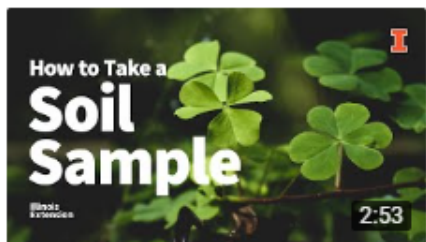
Video quality
SD HD

Visibility
Public

Restrictions
None

End screen

Cards



Your video

How to Take a #Soil Sample in Your ...



Details



Analytics



Editor



Comments



Subtitles



Settings

Video details

- Be descriptive (accurate)
- Include keywords

Title (required) ?

How to Take a #Soil Sample in Your Lawn, Garden, or Landscape

Description ?

University of Illinois Energy and Environmental Stewardship Educator Duane Friend explains how to take a soil sample.

- Include keywords early (YouTube prioritizes)
- Initial text shows up in in search
- Be truthful

Duane will share what tools you need to take a soil sample, how many samples are required, how to take the soil sample, how to prepare and package your sample to send off to a soil testing lab, and what to look for in a lab to test your sample.

Once you received your soil test results, check out Duane's other video "How to Understand Soil Test Results" at https://youtu.be/UK_L6xVAw_A.

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Facebook: <https://www.facebook.com/UIExtension>

Twitter: <https://twitter.com/ILextension>

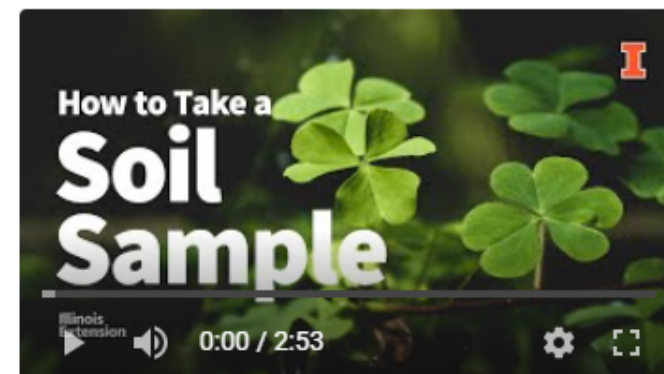
Instagram: <http://instagram.com/ILextension>

Pinterest: <http://www.pinterest.com/UIExtension>

Footer seen on ALL videos

UNDO CHANGES

SAVE



Video link

<https://youtu.be/bv7iocl90os>



Filename

Soil_Testing.mp4

Video quality



Visibility

Public



Restrictions

None



End screen



Cards





Channel content



Your video

How to Take a #Soil Sample in Your ...



Details



Analytics



Editor



Comments



Subtitles

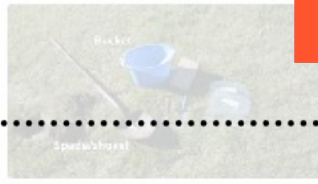
Video details

UNDO CHANGES

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention.

[Learn more](#)



2



Playlists

Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Playlists

2 playlists

Thumbnails

Audience

This video is set to not made for kids

Set by you

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)



Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)



Yes, it's made for kids



No, it's not made for kids



Age restriction (advanced)



Channel content



Your video

How to Take a #Soil Sample in Your ...



Details



Analytics



Editor



Comments



Subtitles

Video details

UNDO CHANGES

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention.

[Learn more](#)

Make and upload your own (See Matt's examples!)



Playlists

Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Playlists

2 playlists

Audience

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Yes, it's made for kids



No, it's not made for kids



Age restriction (advanced)

3

Tags

Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)

soil sample ✕

soil testing ✕

soil nutrients ✕

lawn ✕

garden ✕



landscape ✕

lawn care ✕

garden care ✕

gardening ✕

illinois extension ✕

university of illinois extension ✕

Tags

Enter a comma after each tag

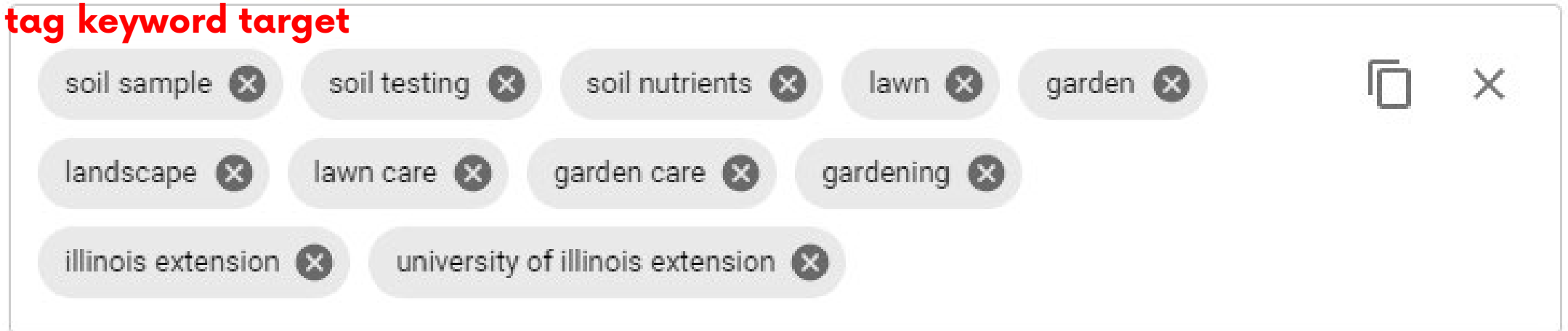
159/500

One of the best ways to keyword-optimize your video and SEO

Tags

Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)

First tag keyword target



soil sample ✕ soil testing ✕ soil nutrients ✕ lawn ✕ garden ✕

landscape ✕ lawn care ✕ garden care ✕ gardening ✕

illinois extension ✕ university of illinois extension ✕

Enter a comma after each tag

159/500

4

Cards

Duane Friend

Extension Educator, Environmental Stewardship and Energy

0:01 / 2:53



How to Take a [#Soil](#) Sample in Your Lawn, Garden, or Landscape

194 views • Feb 1, 2021

1 0 SHARE SAVE ...



Your video

How to Take a #Soil Sample in Your ...



Details



Analytics



Editor



Comments



Subtitles



Settings

Video details

Title (required) ?

How to Take a #Soil Sample in Your Lawn, Garden, or Landscape

Description ?

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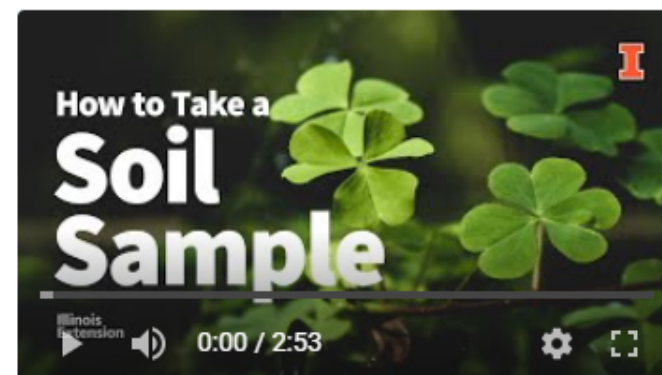
Twitter: <https://twitter.com/ILextension>

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Pinterest: <http://www.pinterest.com/UIExtension>

UNDO CHANGES

SAVE



Video link

<https://youtu.be/bv7iocl90os>



Filename

Soil_Testing.mp4

Video quality



Visibility

Public



Restrictions

None

End screen



Cards



i Cards

DISCARD CHANGES

SAVE

Select a type of card to begin:

Video



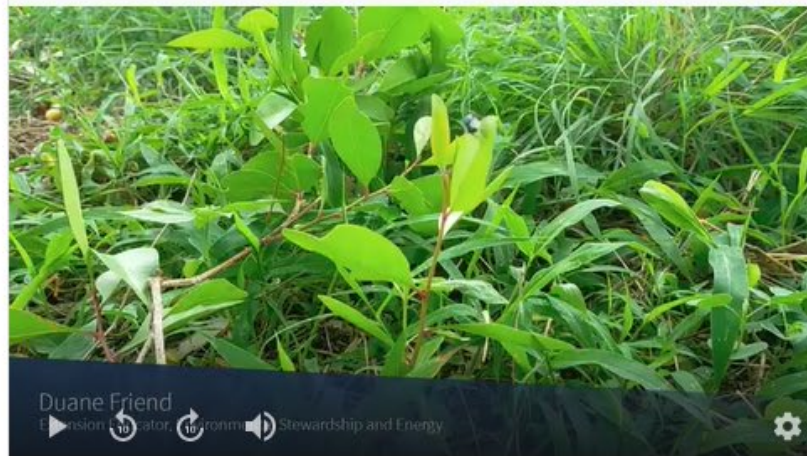
Playlist



Channel



Link



0:00:00

UNDO REDO



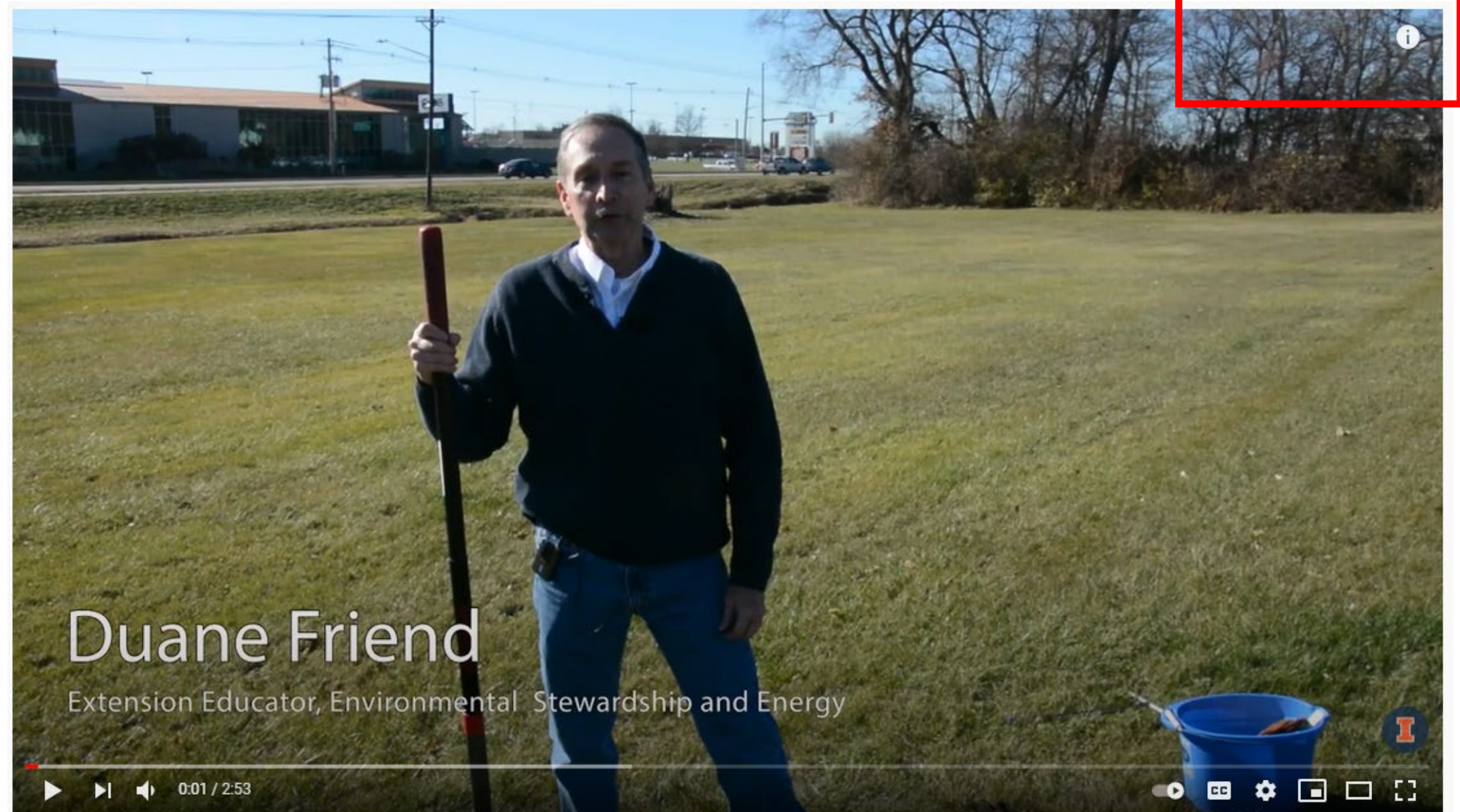
0:00:00

1:00:00

2:00:00

3:28:12





Duane Friend

Extension Educator, Environmental Stewardship and Energy

How to Take a [#Soil](#) Sample in Your Lawn, Garden, or Landscape

194 views • Feb 1, 2021

1 0 SHARE SAVE ...

Suggested: Soil Testing and Sampling



Duane Friend

Extension Educator, Environmental Stewardship and Energy

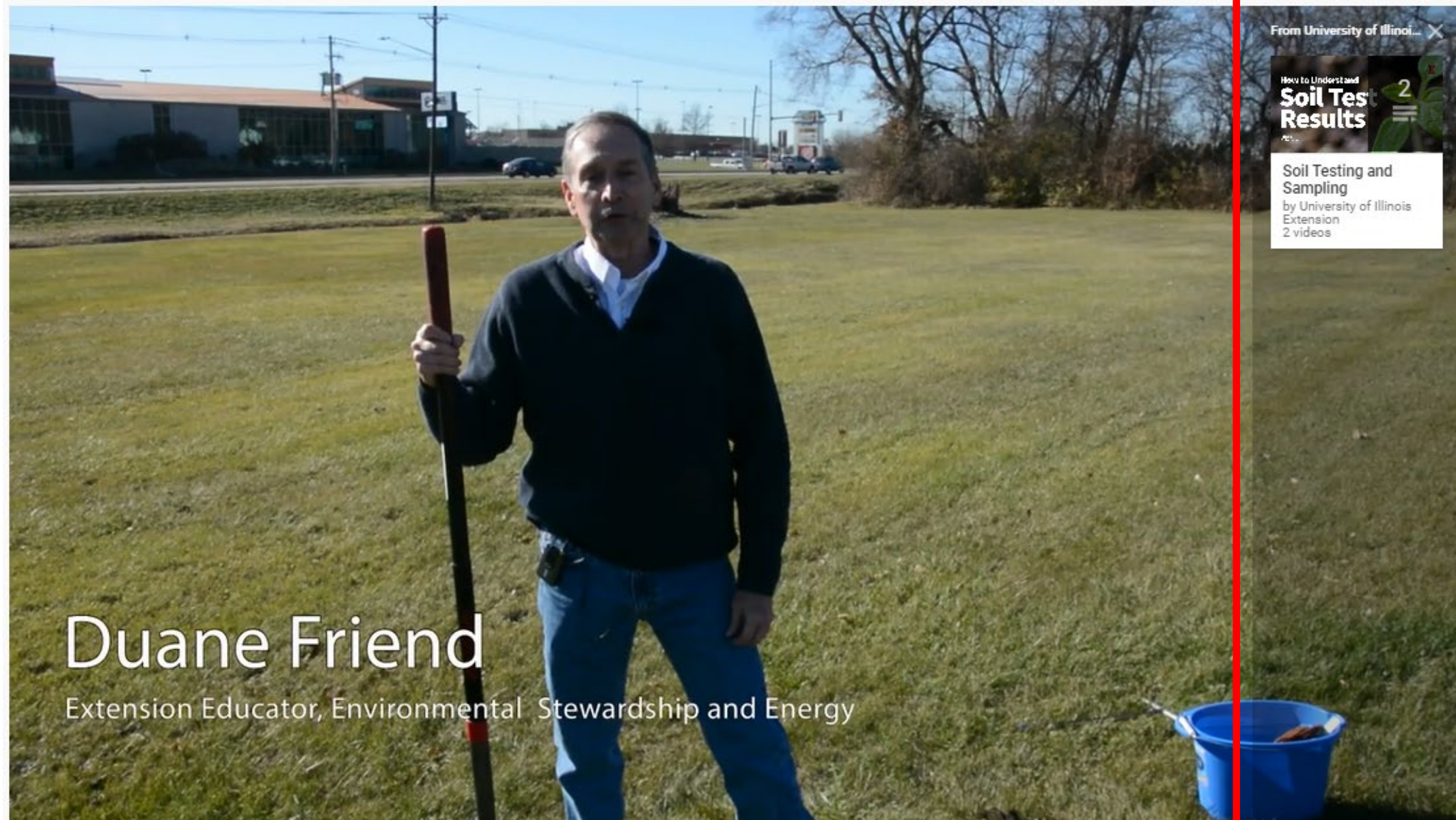
0:01 / 2:53



How to Take a [#Soil](#) Sample in Your Lawn, Garden, or Landscape

194 views • Feb 1, 2021

1 0 SHARE SAVE ...



Duane Friend

Extension Educator, Environmental Stewardship and Energy

From University of Illinois... X

How to Understand
**Soil Test
Results**

2

Soil Testing and
Sampling

by University of Illinois
Extension
2 videos

How to Take a [#Soil](#) Sample in Your Lawn, Garden, or Landscape

194 views • Feb 1, 2021

1 0 SHARE SAVE ...



Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Illinois Extension



University of Illinois Extension

15.7K subscribers

5

CUSTOMIZE CHANNEL

MANAGE VIDEOS

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Handwashing with Soap and Sanitizer

4,161 views • 1 year ago

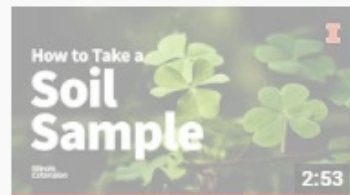
Washing your hands is one of the simplest steps you can take to keep you and your community healthy.

For more information, including resources to help you and your family combat the coronavirus, please check out <https://go.illinois.edu/ExtensionCOVID19>. We'll be updating this site with a variety of practical resources and tips.

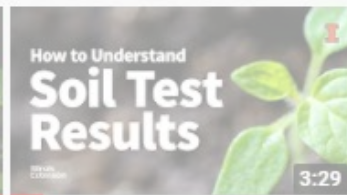
Customize Channel

Featured Videos

▶ PLAY ALL



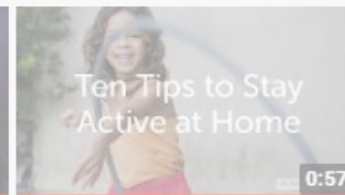
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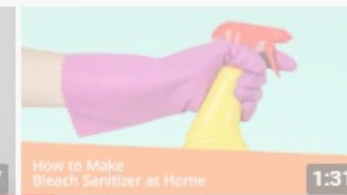
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Feel free to contact us (or the State Communications team) for more social media tips and support

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