Best Practices for YouTube

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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
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
1.4 million views

External
Traffic from websites (or apps) that embed or link to your videos
Part 1

What You Need to Know (before you start)
Best Practices for Optimizing YouTube Performance

University of Illinois Extension Communications Best Practices

Optimizing YouTube Performance

Being the second largest search engine in the world, Google and YouTube are a great pair of tools for marketing your products and services. This platform is a great place to promote your video and increase your brand awareness. The following article provides some tips on how to optimize your YouTube channel and videos for maximum reach and improved performance.

**Uploading Video**

Note: Do not forget to title your video and add a description that includes keywords to optimize your video for search engines. Also, add a thumbnail image to your video to attract viewers.

**Viewership**

Knowing your viewership can help you understand your audience and what they are interested in. You can use this information to create content that is more engaging and relevant to your audience. Additionally, analyzing your viewership data can help you identify trends and patterns that can improve your content strategy.

**View Count**

The view count is a measure of how many times a video has been viewed. You can use this information to determine which videos are the most popular and which ones need improvement. Additionally, analyzing the view count can help you identify trends and patterns that can improve your content strategy.

**Basic Info tab options**

- Channel name and description: Fill out these fields to provide a brief summary of your channel and what viewers can expect to find there.
- Website: Provide a link to your website or blog to drive traffic to your other online content.
- About: Include a short bio about yourself or your company to build trust with your audience.
- Contact info: Include your email address, phone number, and physical address if you wish to be contacted directly.

**Channel analytics**

- YouTube channel analytics: Use this tool to track the performance of your channel over time and identify trends and patterns. You can use this information to improve your content strategy and increase engagement.
- Use the data provided by YouTube to optimize your content and increase viewer retention.

**Setting Up Your Channel**

Click "Edit channel settings" and follow the tabbed sections to provide the required information.

**Layout tab options**

- Video spotlight: You can upload a featured video to your channel that will be displayed on the homepage and can help promote your channel. You can also use this feature to highlight videos that are most relevant to your audience.
- Featured videos: Add a new video to the "Featured videos" section to promote your latest or most popular videos. You can also use this feature to showcase videos that are most relevant to your audience.

**Branding tab options**

Channel branding provides organization and adds context to your videos. You can:
- Change your channel name and description to better reflect your brand.
- Customize your channel art and background image to create a consistent brand image.
- Use this feature to promote your products and services to your target audience.

**Keywords**

- Use keywords in your channel name, description, and video titles to improve search engine rankings and drive traffic to your videos.
- Use long-tail keywords to target specific niche audiences.

**Promote your channel**

- Share your videos on social media platforms to reach a wider audience.
- Use video sharing tools to promote your videos on social media platforms.
- Encourage viewers to subscribe to your channel for more content.

**Resources**

- YouTube Help Center and Help Center Best Practices Guide
- Google Support Center: Get a Custom URL

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University of Illinois Extension

YouTube Channel and the Marketing Best Practices Guide

Visit the University of Illinois Extension YouTube Channel for more marketing tips and resources.
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](https://youtu.be/-JzXiSkoFKw)
* Features impacted by COPPA: Made for Kids Content (Jan 2020 Video): [https://youtu.be/0CzTAeLNRbg](https://youtu.be/0CzTAeLNRbg)
* Restricted features (YouTube help): [https://support.google.com/youtube/answer/9632097](https://support.google.com/youtube/answer/9632097)
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.
What kind of YouTube videos are a good fit for the Extension brand?
HOW TO CROCHET FOR ABSOLUTE BEGINNERS

STEP BY STEP
iPhone 12 unboxing
How to Give Your Videos an Edge

Part 2
Get to the point

Information hierarchy and video production
Help I’m choking and this video isn’t helping

EVERYDAY ENVIRONMENT
WEBINAR SERIES
All About Squirrels
Radon
Is it still an issue?
Make your own Sanitizer
Now 17 @ 130 pm CST
History of Forest Pest Outbreaks in North America

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

DID YOU KNOW?
Insects and other invertebrates make up 94% of the world’s animal species
FILL YOUR PANTRY

PRESERVING APPLES

ILLINOIS EXTENSION
COLLEGE OF AGRICULTURAL, CONSUMER & ENVIRONMENTAL SCIENCES
Preserving APPLES
How to Cut a Whole Chicken

Illinois Extension
Part 3

Optimize Your Content
Title
Descriptions
Filenames

Thumbnails

Tags

Cards

Customize Your Channel
Title

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 samples 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_L6xVAvA.

The University of Illinois Extension delivers thousands of programs 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 https://illinois.edu/extension/

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- Pinterest: http://www.pinterest.com/UIExtension

Filename

Soil_Testing.mp4

Video link

https://youtu.be/bv7locl90os
The University of Illinois Extension YouTube channel is your destination for education content 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
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- Pinterest: http://www.pinterest.com/UIExtension

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

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.

Note: Footer seen on ALL videos.
Video details

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

Learn more

Playlists
Add your video to one or more playlists. Playlists can help viewers discover your content faster.

2 playlists

Audience
This video is set to not made for kids

Set by you

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.

Yes, it's made for kids

No, it's not made for kids
Make and upload your own (See Matt’s examples!)
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 amendments  lawn  garden
landscape  lawn care  garden care  gardening
illinois extension  university of illinois extension

Enter a comma after each tag
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
Duane Friend
Extension Educator, Environmental Stewardship and Energy

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

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Description
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The University of Illinois Extension YouTube channel is your destination for education content 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.

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Pinterest: http://www.pinterest.com/ILExtension
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
Duane Friend
Extension Educator, Environmental Stewardship and Energy

How to Take a #Soil Sample in Your Lawn, Garden, or Landscape
Customize Channel
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 through these unsettled times, please check out https://go.illinois.edu/ExtensionCOVID19. We'll be updating this site with a variety of practical resources and tips.
Channel customization

Your channel
University of Illinois Extension

Video spotlight
Add a video to the top of your channel homepage

- Channel trailer for people who haven't subscribed
  - Video title: Handwashing with Soap and Sanitizer

- Featured video for returning subscribers
  - Video title: Handwashing with Soap and Sanitizer

Featured sections
Customize the layout of your channel homepage with up to 10 sections. Learn more

- Upcoming live streams (0)
  - This section will appear for scheduled live streams

- Single playlist: Featured Videos (18)
QUESTIONS? & THANKS!

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

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