

1 Day YouTube Guide  
Prepared by Juliette Powell  
October, 2009

## **My Youtube Account**

To increase subscribers:

- Add Youtube, Twitter and facebook profile addresses to employee email signatures.
- From Youtube, add subscribers by uploading email addresses from corporate address book for: press, bloggers, Erno Laszlo trainers and in-store product sales reps and inviting them to join your new youtube channel etc.
- Tease the new channel on all blogs, facebook pages, profiles and discussion groups.
- Search youtube by comment to find influential video bloggers who already mention your products.
- Enlist influential video bloggers and fashion bloggers to help select a 'show host' name for Barbie.
- Take bloggers top 3 recommendations and open the judging of the show host's name to the general public giving them the bloggers top 3 choices to choose from.
- Make a big deal about all of the winning name contributions at every stage- make sure you mention them in every social media channel you can and invite the winners and most eager participants to 'guest blog'.

### ***Customize Youtube Profile / Bio***

- Login with Facebook connect
- Upload Profile image - change image regularly to maintain 'freshness'.
- Fill in your bios in a friendly tone -> youtube, facebook, blog, twitter, friendfeed, rss ; all bio info should have a balance of 'intern personality' and Patricia's 'corporate friendly' tone.

### ***Customize Design - background image***

Upload image to YouTube (Edit Channel -> Themes and Colors -> show advanced options). Make sure to compress the image file size below 256 KB and photoshop a fun and beautiful image for a polished background - no logo.

## **Modules tab**

Allows you to remove or displaying content modules: comments, recent activity, friends, subscribers, groups, and subscriptions. Add modules as you gain community members and subscribers.

## **Categories**

- Shows - Beauty and Fashion or News: One area of YouTube that is currently growing is 'News'. News videos fall into three categories: rebroadcasts of current material; original videos and distribution of news; and archive of older video footage.
- Fun Contests (example: <http://www.youtube.com/wendys>)
- Events

## ***Auto-Share***

Opt-in to facebook, google reader, twitter - this allows you to upload the video once and auto share with facebook, google reader and twitter.

[http://www.youtube.com/my\\_videos\\_upload](http://www.youtube.com/my_videos_upload)

## ***Cross-post a video on more sites in one click***

With Hey!Spread and [TubeMogul](#), upload your video to all popular video sharing websites in just one click.

**1/3 Your video**  **hey! spread**

The limits for length and size are usually 10min and 100MB.

Video file:

OR

Video URL:  

Ex: <http://youtube.com/watch?v=ke6P5qF072k>  
Support direct video links, google video, myspace, youtube, dailymotion, and more... labnoi

Hey! Spread – just specify the location of your video file on the hard drive, select the sites where you want to simultaneously upload the video, type your login and hit Go. You'll soon receive an email in your inbox specifying the status of your uploads and the URLs of the video on different video sharing websites.

If you have a video that's already up on YouTube or other sites, Hey!Spread can **grab that video and spread it** to all other sites as well. No need to download the YouTube video before uploading it again to other places like Blip, Google Video, Facebook etc.



The other popular service, [TubeMogul adds the analytics component to their Universal Video Uploader](#). When you upload a video to multiple website using TubeMogul, you can actually track how often your videos were watched on different websites.

And it works just like Hey!Spread. You upload the video to TubeMogul, then enter the Title plus Description and finally pick video sites where you want to deploy your videos.

You can also save your login and password information (for different online video sites) in your TubeMogul account so you don't have to type those details again during the next upload.

[TubeMogul.com](#) | [Hey!Spread.com](#)

paltalk.com for live real-time interaction around EL user Q&A

## ***Share the News:***

- Promote new channel, show or category on all distribution channels with your youtube channel link
- Multiple tags- different categories
- Make sure Aggregators like Friendfeed, RSS, Facebook include Youtube in feeds.

## ***Better Video Quality Tips***

Sound is extremely important on the web- Use an external mic when possible and attach it to your camera to reduce ambient noise.

Do 2 takes- one for image quality, one (closer to subject) for sound quality (Eg. water splashing) Combine 2 takes in editing.

Lighting: For head and shoulder shots, a standard reflector may work fine. It's often easier to work with a softlight—whether box or umbrella—because its light seems to wrap around the subject to create key and fill at once.

With a spotlight, reposition both light and reflector so that the bounce light hits the rear wall as well as the subject.

With a softlight, about all you can do is move the subject closer to the wall, move the light farther from the subject (to hit more of the wall), or a bit of both.

Camera moves [http://www.youtube.com/handbook\\_popup\\_produce\\_camera?pcont=9classic](http://www.youtube.com/handbook_popup_produce_camera?pcont=9classic)

Effects: Use music, a sense of humor and special effects like text overlay and transitions.

Time Lapse: when editing just increase video speed above 100% to desired speed. Make sure to use music, voice over or both over time lapsed images.

Video Annotations aka 'thought bubbles': add interactive commentary to your videos

- Add background information about the video
- Create stories with multiple possibilities (viewers click to choose the next scene)
- Link to related YouTube videos, channels, or search results from within a video
- You control what the annotations say, where they appear on the video, and when they appear and disappear.

How to add annotations: <http://www.youtube.com/watch?v=UxnopxbOdic&feature=iv>

Annotations, once published, are shown by default. You can turn them off while watching a video through the player menu—just click the button on the bottom right of the video player.

## ***Better Search Engine Optimization (SEO)***

Captioning in multiple languages: <http://captiontube.appspot.com/>

- Allows you to create multiple language tracks
- Provides a transcript that is searchable

## Video Tags and Titles

Tagging the same video with different titles, different descriptions - echo the language, sense of humor and mindset of your various communities.

## ***Add a video to blog or web page / Customizing the 'video player'***

1. You'll need to edit the HTML of your blog entry or page—this should be relatively straightforward. In Blogger, for example, just click the "Edit HTML" tab.
2. Next, go to the video that you want, and look for the 'Embed' box in the "About This Video" section. Copying the HTML code that's there into your website will create an embedded player; the video will play within your site when the user clicks on the 'Play' button.
3. You can resize the player by editing the *object width="425"* and *height="350"* fields at both the beginning and end of the embedded player code. Make sure

that the sizes you choose have the same ratio as the default numbers, so that the video doesn't get stretched—just multiply the width by 0.8235 to get the height.

### ***Add a playlist to blog or web page***

To show a selection of videos that is easily editable, embed a playlist. When you update the playlist on YouTube, the playlist on your site will update as well. This is a good way of creating longer stories through a series of videos, or simply giving your readers more pre-selected content to watch.

1. To create a playlist, go to the My Playlists page, click 'Create a Playlist' and fill out the information.
2. As you find videos you like on YouTube, click 'Add to Playlist' under the player to add them to your list. You can change the order of the videos in your playlist by returning to the 'My Playlist' page.
3. The easiest way to embed a playlist is to create a custom player. Go to your YouTube account and click "Custom Video Players", then "Create Custom Player". Select a color and format for your player, and then choose what is going to play in it—you can choose a playlist, your own uploaded content, or your favorites—and then click the "Generate Code" button.
4. Copy and paste the code into your blog entry or web page, just as you did with the embedded video above.

### **Add a video to facebook / Customizing the 'video player'**

Adding videos to your profiles on Facebook is a great way to share your videos or favorites. Videos can help attract visitors, who can then then share the link with their friends. Social network sites have similar ways to add videos, so we'll use facebook as an example.

1. Sign in to facebook profile, then click the "video" button.
2. Next, go to the video that you want on Youtube, and look for the 'Embed' box in the "About This Video" section. Copying the HTML code that's there into your website or Facebook profile will create an embedded player.
3. You can resize the player by editing the *object width="425"* and *height="350"* fields at both the beginning and end of the embedded player code. Make sure that the sizes you choose have the same ratio as the default numbers, so that

the video doesn't get stretched—just multiply the width by 0.8235 to get the height.

4. Click "Submit".

### ***Display multiple videos in the same embed***

New Applications

<http://www.youtube.com/testtube>

### ***Community***

Comment Search: [http://www.youtube.com/comment\\_search?q](http://www.youtube.com/comment_search?q)

Analytics: <http://video-analytics.google.com/yap/iba>

Privacy complaint - remove an offensive video <http://help.youtube.com/support/youtube/bin/answer.py?hl=en&answer=78346>

### ***Find your Audience on Youtube***

To subscribe to categorized groups of videos, simply go to the category you want (for example, "Beauty and Fashion") Then click on the orange 'RSS' button. This should trigger your chosen news reader to add the subscription.

***For more information, contact Juliette Powell:***  
***[j@juliettepowell.com](mailto:j@juliettepowell.com) ; twitter: [twitter.com/juliettepowell](https://twitter.com/juliettepowell)***