



## Getting Started with YouTube

### *First things first...*

#### **Why create a YouTube Channel?**

- It is the #2 most searched vehicle next to Google
- Video lets you speak to your audience in way that motivates and inspires
- 77% of internet users have watched an online video
- 57% of video viewers pass videos they watch to their friends
- It is interactive; viewers can comment and rate videos
- Easy to embed onto website or blog

### *Begin Recording...*

#### **What should I put on video?**

- A personal story about org's impact
- Footage from an event
- Q&A session with an expert, patron, donor or volunteer
- Reality "A-Day-in-the-Life" Footage
- Show what your organization does
- Post existing advertisements
- Testimonials from volunteers

#### **What if I cannot record my own videos?**

Lucky for you YouTube created the Video Volunteer Program. Simply go to [www.youtube.com/user/YTVideoVolunteers](http://www.youtube.com/user/YTVideoVolunteers) and read to find out how. This site links nonprofit organizations without video capabilities with volunteers that want to make videos for your org!

#### **How long should my videos be?**

You get to decide on the length of your videos but as a rule of thumb keep them under 5 minutes. If you have a longer video, try to chop it up into smaller bits and make it a series or only show the most interesting parts.

### *Spread the message...*

#### **Where to embed your video:**

Embed your video into your blogs, social networking pages, and website. Also, include a link to your video in emails or e-newsletters inviting recipients to view, comment, and share.

#### **How to embed your video:**

Go to the video you want to add to your site and look for the *Embed* box in the "About this Video" section. Copy the HTML code. Go to where you edit the HTML of your blog, webpage, email, or e-newsletter and paste the code wherever you want it to show up on the page. For social networks, go where you edit your profile and paste in the HTML code wherever you would like it to be seen.

### *Look to others for example...*

#### **Nonprofits with good YouTube video usage:**

- Humane Society Channel- [www.youtube.com/user/hsus](http://www.youtube.com/user/hsus)
- Anaheim Ballet Channel- [www.youtube.com/user/AnaheimBallet](http://www.youtube.com/user/AnaheimBallet)
- Big Cat Rescue Channel- [www.youtube.com/user/BigCatRescue](http://www.youtube.com/user/BigCatRescue)
- Work Safe BC- [www.youtube.com/user/WorkSafeBC](http://www.youtube.com/user/WorkSafeBC)

For more information or help regarding YouTube email: [RHowe@TheNonProfitPartnership.org](mailto:RHowe@TheNonProfitPartnership.org)