



YouTube Basics

Spring 2011

What We'll Cover...

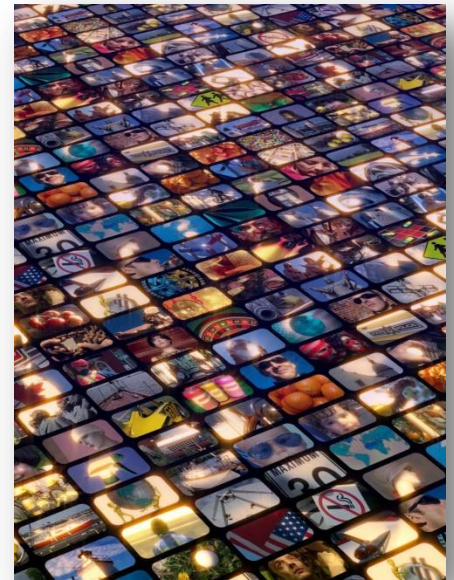
1. YouTube: What's All the Buzz About?
2. Why Use YouTube for your Business?
3. Get Started with YouTube in Five Easy Steps
4. YouTube Tips and Resources

Image source: [Blog Marketing Journal](#)

YouTube: What's All the Buzz About?

What is it?

- A free social networking site that allows users to discover, watch, upload and share original videos
- A distribution platform for content creators and advertisers with “big dreams and small budgets”
- A way to make video content easily embeddable in a website or blog, or viewable on a mobile device



YouTube: What's All the Buzz About?

Who's Using It?

70% of Youtube traffic comes from outside the US

YouTube is localised in **43** languages

The Youtube audience is **2.4x** more likely than the average person to have an interest in science & technology

29% of the US audience makes over \$100K per year

Over **425 million** unique viewers monthly

Sources: YouTube, Quantcast, Mashable

YouTube: What's All the Buzz About?

Why Use It? To Reach Decision Makers!

65% of C-Suite execs have visited a vendor's website after watching an online video

Over **50%** of senior execs share videos with their colleagues on weekly basis

42% of C-Suite execs have made a business-related purchase after watching an online video

Getting Started: Why Be On YouTube?

- YouTube indexes very well with search engines like Google, so it can be used to drive traffic to your website.
- YouTube brings your message directly to customers, partners, analysts and press
- YouTube allows those parties to become your advocates, by giving them the ability to share those videos on your behalf
- YouTube drives additional traffic to your videos by making them available outside your website
- YouTube can increase awareness of and engagement with your brand, by allowing your customers and other interested parties to interact with it

Step 1: Create An Account

- This part's easy.
- Go to <http://www.youtube.com/> and click the 'Create Account' button
- On the resulting screen, enter a few pieces of information about yourself, including a username and email address.



Helpful Hints For Choosing a Username

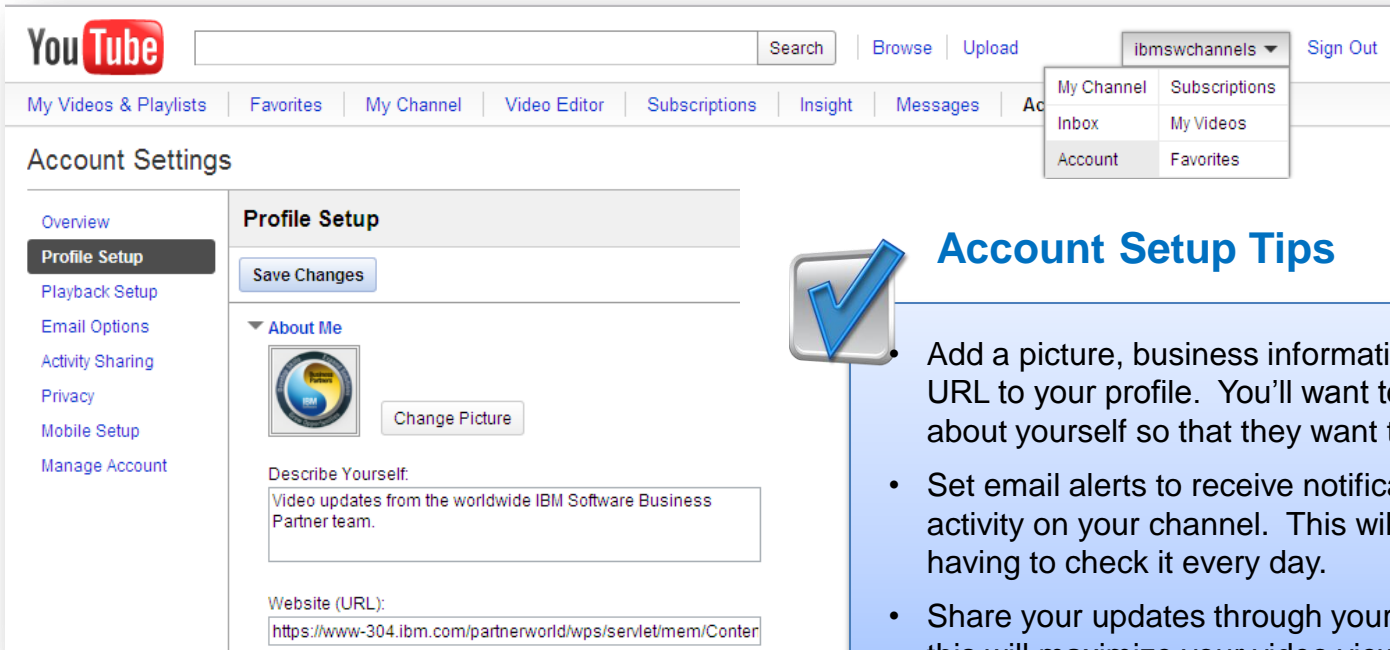
- Keep your business and personal accounts separate
- Choose a username, such as your business name, that reveals your association with the business
- Currently, you can't change your username once you have established it, so think long term about how you may use the account in the future as well as how you plan to use it now

The screenshot shows the YouTube account creation interface. At the top, there is a search bar and the YouTube logo. Below that, the heading "Get started with your account" is displayed. The main form area contains several fields: "Email Address" (text input), "Username" (text input with a note "Your username can only contain letters A-Z or numbers 0-9" and a "Check Availability" link), "Location" (dropdown menu set to "United States"), "Postal Code" (text input), and "Date of Birth" (three dropdown menus). There are radio buttons for "Gender" (Male and Female). Below these are two checkboxes: "Let others find my channel on YouTube if they have my email address" (checked) and "I would like to receive occasional product-related email communications that YouTube believes would be of interest to me" (unchecked). A "Terms of Use" section follows, with a note to "Please review the Google Terms of Service and YouTube Terms of Use below." and a scrollable area showing "Terms of Service" and "1. Your Acceptance". A warning message states: "Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account will be deleted." At the bottom, there is a link to "Terms of Use, Google Terms of Service and Privacy Policy." and a button labeled "I accept".

Step 2: Customize Your Channel

Account Settings

- While logged in, click on 'Account' at the top right corner of the page.
- At a minimum, you should check the 'Profile Setup', 'Email Options' and 'Activity Sharing' tabs to make sure your business information, alerts and sharing options are set up correctly.



The screenshot shows the YouTube account settings interface. The top navigation bar includes the YouTube logo, a search bar, and links for 'Browse', 'Upload', and 'Sign Out'. A dropdown menu for 'ibmswchannels' is open, showing options for 'My Channel', 'Subscriptions', 'Inbox', 'My Videos', 'Account', and 'Favorites'. The 'Account Settings' section is active, with a sidebar on the left listing various settings: Overview, Profile Setup (selected), Playback Setup, Email Options, Activity Sharing, Privacy, Mobile Setup, and Manage Account. The 'Profile Setup' section includes a 'Save Changes' button and an 'About Me' section. The 'About Me' section features a profile picture placeholder with a 'Change Picture' button, a 'Describe Yourself' text area containing 'Video updates from the worldwide IBM Software Business Partner team.', and a 'Website (URL)' text area containing 'https://www-304.ibm.com/partnerworld/wps/servlet/mem/Center'.

Account Setup Tips



- Add a picture, business information, and your website URL to your profile. You'll want to tell people a little bit about yourself so that they want to connect with you.
- Set email alerts to receive notifications when there is activity on your channel. This will prevent you from having to check it every day.
- Share your updates through your other social networks – this will maximize your video views.

Step 2: Customize Your Channel

Channel Settings

- While logged in, click on 'My Channel' at the top right corner of the page.
- At a minimum, you should select a channel name, type, visibility and some key tags under 'Settings', but take a quick glance at the other tabs as well.

The screenshot shows the YouTube Channel Settings interface for the user 'ibmswchannels'. The 'Settings' tab is selected, showing fields for URL, Title, Channel Type, and Make Channel Visible. The 'Channel Tags' field contains the text 'ibm software business partner partners channel technology solutions smarter planet'. The 'Let others find my channel on YouTube if they have my email address' checkbox is unchecked. The 'Save Changes' button is visible at the bottom right.

URL:	http://www.youtube.com/user/ibmswchannels	Channel Tags: (space separated)	ibm software business partner partners channel technology solutions smarter planet
Title:	IBM Software Business Partners		
Channel Type:	YouTuber		
Make Channel Visible:	<input checked="" type="radio"/> Yes <input type="radio"/> No		
		Let others find my channel on YouTube if they have my email address	<input type="checkbox"/>



Helpful Hints For Channel Setup

- The experience is less social if users can't interact with your channel, so consider keeping comments and subscribers 'on'.
- You can change the 'Featured Video', so it doesn't have to be your most recently uploaded video.
- If you chose 'new theme' under 'Themes and Colors', you have the opportunity to customize the channel with your company branding, such as colors and logo.

Step 3: Upload Videos

- **It's simple!** Just click 'Upload' in the upper right hand corner, then on 'upload video' and select the file you want to upload.
- You'll need to choose a video title, description, tags and category.
- You can also record your own videos or upload files from your mobile device.



Helpful Hints for Video Uploads


- Don't just use the file title as your video title. Be creative! Come up with something engaging, and keep keywords in mind in order to optimize for search.
- Write your own tags. YouTube will may recommendations for you, but in our experience, they're not always on the mark. You'll do better if you choose them yourself.
- Unless you're sharing confidential information, keep your videos public. That's the only way new contacts will be able to find you.
- Keep your description relatively short. Try linking to a URL, such as a web page or blog post where viewers can go to get more information.

Video File Upload

IBM_100_FLUTTER_021411_PARTNERWORLD.mov (65.08M)

Upload progress: 18% [cancel](#) [Upload details](#)

About 4 min. remaining...

Preview: 

Processing 18% — Less than a minute remaining...

Video information and privacy settings

Title:

Description:

Tags:

Category:

Privacy: Public (anyone can search for and view - recommended)
 Unlisted (anyone with the link can view) [Learn more](#)
 Private (only specific YouTube users can view)

[Save changes](#) or [Skip for now](#)

Sharing options

URL:

Embed:

Step 4: Promote Your Videos

If you want your YouTube video to reach the maximum number of viewers, it's not enough to just upload them. Here's a few ways to drive traffic to them:

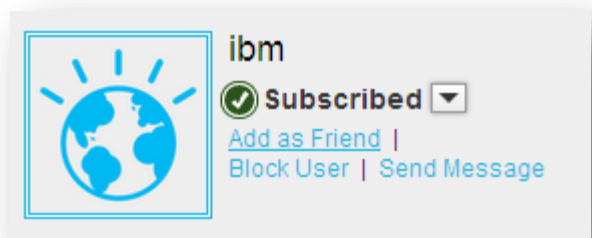
- **Set up automatic updates.** On the 'Activity Sharing' tab, you can set your account to automatically update your other social networks, like Facebook and Twitter, when you upload a new video.
- **Send a link to the video via email** by using the 'Share' tab, located just under the video itself.
- **Embed the video** in your website or blog.
- **Leverage social bookmarking** sites, such as StumbleUpon, Delicious and Digg, to favorite the video on your YouTube channel, blog or website.



Step 5: Connect with Other Users

Don't just operate in a vacuum. Be social, and engage with other users!

- **Subscribe to other channels.** If your subscriptions are visible on your channel, you'll be giving visibility to others, so they may reciprocate in kind. You'll also get updates when they upload new videos.
- **Add other channels as a friend.** They will then appear in the friends category on your channel and you will appear on theirs, giving each of your channels increased visibility.
- **Favorite videos on other channels.** These videos can be made visible on your channel, helping you curate videos that are of interest to your viewers. Again, the owners of those videos may reciprocate in kind, which helps you promote your videos, too.



YouTube Tips for the Advanced Beginner

Now that I'm on Youtube, what else do I need to know?

- **Get your tagging right.** Tagging plays a big role in whether others can find your content, so make sure you optimize your individual videos, as well as your channel as a whole, for search.
- **Utilize YouTube Insights.** On your 'Account' tab, you'll have access to insights about your channel and each of your videos. Use them as a feedback mechanism for future YouTube marketing.
- **Keep your videos short.** People have limited attention spans, so it's best to cover lengthy topics in a multi-part series, rather than one long video. If you stagger the release of the chapters, you also give viewers a reason to keep coming back!
- **Amateur video is ok.** YouTube was built for amateur video, so lower production value works well here, as long as your content is strong.
- **Experiment!** One size does not fit all YouTube audiences, so try different things in order to find a style that fits.

YouTube Resources: Learn More

- [YouTube Help](#) – YouTube channel dedicated to help topics
- [34 Ways to Use YouTube for Business](#) – tips on how to use YouTube to achieve a variety of business objectives
- [Guide to Video Marketing on YouTube](#) – tips on how to maximize the number of views per video
- [SEO for YouTube Marketing](#) – how to optimize your video for B2B marketing
- [5 Outstanding Leaders in YouTube Marketing](#) – brands to keep your eye on
- [YouTube Toolbox: 100+ Tools and Resources to Enhance Your Video Experience](#)

Follow IBM on YouTube

Get started with these IBM Software YouTube Channels

- [IBM Software Business Partners](#)
- [Engines of Smart](#) – IBM's Midmarket channel
- [IBM Software](#) – IBM Software Group general interest
- [IBM](#) – IBM's Smarter Planet channel

- [Aggregate list of IBM YouTube Channels by interest area](#)