

# Broadcast Yourself



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## INTRODUCTION

YouTube is an online community and social networking website that allows users to upload, share, view and comment on videos from all over the world. Each month, more than 1 billion unique users visit YouTube.com, resulting in more than 4 billion views on the website each day and an astounding 300 hours of video are uploaded to YouTube every minute.<sup>1</sup> The popularity of YouTube also makes it the world's second-largest search engine behind Google.com.

**YouTube** is more than a website where users upload and view videos.

More than simply a social media website, YouTube offers a range of benefits and opportunities to help accounting professionals:

- ▶ Demonstrate thought leadership and build a personal or firm brand by producing, uploading and sharing informative videos
- ▶ Learn new skills and information by discovering videos made by other accounting professionals
- ▶ Participate in the YouTube community by liking, commenting and replying to comments
- ▶ Increase visibility on search engines by leveraging the video to achieve a higher organic ranking on Google, Bing and Yahoo

<sup>1</sup> [youtube.com/t/press\\_statistics](https://www.youtube.com/t/press_statistics)

## THE TOOL

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The first step in using YouTube is to understand the various ways in which people use the website. Watching videos online is an increasingly popular activity and the millions of original videos uploaded to YouTube span a great variety of interests. You do not need to register for an account to watch videos; you can simply navigate to YouTube.com to search for, browse and view videos that others have uploaded.

If you have produced one or more videos and are interested in sharing them on YouTube, you will need to register for a Google account or link your Google/Gmail account. Doing so allows you to create and manage your Channel, comment on videos and send messages to other users.

More information about creating an account is available at: [accounts.google.com/SignUp?service=youtube](https://accounts.google.com/SignUp?service=youtube)

After you log in to your account, you will see navigation options that include:

**Search** — A search box similar in function to Google.com, simply input your topic of interest and YouTube will display videos related to your inquiry.

**What to Watch** — List of curated videos for you, including recommended videos and a “Watch it again” section.

**Upload** — The function that allows you to upload original videos.

**Subscriptions** — A list of Channels to which you have subscribed.

<sup>1</sup> Footnotes to go here

## CHANNELS: YOUR BRAND'S HOME ON YOUTUBE

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Your Channel is the home for your brand on YouTube. Similar to a Facebook page or a Twitter profile, Channels are customizable spaces where you can post status updates and group your videos together for easy sharing with your clients, employees, partners and other interested parties.

By default, when you create a YouTube account you are provided with a free “YouTube Channel” that can be customized in three ways:

**Appearance** — Update your Channel with your personal picture or firm logo, background image and preferred color scheme.

**Featured Tab** — Elect to give a specific video more prominence on your Channel’s profile page when a user visits your Channel.

**Info and Settings** — Customize the name of your Channel if the default “[username] Channel” isn’t appropriate for your needs and provide a short description of what your Channel offers viewers.

It is a best practice to customize your Channel fully to reflect your personal, professional or firm brand. Plan to spend up to 30 minutes setting up your YouTube Channel. Additional time will be needed to upload your videos.

Examples of effectively designed YouTube Channels for accounting and financial organizations include:

**AICPA**

[youtube.com/user/AICPAMultiMedia](https://youtube.com/user/AICPAMultiMedia)

**eHow Money**

[youtube.com/user/ehowfinance](https://youtube.com/user/ehowfinance)

**This Way to CPA**

[youtube.com/user/ThisWayToCPA](https://youtube.com/user/ThisWayToCPA)

## UPLOADING A VIDEO

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Uploading videos to your YouTube Channel is easy. Once you're logged in to the site, simply click the "Upload" button in the top right section of the screen, and you will be taken to the "Upload Your Files" page. Once there, you can select the videos from your hard drive that you'd like to upload. Please note that, depending on the speed of your Internet connection, the number of videos you plan to upload and their resolution, it may take several hours to complete this process. Additionally, you must own the copyright to any video content that you upload.

Depending on the speed of your Internet connection, the number of videos you plan to upload and their resolution, it may take several hours to complete this process.

More information on how to upload a video to YouTube.com is available at: [bit.ly/YouTube\\_HowToUpload](https://bit.ly/YouTube_HowToUpload).

## OPTIMIZATION: HELPING USERS FIND YOUR VIDEOS

With tens of thousands of hours of video being uploaded into YouTube every day, it is important that you implement basic optimizations to make it easier for users to discover your videos as they browse and search.

### KEYWORDS IN FILENAME

Rename your video's filename to match the topic of the video. For instance, if your video is about small business accounting, rename your video file from video.mp4 to smallbusinessaccount.mp4.

### TITLE

Give your video an eye-catching title that is descriptive of its content. For example, if your video is about starting a career in accounting, a title such as "Careers in Accounting: A Practical Guide" would be appropriate. Also, try to keep the title to 70 characters or fewer, including spaces. This will allow for the full title to appear in search results without being cut off.

### DESCRIPTION

Like a summary on a press release or in a news story, your video description helps users understand why they should be interested in watching the video. Descriptions can be as long as 5,000 characters (including spaces) or about 800 words in length.

### TAGS

Tags are one way that YouTube organizes videos so that they can be displayed more prominently in search results and shown as recommendations to users interested in a particular topic (also called "related videos").

Tags can be written as a single word, multiple words within quotes or as multiple words linked together. For example, "Accounting," "Accounting Careers" and "AccountingCareers" are all distinct tags. Use a minimum of 10 tags for each video: five that are universal to every video you upload and five that are unique to that specific video.

**Best Practice:** Tags must remain relevant to the subject matter of your video; irrelevant tagging is synonymous with spam.

### CATEGORIES

Categories are another way YouTube organizes content for its users, making it easier to browse videos from the home page.

### YouTube offers 15 categories

Autos & Vehicles	Gaming	People & Blogs
Comedy	How-to & Style	Pets & Animals
Education	Music	Science & Technology
Entertainment	News & Politics	Sports
Film & Animation	Nonprofits & Activism	Travel & Events

It is important that you implement basic optimizations to make it easier for users to discover your videos as they browse and search.



Of these, the most trafficked categories (in terms of competitive videos and viewership) are Entertainment, Comedy, Music, Sports and News & Politics.

You can select only one category for each video at the time of uploading. However, you may change your video's category at any time.

### Thumbnail Images

A thumbnail is a still image that accompanies your video on YouTube and is shown in search results prior to it playing. For standard free account users, YouTube automatically generates thumbnail images at the 25%, 50% and 75% duration points of the video. From these three thumbnails, you can select the one that you feel is the most visually appealing and likely to encourage click-through.

**Best Practice:** Select a thumbnail that is clear, in focus with high contrast and compelling composition.

### Captions & Subtitles

Captions and subtitles provide your viewers with a deeper understanding of the content of your video, improve accessibility for people who cannot follow along with the audio and increase discoverability of your videos in search engines.

**Best Practice:** Enable captions and subtitles for each video you upload onto YouTube. More information on the process of adding and editing captions and subtitles on YouTube is available at [bit.ly/AddEditCaptions](https://bit.ly/AddEditCaptions)

The most trafficked YouTube categories are Entertainment, Comedy, Music, Sports and News & Politics.

## INTERACTING AND SHARING: GETTING PEOPLE TALKING ABOUT YOUR VIDEOS

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YouTube is more than a website where users upload and view videos. It also is home to a vibrant social media community in which members actively share the videos they love and engage in conversations about a wide range of topics.

By becoming an active participant in this dialogue you can:

- ▶ Increase your personal and professional visibility
- ▶ Demonstrate knowledge and expertise
- ▶ Increase the likelihood that users discover and watch your videos

There are three main community-related features that you can control on your YouTube Channel:

### VIDEO COMMENTS

For each video you upload, you can select one of the following commenting options:

- ▶ Allow all comments automatically
- ▶ Allow friends' comments automatically and require approval for comments from all others
- ▶ Require approval for all comments
- ▶ Don't allow comments at all

While it may be tempting to limit comments for fear of an inappropriate discussion occurring, a vibrant conversation regarding your videos among YouTube's users builds trust around your brand and increases the likelihood that your videos will be watched and shared.

**Best Practice:** Allow comments on your uploaded videos, but moderate to ensure that the discussion remains on topic and is suitable for all audiences. More information on how to moderate comments to your videos and Channel is available at [bit.ly/YouTubeInteracting](https://bit.ly/YouTubeInteracting)

### VIDEO RATINGS

Similar in function to comments, ratings allow users to provide feedback on your videos in the form of a "thumbs up" (like) or "thumbs down" (dislike). As a community engagement tool, video ratings are an expression of opinion, support active participation and encourage sharing.

**Best Practice:** Enable video ratings for all of your uploaded videos.

YouTube is home to a vibrant social media community in which members actively share the videos they love and engage in conversations about a wide range of topics.

## VIDEO RESPONSES

A video response occurs when a member of the YouTube community posts a video responding to a video that you have uploaded to your Channel. Like a “point/counterpoint” discussion on a news program, video responses appear in the comments section below your video.

You may select one of three options under “Settings” for each video you upload to your Channel:

- ▶ Allow video responses to appear automatically
- ▶ Allow video responses after I approve them
- ▶ Don't allow video responses

**Best Practice:** Allow video response only after you approve them. While greater participation from the YouTube community always is desirable, allowing unfiltered video responses to appear within your comments section can lead to inappropriate material appearing on your Channel without your knowledge.

Allow comments on your uploaded videos, but moderate to ensure that the discussion remains on topic and is suitable for all audiences.

## ETIQUETTE

As is the case in any public environment, you are representing yourself and your organization when on YouTube. Be positive, sincere and considerate in your dealings with the YouTube community.

- ▶ Be professional in all of your responses and commentary, and YouTube will be a welcoming home for your personal and professional brand.
- ▶ Approach your communications and dialogue like you would at an event or as you would speak to the media. Your comments are permanent, visible and have the potential to be rebroadcast beyond YouTube.
- ▶ If you disagree with someone on YouTube, communicate your opinion in a respectful and nonaggressive tone.
- ▶ When moderating the comments on your videos, allow for open and honest discussion. Do not overly censor, as doing so will stifle the community you seek to engage.

## YOUTUBE ANALYTICS: HOW TO MEASURE YOUR SUCCESS

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YouTube Analytics is a tool that enables you to measure the success of your videos by monitoring the number of views your videos receive as well as a range of data about audience demographics. YouTube Analytics helps you gain key insights including:

- ▶ The type of video content that is generating the greatest interest from your audience
- ▶ How your audience is discovering, sharing and engaging with your videos
- ▶ Where your audience is located
- ▶ Whether or not your viewers are watching your videos to completion or are leaving before they are over

YouTube Analytics has three reporting sections: Overview, Views and Engagement. The reports available in each section will help you understand your videos' audiences and determine the best ways to engage them. All reports can be drilled down to individual videos, geography and/or a specific date range using the toolbar at the top of the report.

**Overview** — The Overview report is generated and viewed upon landing on the YouTube Analytics main page. This report includes top-line information on the number of views your video has received for a date range, a summary of engagement, top-watched videos, demographics of the audience and geographic location of the viewers.

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## VIEWS REPORTS

**Views** — A detailed report that provides information about your video playbacks, including chronological and geographic breakdowns as well as the relative popularity of your videos across different regions.

**Demographics** — A series of detailed reports that helps you understand the age and gender of your videos' audiences, which can be segmented by geographic region.

**Playback locations** — A detailed report revealing where your videos are being viewed: on your Channel, YouTube individual video page, mobile device or embedded in other websites.

**Traffic sources** — An insightful report that shows how your viewers found your videos. Sources include: YouTube suggested video, YouTube search, Google search and more.

**Audience retention** — A drill-down report of audience drop-off on a specific video over the length of the video.

## ENGAGEMENT REPORTS

**Subscribers** — A report that provides details about how you have gained or lost subscribers across geography and time.

**Likes and dislikes** — A report that charts likes and dislikes of your videos by your audience across geography and time.

**Favorites** — A report that charts videos your audience added or removed from their favorites across geography and time.

**Comments** — A report that charts comments on your Channel and videos over geography and time.

**Sharing** — A report that details where your videos are shared via the "Share" button on your video's page by geography, time and sharing service. Sharing services include popular social media sites as well as email.

More information on YouTube Analytics is available at: [bit.ly/YouTube\\_Analytics](https://bit.ly/YouTube_Analytics)

The reports available in **YouTube** Analytics will help you understand your videos' audiences and determine the best ways to engage them.

## PROMOTING YOUR YOUTUBE CHANNEL AND VIDEOS

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YouTube is a fantastic platform for deepening your business relationships, broadening awareness for your brand and demonstrating thought leadership. To gain the maximum possible benefit from YouTube, it is recommended that you proactively promote your Channel and videos by engaging in the following practices:

- ▶ Embed the videos you upload to YouTube on your website and blog
- ▶ Share your YouTube videos with your connections on Facebook, LinkedIn, Twitter and YouTube
- ▶ Allow others to share your YouTube videos by checking the “external sites may embed this video” box when uploading your videos
- ▶ Include relevant YouTube videos in your digital press releases
- ▶ Share your YouTube Channel vanity URL on your website, in your client communications, in your email signature and on your other social media profiles

YouTube is a fantastic platform for deepening your business relationships, broadening awareness for your brand and demonstrating thought leadership.



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