

Below is a step-by-step guide to set up a YouTube channel from scratch. If you prefer to watch a video, here is a great one: <https://youtu.be/6o7qODwjEz8>

To Create Channel:

1. Go to youtube.com & click 'Sign In' in the upper right corner.
 - a. If you already have a gmail account set up that you want to use for your YouTube login, you can sign in with those credentials.
 - b. If you don't have a gmail account set up or you want to create a new account for your YouTube channel, you can press the 'Create Account' button
 - i. Choose the option of creating the account 'to manage my business' and continue with the account creation process (filling in with your info)
2. Once you are logged in, click the icon in the upper right corner and click 'Create a channel'
 - a. When it prompts up with a screen to choose your name, choose the 'Use a custom name' option
 - b. Then you'll be able to type in the name you'd like to make your channel (i.e. your business name). You do have the option to change the name of your channel in the future.
 - c. Click 'Create'
3. Add info - once you've clicked 'Create' you will need to upload the following:
 - a. Profile photo
 - b. Channel description (ensure to add in some keywords to your description if possible)
 - c. Add links to your website and any social media you may have
 - d. Hit 'Save and Continue'
 - e. Note: this information can all be edited later as well
4. Verify your channel
 - a. Click your profile icon in the upper right corner and click 'Settings'
 - b. Click on 'Channel status and features' and click the 'Verify' button at the top of the page and complete the verification steps
 - i. Verifying your channel allows you to upload custom thumbnails for your video and allows you to set your videos as unlisted and private



5. Customize your channel
 - a. Click 'Return to YouTube Studio' in upper right corner.
 - b. Click your channel icon on the left side of your screen to view your channel page
 - c. Click 'Customize Channel'
 - i. Here you can upload channel art (banner image)
 1. If you don't have channel art yet, you don't need to do this right away, but when you create channel art, keep in mind how it will look on desktop vs. mobile
 - d. Click on the 'About' tab
 - i. You can edit the description you made earlier if you want
 - ii. You can add an email and location for viewers to see
 - e. Click on blue 'YouTube studio' button
 - i. Click the 'Settings' button on the lower left side
 - ii. Click the 'Channel' tab on the left and click on the 'Branding' button
 1. Add your logo as a watermark and choose 'entire video' that will remain on all your YouTube videos
 - iii. In the Advanced Settings tab, you will need to check if your content will be made for kids or not
 - iv. In the Basic Info tab you can enter in any keywords that are associated with your channel / brand and also put in your location
 - f. Make sure to hit save
 - g. Still under the 'Settings', click the 'Upload Defaults' tab on the left
 - i. Here is where you can add a description that you want on every video you upload
 1. We recommend having a couple sentences describing your business and a list of links on where the viewer can find you
 - ii. You should also add in tags that will relate to every video you upload (Ex: for Green Clock, we always have the tags video production and video marketing since it will relate with all content we release)
6. Add Green Clock as a YouTube manager
 - a. Go to youtube.com (making sure you're still signed into your account)
 - b. Click on your channel icon in the upper right corner and click on 'Settings'
 - c. Click 'Add or remove managers' and click 'Manage Permissions'
 - d. In the upper right there will be an icon with people and a plus sign - click that and type in greenclacksocial@gmail.com and choose the manager role and click 'Invite'



Best Practices to increase views & subscribers:

- Ensure you have keywords in your titles and descriptions and tags for every video you upload. This will help you be more searchable and for people to find you more easily
- Think about your title: choose something catchy and informative so people will want to watch your video and know what to expect
- Always make a thumbnail: thumbnails for your video is the first visual that a potential viewer will see, so make sure it looks good. If you use text, make sure only use a few words since the thumbnail is pretty small.
 - To create your thumbnail, we recommend using [canva.com](https://www.canva.com) - it is a free resource
- Include links in your description for your website, your social media platforms or to things you may have mentioned in your video so people can find and follow you elsewhere
- If you upload a new video on YouTube, make sure you share it on your other social media platforms or through email to get more eyeballs on your video
- In your messaging (what you actually say in the video, encourage your viewers to subscribe (it's free!))
- Add cards and end screens to your video to optimize your video
 - Cards are little pop ups that occur throughout the video that the viewer can click on to watch another video, promote another channel or participate in a poll. We recommend you create a card to promote another one of your videos.
 - Video to show how to add cards: <https://youtu.be/GYzuNn0EcZI>
 - To add a card to your video, go to your video details and click 'Cards'
 - Scroll through the video to a time where you want to have a card pop up and hit the 'Add card' button
 - Then, select the 'Create' button and select your video you want shown as a card
 - End screens appear at the end of a video and encourage the viewer to click to watch a different video and/or subscribe to your channel.
 - Video to show how to add an end screen: <https://youtu.be/kg4dXOVdkVI>
 - To add an end screen go to your video details and click 'End Screen'
 - Click 'Add Element' and choose to add video or playlist. We'd also recommend adding another element and choose the subscribe option
- Check your analytics for your YouTube channel to get a sense of what video content people are finding and watching. Once you have a good idea of what kinds of things people like, make more content around those subjects.
- In order to monetize your channel, you need more than 1,000 subscribers and 4,000 hours of public watch time in last year

