



## An introduction to YouTube

YouTube is the preferred video hosting solution for the College of Arts & Sciences. Not only is it the world's largest video sharing community and video search engine, it also works well with websites built on our Department Web Framework, as well as many other platforms. Creating a channel takes less than an hour and this guide will walk you through each of the steps.

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### Step 1: Creating your YouTube channel

We strongly encourage departments to use a shared NetID to manage YouTube and other Google services. You won't need to remember an additional username and password or worry about transferring ownership of the channel when staff members change.

*If you already have a Google Account for your department, you can skip this first step. Anyone who is going to become a manager for your YouTube channel can also follow these instructions to activate Google Apps for their personal NetID.*

1. Go to <https://uwnetid.washington.edu/manage/>
2. Login with the departmental NetID that you would like to use to manage Google services.
3. Visit the link in the left side that says "UW Google Apps"
4. Fill out the form to sign-up for UW Google Apps:
  - Step 1 - Check agree to terms box
  - Step 2 - No action required
  - Step 3 - Check "No, do not change delivery setting." *This is important to ensure that your email services are not switched over to Google Mail.*
  - Step 4 - Enter department name



5. Click "Sign up" and submit. You will see a confirmation when the process is complete.

## Step 2: Link your YouTube channel with a Google+ page

Go to YouTube.com and click the "Sign in" button. Enter the netid@uw.edu email address you activated in Step 1 and your NetID password. After you click sign in, it will ask you to click sign in one more time to connect you through UW's sign-in service. You will then land on your YouTube channel page.

Google now requires you to link your YouTube channel with a Google+ page to change your channel name and add managers to your page. To link with Google+, click the downward facing arrow next to your channel icon in the upper right corner of the screen. A drop down menu will appear. Click on the "Settings" link in the menu. On the next page, click on the "Advanced" link next to your channel icon. **Do not click on the "Link channel with Google+" link at this time.**

ACCOUNT SETTINGS

Overview

Connected accounts

Privacy

Email

Playback

Overview

Account information

Name

f163383TestChannel  
f163383@gmail.com  
Link channel with Google+  
Advanced

Change

Password

Change password

You will be redirected to your Google account page

Mobile uploads

7j88f5q93wuv@m.youtube.com

Upload videos from your phone by emailing this address. Want a different address? [Click Here](#)

Advertisements

☒ Allow advertisements to be displayed alongside my videos

☐ Do not allow advertisements to be displayed alongside my videos

Ads will only be displayed for videos where you own all the rights. Choosing this option will disable any monetization options that have been set for your video.

Additional features

[View additional features](#)

[Promote your videos](#)

Save

You should now see a button labeled "Connect with a Google+ page." Click this button. *This is a relatively new feature on YouTube and may not be available due to stability issues. If you do not see the button, wait 1-2 days and try again. If you still can't find the button, contact [Marketing and Communications](#) for support.*



ACCOUNT SETTINGS

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Account information

YouTube User ID: QwSYUagly3vjhSbojcqK9Q

YouTube Channel ID: UCQwSYUagly3vjhSbojcqK9Q

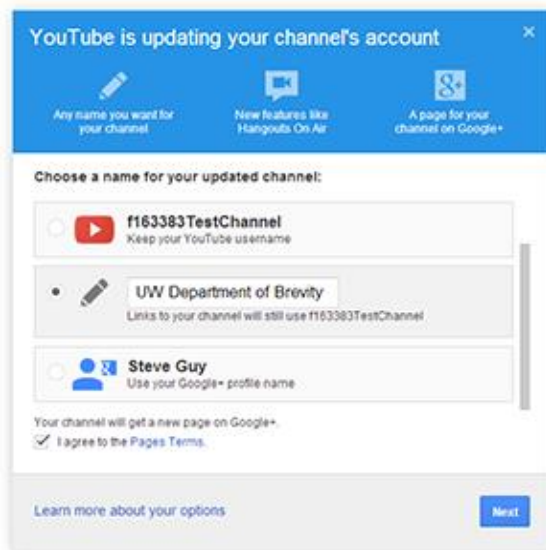
[Connect with a Google+ page](#)

[Authorized sites to your Google Account](#)

[Sign out of all YouTube sessions](#)

You should see a notification that Google is updating your channel's account. Select the "Choose a better name" option and type a new name for

your channel. Your channel name should be descriptive and immediately identify your department. The college recommends beginning your channel name with "UW" followed by your department name, remembering to keep to the college's naming taxonomy for departments (document available soon).

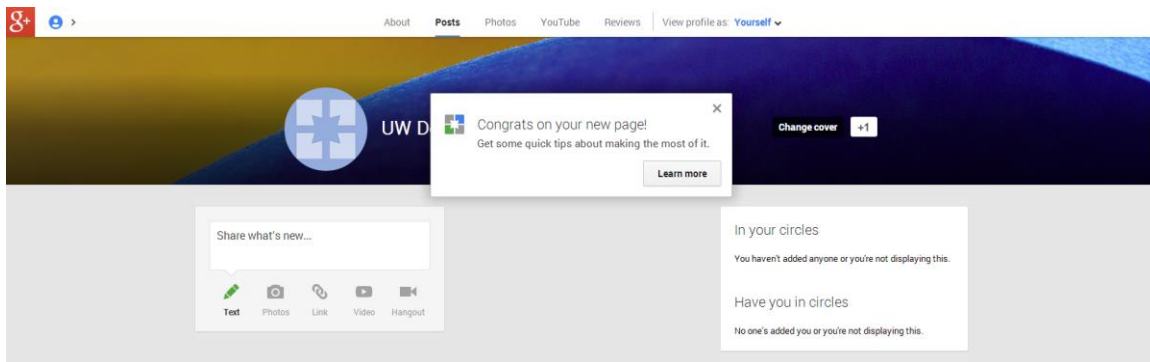


Once you have finished naming your channel, click on the "Next" button. You will be taken to a page confirming your channel was updated. Instead of clicking continue, click on the link below the

Google+ icon labeled "Visit your channel's page on Google+."



### Step 3: Update Google+ page



You should now see a brand new Google+ page with your department name. Even if you don't plan on using Google+ as part of your social media strategy, we strongly recommend filling in at least basic information on this page.

Begin updating your page by clicking on the circle to the left of your page name. Upload an image that represents your department. The college recommends using the same image you intend to use for your YouTube channel icon and other social media properties.

Next click on the button labeled "Change cover" to the right of your page name. Upload a large image that will serve as your Google+ page background. Any appropriate image can go here but an easy solution is to use the same image you intend to use for your YouTube channel art.

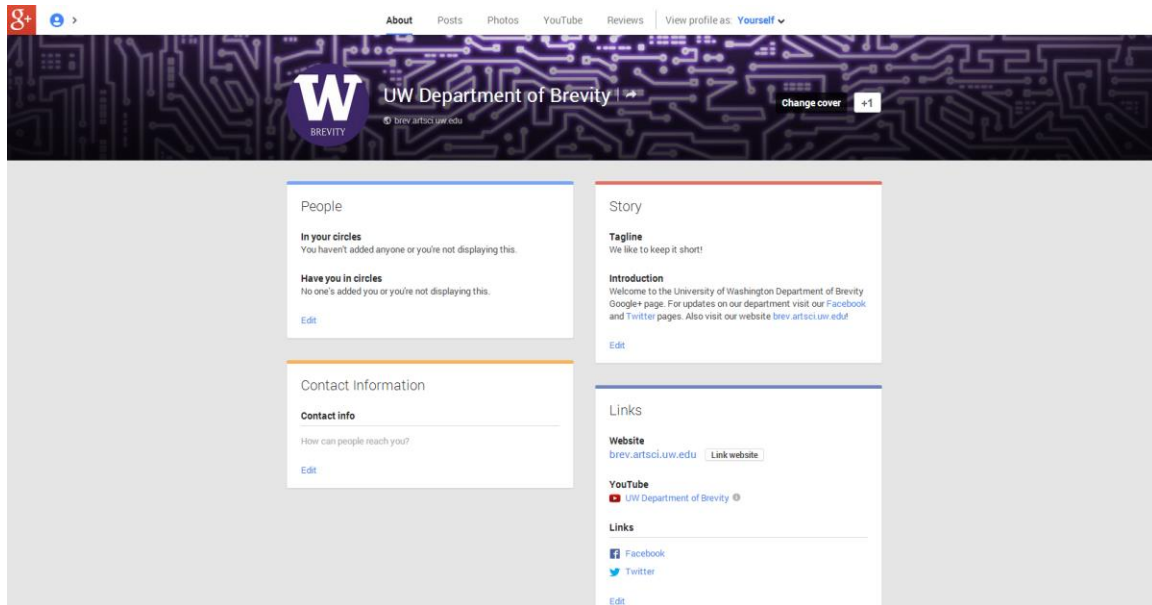
Now click on the "About" link in the navigation bar at the top of the page. Locate the "Story" section of the about page and click the "Edit" link. This will open a small window where you can edit your tagline and introduction. Your tagline is a short sentence that describes what you do. You can choose to be light or descriptive here. In the case of the geology department, "We dig rocks!" and "We are the University of Washington's geology department" would both be acceptable taglines. The introduction should be a paragraph length description of your department. However, if you do not intend to use Google+ as part of your regular social media, you should tell people where to find you. An example introduction section could read as follows:

*"Welcome to the University of Washington Department of Brevity's Google+ Page. For updates on our department, follow our [Facebook](#) and [Twitter](#) pages. Don't forget to visit our website [brev.artsci.uw.edu](http://brev.artsci.uw.edu)!"*

After you have updated the story section of your page, scroll down to the link section. Click the "Edit" link and fill in links to your department's

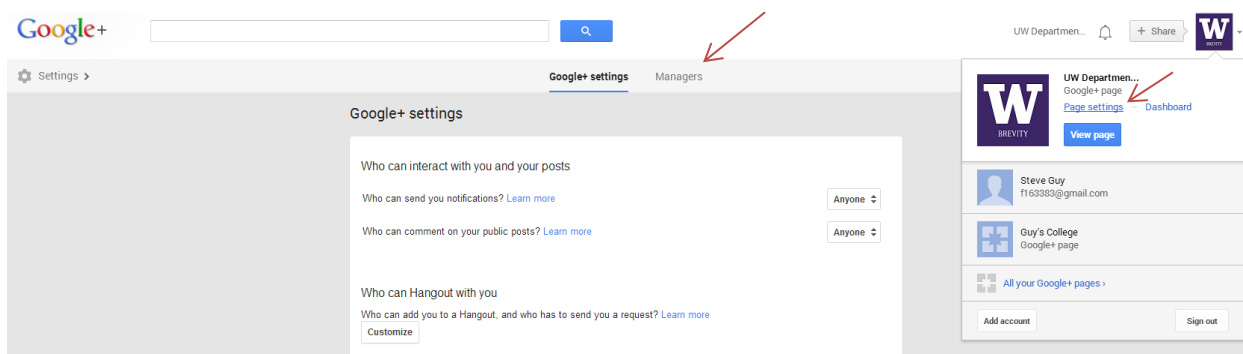


website and other social media accounts. Then move to the contact information section on the left and add in any relevant information. When you are finished, you should have a Google+ page that looks something like the screenshot below.



## Step 4: Add managers to your Google+ and YouTube accounts

YouTube channel and Google+ page managers can edit page and channel information, post updates, and upload videos. Adding managers means you no longer have to share a single login for YouTube. To add managers to your page, scroll to the top and click on the downward facing arrow next to your logo near the top right of the page. Next click on the “Page settings” link (If you don’t see this link, make sure you are using Google+ with the departmental NetID you activated in Step 1, not from your personal account).

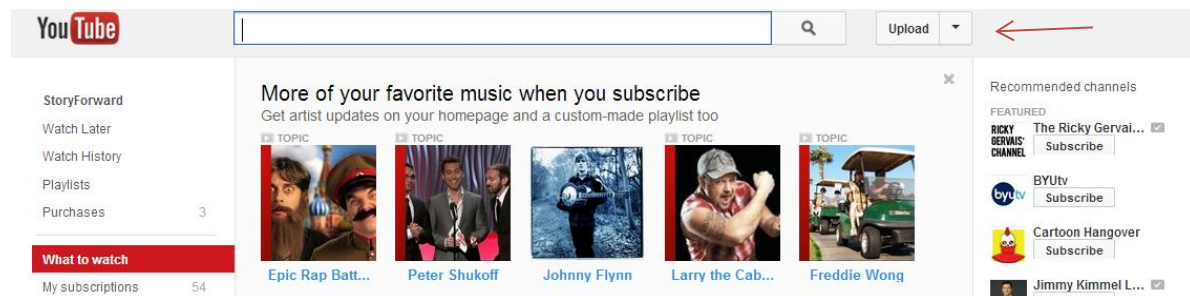


When you reach the next page, click on the “Managers” link in the navigation bar next to the “Google+ settings” link. On the next page click the “Add managers” button and enter the email address of the person you wish to make a page manager. You can use their @uw.edu address if they activate Google Apps for their NetID as described in Step 1. Google will then send a notification to that person and they will need to accept the invitation to become a manager of your Google+ page. This will also make them a manager of your YouTube page. **Making someone a manager of your Google+ page is the only way to make them a manager of your YouTube channel.**

The college recommends having at least two page managers for your Google+ and YouTube channels. Having two page managers will allow you to transfer ownership of the page and channel from manager to manager in the event of a staffing change in your department.

## Step 5: Upload your videos

You did it! You created a YouTube channel and Google+ page. If you are ready, now is the time to upload your first video. Navigate to YouTube.com and click on the “Upload” button to the right of the search bar on the home page.



On the next page select the file you want to upload from your computer hard drive and click open. You will be automatically taken to the next page and your upload will begin. On this page you can set the video title, description, tags and categories.

The title of your video should be descriptive. In a long title, the most important and general information should come first. For videos in a series it is helpful to include information about their order (e.g. Part 1 or 1/3) in the title. Your description can be detailed and include web addresses to direct viewers back to your social media and departmental website. This is also where you would include any applicable production credits. Tags should focus on the broad topics in your video. Items like a lecturer’s name, topic,



etc. work well as tags. Most videos your department uploads can be filed in the "Education" category.

### **Step 6: Optimize your channel page**

For a complete guide to your YouTube channel and information on optimizing its appearance, see our document ["YouTube Channel Best Practices"](#)