Cornell University
Cooperative Extension

Creating a YouTube Channel for your Association

AN ILLUSTRATED GUIDE

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Introduction

There are a lot of reasons you might want to create a YouTube channel for your association, especially if you are looking for an easy way to share original video content across all of your web platforms. A YouTube channel is a really easy way to store and disseminate your organization's video content. YouTube's ubiquity means that the videos you host on your channel can easily be imbedded in other platforms, including Facebook, Twitter, and your association website.

A channel is basically a profile page for your organization. You can set branded images, and include important information about your mission and about the content of your channel. YouTube, just like Facebook or Twitter, is another point of entry for people who may be new to experiencing extension as an informational resource.

Step One: Make a YouTube Account

YouTube is owned by Google, which means you'll need a Google account to get set up. Note that you do not need a Gmail address to create a Google account--you can also use your Cornell e-mail. However, you might not want to. Often, when maintaining any kind of shared social media account, it can be a good idea to set up a designated e-mail account, or Google account, in order to avoid attaching one specific person (and as a result, all their other electronic accounts) to a profile. While YouTube does allow you to create multiple channels under a single account, it is still a good idea to avoid using an employee's specific Cornell e-mail. This will save headaches later on. For example, you might create a xyzcounty@gmail.com for use on all of your social media accounts.

Side-note: users can search for videos and view as many as they like without creating a YouTube account. However, advanced features, such as the ability to save videos to playlists, and to upload your own videos to YouTube, require the creation of an account.

Step Two: Get Acquainted with the YouTube Tools

Once you are signed in, make friends with the **YouTube guide**, or the menu on the far left of the screen. If you don't see a menu, click on the hamburger menu to open it. You can find all of this to the left of the search bar at the top of the page.
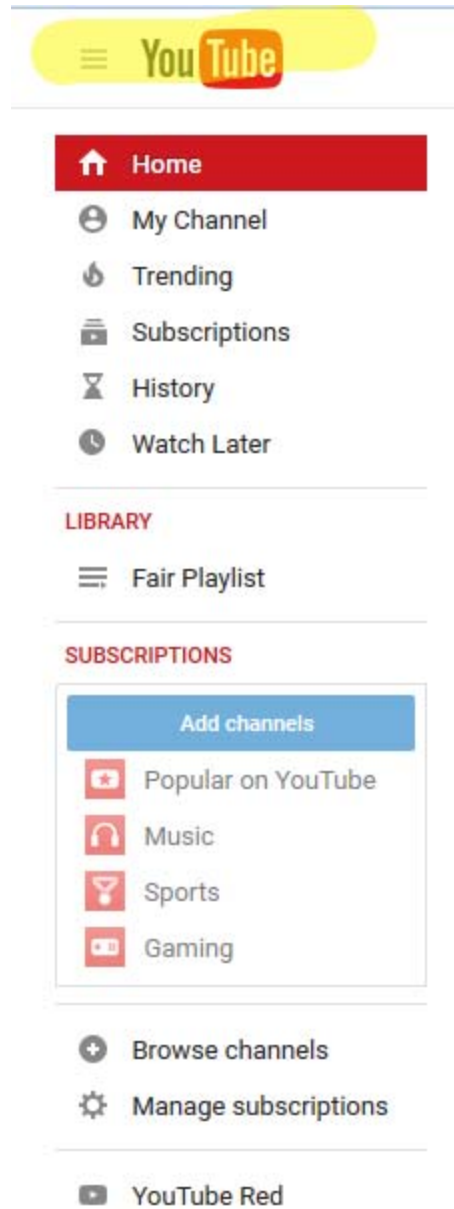
*Figure 1: Your friend, the YouTube Guide.*

Figure 2: Don't see the guide? Click on the hamburger menu to show/hide the guide.

This menu, which you can hide or show according to your preference, houses all the tools you need to get around YouTube. We're going to ignore most of them for now, since we won't really need them until we are up and running with our channel.

Your Setup Tools

Look over to the uppermost right corner of the page, where there should be a circle with either a letter or a logo in it (more on this later). Click on it to open a small context menu. You should see your e-mail address listed here, as well as a Creator Studio button, and another button with a small gear on it. Click on the gear to visit the YouTube Settings page.
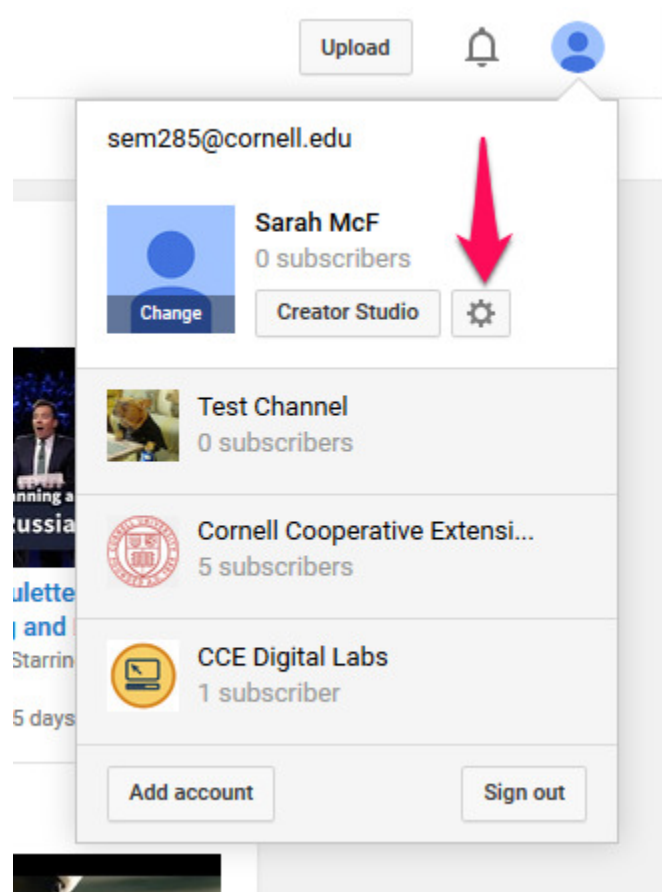
There's not too much here to worry about just yet, so look toward the bottom of the settings list to find "Additional Features," and under that, click on "See all my channels or create a new channel." You will be taken to a new page.

On the Channels for yourname@email.com page, click on the white rectangle with the big plus sign that says "Create a new channel." On the next page you come to, name your channel and select the appropriate category for it, which in this case would be Company, Institution or Organization.

(Your new YouTube channel comes with a Google+ page by default (sorry). Feel free to use this page, which is part of a not-so-popular social platform, to connect with your audience. Note, your audience may or may not be using Google+. But they probably aren't.)

Anyway…

Now you can use the YouTube Manager to visit your channel by clicking on the My Channel link.
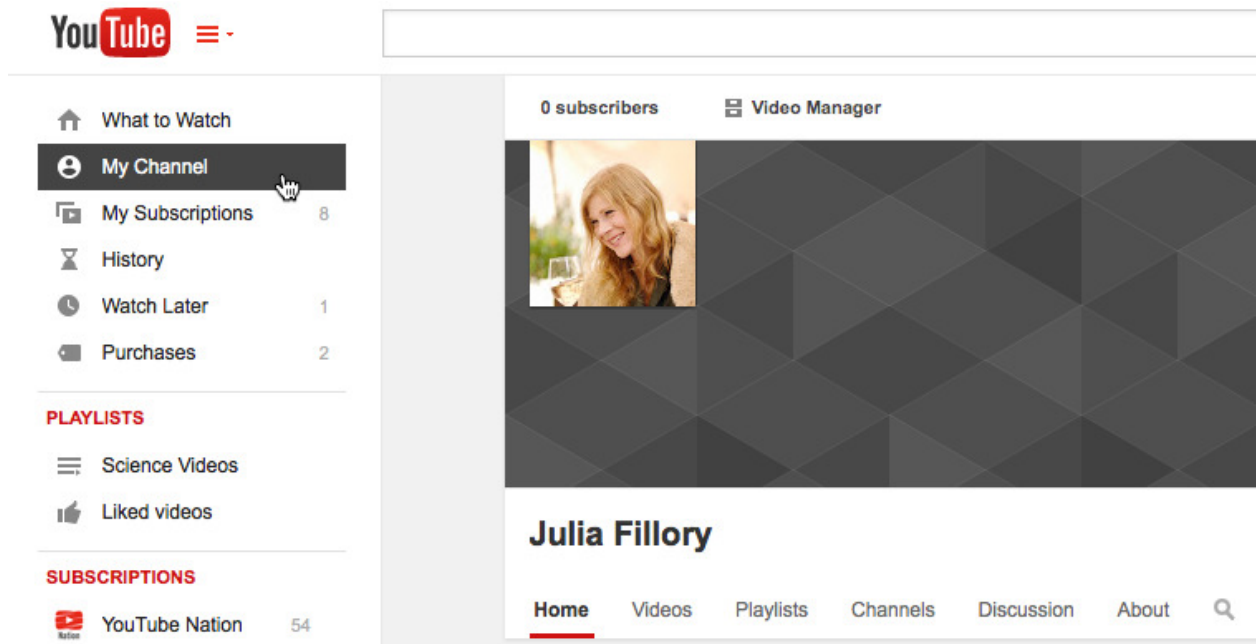
*Figure 3: Time to use the YouTube Guide! Image: gcflearnfree.org*

This will bring you to a page that looks like this:
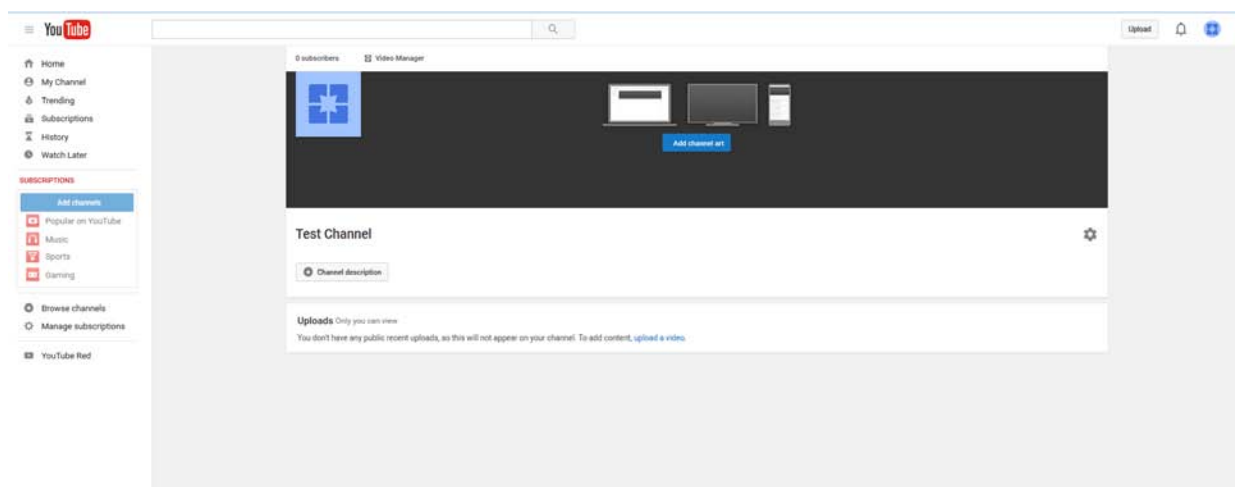
Pretty plain. Let's fix that up. We're going to add an avatar, or profile picture, or logo, as well as a cover photo, or what's called channel art here. You are going to need:

- A large (size) high-quality image to serve as channel art.
- And a smaller (and easily recognizable at a small size) image to serve as your avatar.

Click on the little pencils to edit each one. Let's start with channel art.
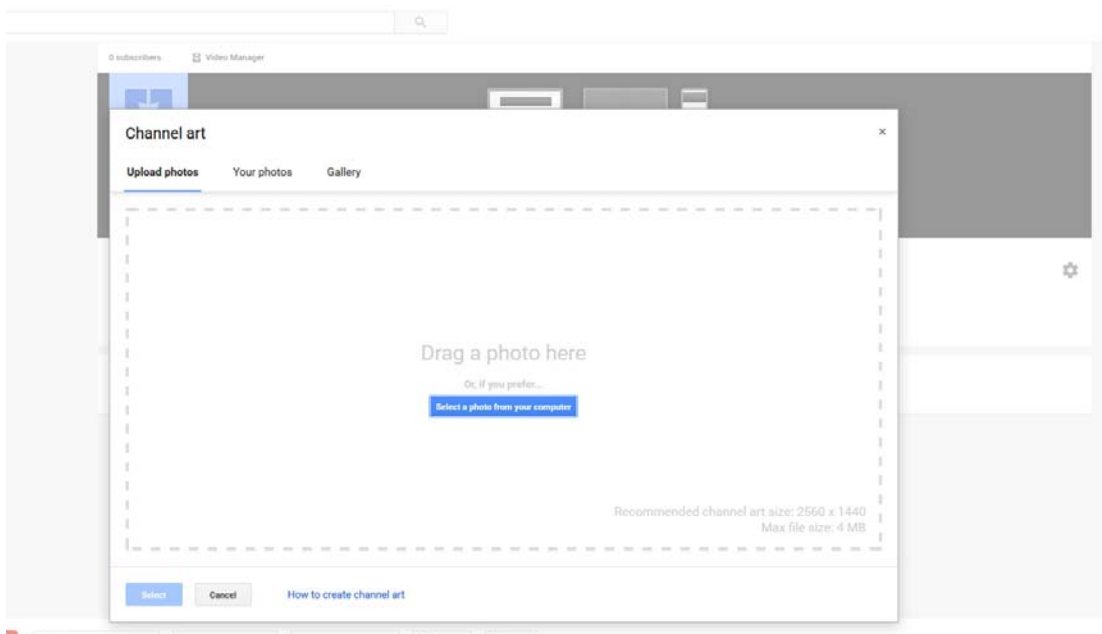
When you open the channel art dialogue box, check the bottom-right corner for the image size requirements. You are going to need a BIG picture. If the image dimensions aren't right, YouTube will prompt you to find a different image.

Your Avatar, or Profile Picture

Click on the default (boring) avatar to add a picture or logo. Note that this will take you away to Google+, which is where you'll see a similar utility for selecting a photo. Once you've uploaded a photo, Google+ will prompt you to stay and explore. Say No Thanks to the pop up. You'll find that you are still on a Google+ page. Your YouTube channel is still open in another tab, so you can click back there to return to setting up your channel. Bye, Google+.

Note: Your new avatar may take a few minutes to show up on your YouTube channel. It's Google+'s fault. But don't worry about it.
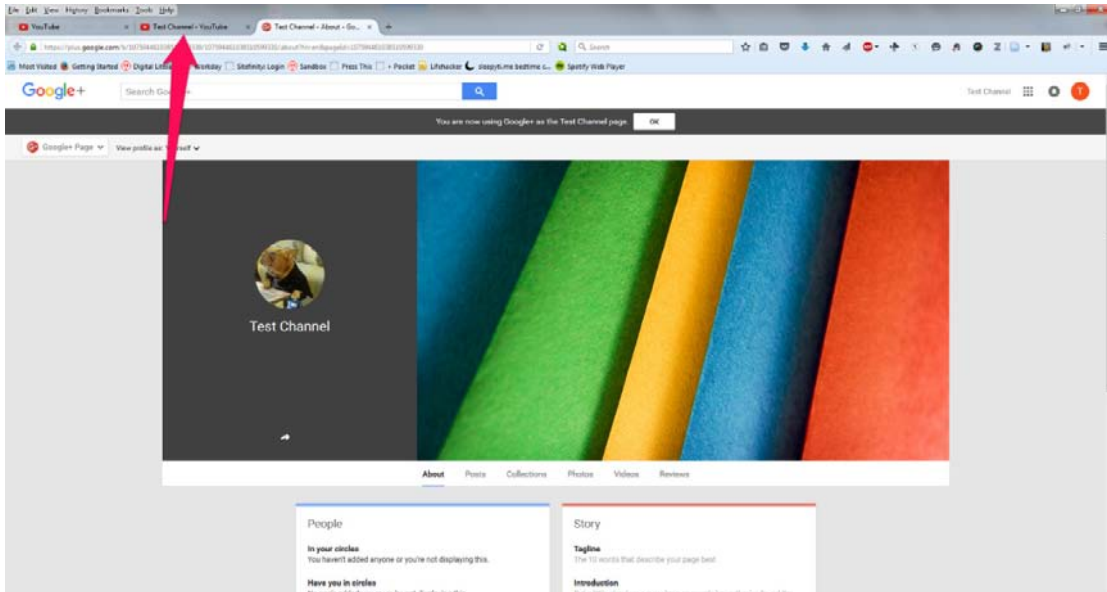
Next it's time to add a channel description so users know what you're about.
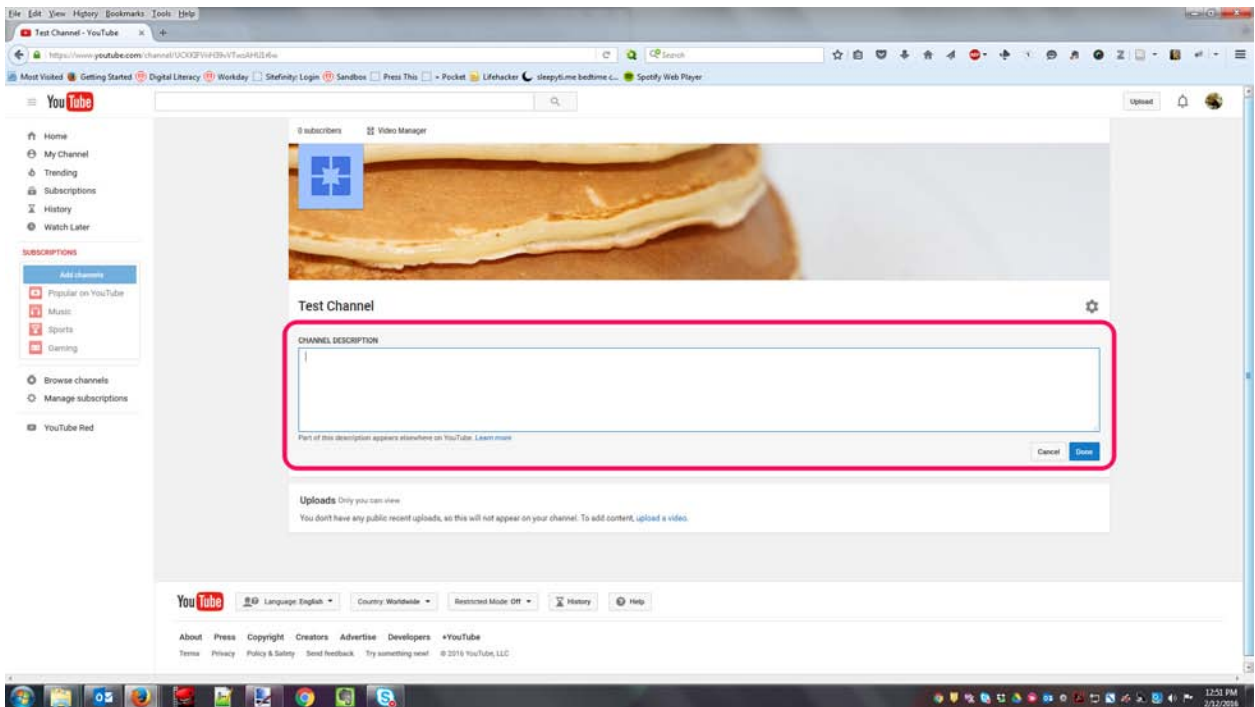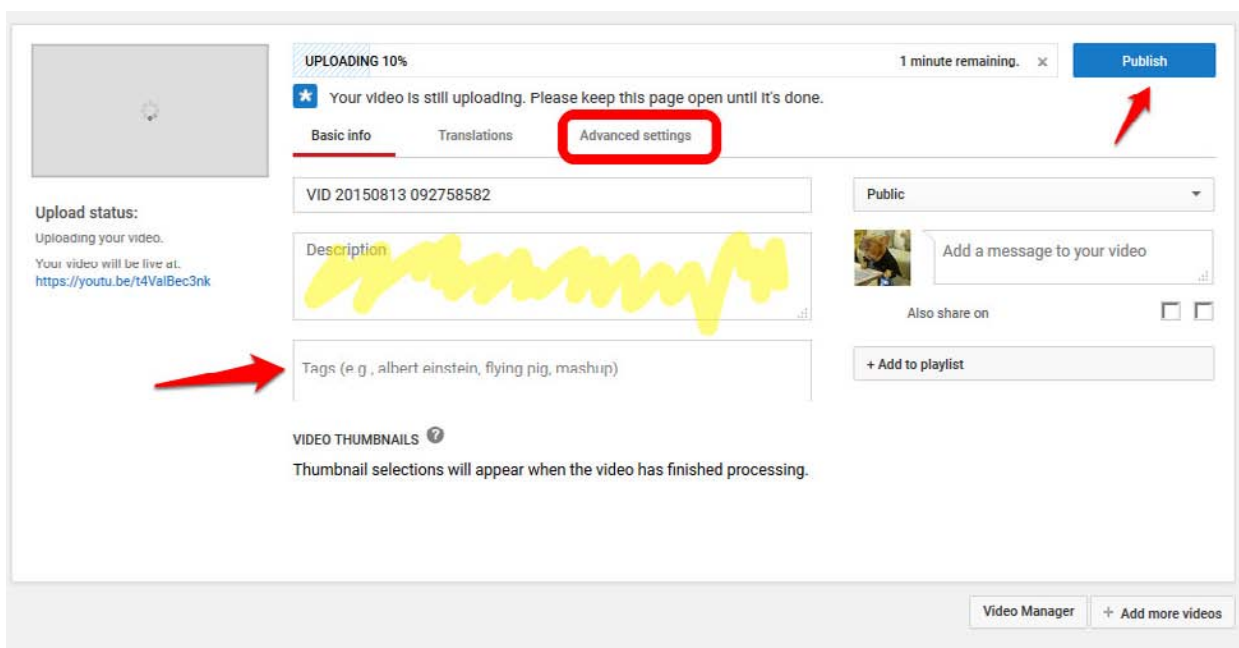

Start Uploading Your Videos

Click the upload button in the upper-right to start going through the steps of uploading a video. Your first choice is whether to make the video

- **PUBLIC**: Anyone can see the video.

- **UNLISTED**: Users must have the video URL to be able to view it. It cannot be searched from the YouTube homepage. Unlisted videos will not show up in your channel, either.
- **PRIVATE**: Users must have a YouTube account they can log into, and be invited to view the content. A maximum of fifty users can be invited to view a private video.
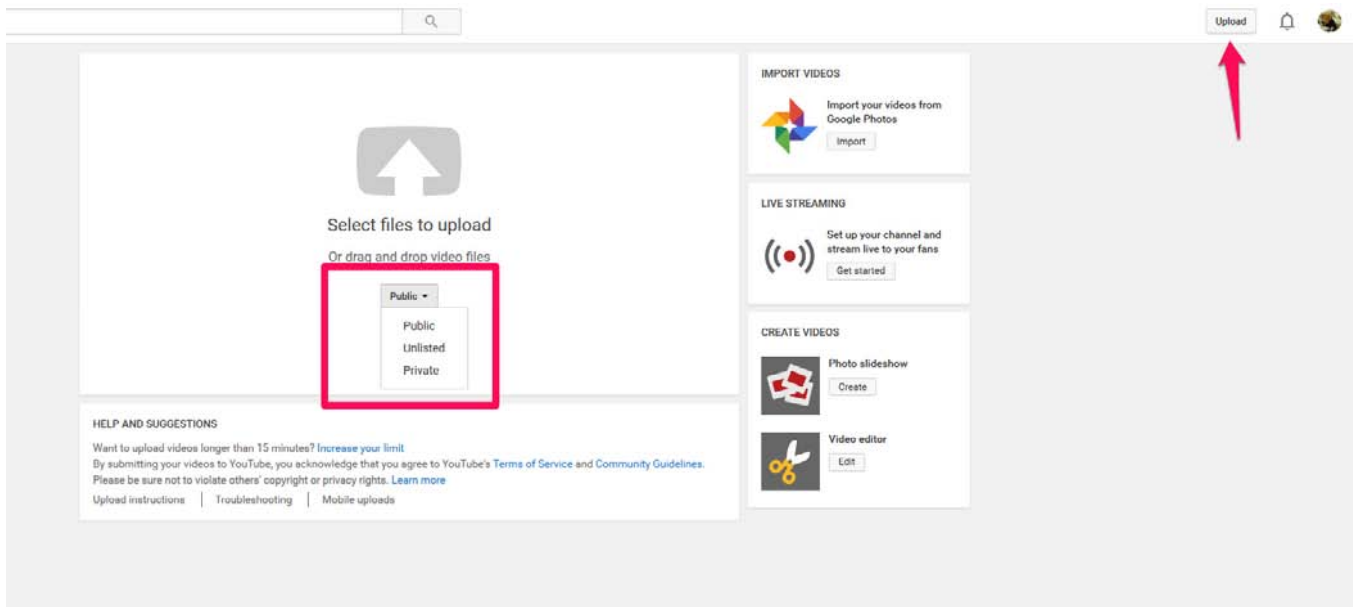
Each time you upload a video, you have the option to set very specific parameters for it, from who can see it to how it's tagged. Don't skip this part! Making your video findable is the first step (well, after making a good video) to getting eyeballs on it.

If you are looking for even more options for describing your video and making it findable, click on Advanced Settings.

Once you have all of your settings filled out the way you want, just wait for the upload status bar to fill up to 100%, and click publish. You can always come back and make changes to your settings.

Post a Video to Your county.cce.cornell.edu Website

Now that you've put in all the hard work, it is super easy to stick your YouTube videos on the pages of your website. On your channel, select a video you want to post on your site. Click on the Share button underneath the video, then select Embed. Copy the <iframe> text that is displayed.

When you switch over to the page you are editing, just select the Insert Video button (between Insert Picture and Insert Attachment), and paste the Embed code into the box provided.

What's Next?

Now you can take over the airwaves with your exceptional extension content. If you'd like more information on setting up and managing a YouTube Channel, I recommend these resources:

- YouTube Help Pages

    https://support.google.com/youtube/topic/16549?hl=en&ref_topic=4355169

- GCFLearnFree.org (includes videos)

    http://www.gcflearnfree.org/socialmedia/youtube/getting-started-with-your-channel