**How to Create a YouTube Channel**

**1. Go to YouTube and sign in:** Head over to [YouTube.com](http://youtube.com/) and click ‘sign in’ in the top right corner of the page. Then log in using the Google Account you’d like your channel to be associated with.

**2. Head over to your YouTube settings:** In the top right corner of the screen, click on your profile icon and then the ‘Settings’ cog icon.

**3. Create your channel:** Under your settings, you’ll see the option to “Create a channel,” click on this link. Next, you’ll have the option to create a personal channel or a create a channel using a business or other name. Now, it’s time to name your channel and select a category:Product or Brand, Company Institution or Organization, Arts, Entertainment or Sports or Other

**(How to create a YouTube channel if you don’t already have a Google account)**

If you don’t already have a Google account set up, you’ll need to create one before you get started on YouTube. To do this, simply follow the below steps: Head to [YouTube.com](http://youtube.com/) - Click ‘Sign In’ - Now, choose the option to create a Google account - Follow the steps to create your Google account - Now, you’re all set up with a Google account and can follow the above steps to create a YouTube channel.

**4. The perfect sizes for YouTube channel art:** The best place to start with your channel art is with the optimal image size that works across multiple devices. For the best results, [YouTube recommends](https://support.google.com/youtube/answer/2972003?hl=en-GB) uploading a single 2560 x 1440 pixel image. Minimum width: 2048 X 1152 px. This is the “safe area”, where text and logos are guaranteed not to be cut off when displayed on different devices. Maximum width: 2560 X 423 px. This means that the “safe area” is always visible; the areas to each side of the channel art are visible depending on the viewer’s browser size. File size: 4MB or smaller recommended.

**5. Optimize your description:** YouTube gives you a space on your channel to write a little about your brand and the content you share on YouTube. The description is limited to 1,000 characters, so you have a little room to be creative here.The copy in your channel description won’t just appear on your channel page. It’s indexed by search engines and can also be featured across YouTube in suggested channel categories. A good tactic is to include some relevant keywords and CTAs within the opening lines of your description.

**6. Add your contact details (email address):** If you’re using YouTube as a business or a creator, it can be great to have your contact details on hand for anyone who is interested in your work. YouTube has a section on each channel profile for you to list your contact details for business inquiries.This can be found under the “About” section of your channel. To find it, go to your channel homepage, click “About” from the navigation and then scroll down to “Details.” Here you’ll see the option to share your email address.

**7. Add your Profile Icon:** Each channel also has space for a profile icon.Your channel icon shows over your channel art banner. It’s the icon that shows next to your videos and channel on YouTube watch pages. The key here is to select something that will look good at very small resolutions –  many brands opt to use their logo here. Your channel icon should be 800 x 800 pixels and one of the following formats: JPG, GIF, BMP or PNG file (no animated GIFs).

**Themes - What can I put in my videos?**

Here are a few ideas to get you started:

**Show off a local business.**

**Explain how things are made in your district.**

**History of the District through Storytelling.**

**Bring testimonials to life.** You can create more interest and authenticity if you interview people or invite businesses to upload videos of them in your Main Street District.

**Upload new videos regularly.** Building a regular audience for your videos isn’t easy, but can give your business prospects a big boost. Create new videos regularly and encourage people to subscribe via your YouTube channel.

**Add a personal touch.** Welcome visitors to your site, introduce your staff or film a "day in the life in your district". This could help someone decide they'd like to be involved with the community.

**Incorporate music.** You can buy sound clips from websites like [Shutterstock](https://www.shutterstock.com/music/) and [iStockPhoto](http://www.istockphoto.com/gb/music-clips%22%20%5Ct%20%22_blank). [Ricall](https://ricall.com/music-licensing%22%20%5Ct%20%22_blank), which offers well-known songs by popular artists and emerging acts, ready for use by small businesses and non-profit organizations.

**A “Happy Holidays” video** wishes viewers a great holiday season from your Main Street. There are many paths to take in this type of video–from a simple photo slideshow featuring photos, to video messages from local business owners.

**A “Year in Review” video** recaps what happened over the past year– an annual rewind if you will. If you’re inspired by this type of video, just remember to intersperse your districts culture, individual personalities, and more into your unique story. Try to avoid just listing off your achievements or events. Viewers want to see you. They want the behind the scenes view of what happens in your community.

**Expressing Gratitude** - These type of videos work to thank anyone you’ve interacted with throughout the year – volunteers, investors, businesses, board members, committee members and more. The most effective videos usually speak directly to the audience in a heartfelt way.

**How easy is it to create video?**

Look for committee members or members of community who have an interest in creating videos. Once you have the theme, and content planned, let them take the lead.

Anyone can shoot video with any digital camera or smart phone, although be sure to check the quality before going through the whole process. When deciding what equipment you may need - think about what sort of video you want to shoot. For instance, if you plan to interview customers, consider a connection for a separate microphone, so you can record the interview clearly. If you want to shoot action sequences, a rugged model like a [GoPro](https://gopro.com/) might be a better choice.

There are many online services and pieces of free software that make it easy to upload, embed and share video content. For instance:

[**Animoto**](https://animoto.com/) helps you make and share videos online. It’s super-easy to use and can create videos that look highly professional.

Microsoft’s video editing software, [**Windows Movie Maker**](http://www.windows-movie-maker.org/download.html), is straightforward and can produce good results. It’s included with some versions of Windows or can be downloaded for free.

If you have a Mac,[**iMovie**](https://www.apple.com/uk/imovie/) lets you combine clips to create videos you can share. Again, it’s free - if it’s not already on your Mac, you can download it.

Time lapse videos can be created with ease using the Instagram app **[Hyperlapse](https://hyperlapse.instagram.com/%22%20%5Co%20%22Hyperlapse%22%20%5Ct%20%22_blank)**.

[**Adobe Spark**](https://spark.adobe.com/about/video) is a free iPad app that makes creating animated videos easy. It includes a library of images and sounds you can use in your videos.

[**Stop Motion Studio**](https://itunes.apple.com/gb/app/stop-motion-studio/id441651297?mt=8) is an easy to use app that lets you take photos (or import ones from your camera roll) and string them together to create stop-motion creations. You will need a tripod and some patience!

Animated videos (and presentations) can be crafted using **[Moovly](https://www.moovly.com/%22%20%5Co%20%22Moovly%22%20%5Ct%20%22_blank),**[**Raw Shorts**](http://www.rawshorts.com/)**and**[**PowToon**](https://www.powtoon.com/)**.**

[**Magisto**](https://www.magisto.com/)lets you combine videos and photos into interesting clips to share online. You can choose a theme and add music - it’s easy to use but offers relatively basic features.

# Sharing your video on Social Media

Once you’ve created your video, upload it to video sharing websites such as YouTube and Vimeo as well as social media sites:

[**Facebook**](http://www.marketingdonut.co.uk/social-media/facebook/facebook-overview) allows you to post videos of up to 45 minutes in length (1GB max file size) - but bear in mind that the average video on Facebook is only 44 seconds long, and popular videos are often even shorter.

[**Twitter**](http://www.marketingdonut.co.uk/social-media/twitter/twitter-overview) allows you to record videos (using its camera icon); these can be up to two minutes and 20 seconds long. You can also upload videos you have already created.

[**Instagram**](http://www.marketingdonut.co.uk/social-media/instagram/instagram-overview)allows you to record videos of up to 60 seconds in length (150MB file limit). You can add filters, captions and details of your location. You can also upload videos onto Instagram from your phone.

Another increasingly popular option is **live streaming on**[**Facebook**](http://www.marketingdonut.co.uk/social-media/facebook/how-to-use-facebook-live-to-promote-your-business)**and**[**Periscope**](https://www.periscope.tv/)which allows you to broadcast to your customers at specific times.

Make sure you add interesting titles and clear descriptions to your videos, to give them the best chance of getting found and viewed. Finally, encourage viewers to share and embed your video so they spread it for you.

# Always Up-to-Date Guide to Social Media Video Specs

<https://sproutsocial.com/insights/social-media-video-specs-guide/>

**Engagement – here are a few different types of metrics.**

**Actions taken:** When someone “engages” with your content, they’re going a step further than simply scrolling past it in their news feed. How many people liked, commented on, or shared your video? These are the primary metrics for measuring engagement around your video.

**Reach:** How many pairs of eyes did your video find itself in front of? This is a direct result of the number of engagement actions taken on your video. As people like, comment, and share, your video gets further reach, which is great for brand recognition, and also opens up the gate for new leads.

**Watch time:** How much of your videos are people actually watching? Are they only watching a few seconds before losing interest or making it all the way to the end? Monitoring this can help you get a sense of how people are reacting to your video content, and help you reiterate and improve.

**How to track it:** All of the major social platforms (where the most engagement is happening) offer really great analytics suites that make it simple to track engagement, including [Facebook Page Insights](https://www.facebook.com/help/336893449723054), [Twitter Analytics](https://analytics.twitter.com/), [YouTube Analytics](https://www.youtube.com/analytics), and others.

On Facebook, you can easily sort Insights by Post Type to see how your videos stack up against the other types of content you’re posting (in terms of reach and engagement). On Twitter, you can see whether your videos made it into your Top Tweets.

There are also third-party social media management services, like [SproutSocial](http://sproutsocial.com/features/social-media-analytics%22%20%5Ct%20%22_blank), that will track engagement across all of your social channels.