

Getting Started on YouTube

Tutorial for Local Regnum Christi Marketing & Communications Coordinators



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What is YouTube?

YouTube is a free video sharing app that makes it easy to watch online videos and upload videos to share with others. You will need a Google Account to sign into YouTube. You will then be able to watch and like videos and subscribe to channels.

You will need to create a YouTube channel to have a public presence; to be able to upload videos, comment, or make playlists. You can use a pc or the YouTube mobile site to create a channel.

After you create a YouTube channel you will have a unique URL for the channel to link to social media icons. You will be able to upload and share your videos to social media accounts like Facebook, Twitter, LinkedIn, and Pinterest. And will be able to embed your videos on your website.

We use YouTube to share mission videos. Once you have your YouTube account check out these channels to see how their channels are set up and the videos that are being shared.

- [Legionaries of Christ](#)
- [Regnum Christi English](#)
- [LC Cheshire](#)
- [Regnum Christi Music](#)

How to Get a YouTube Account

1. Create a Google account.
2. Download and open the app.
 - a. iPhone users can download the app from the App Store.
 - b. Android users can download the app from the Google Play Store.



3. Once the app is open you can sign in using your Google account email address and password.

Create Your YouTube Channel



You will need a Brand Account for your locality or apostolate; your brand account can have multiple owners and managers.

Create a YouTube channel for a new Brand Account.

1. Sign in to your YouTube account.
2. Go to Settings > Account > Add or manage your channel(s).
3. Choose "Create a new channel".
4. Fill out the details to name your new channel and verify your account, i.e. Regnum Christi [your locality] or the name of your apostolate.
5. Then, click Done. This creates a new Brand Account.

Add Managers to a Brand Account

Only the owner of a Brand Account can grant people access to a YouTube channel.

1. On YouTube, sign in as the owner of the Brand Account.
2. In the top right, click your account > Settings .
3. Under "Account," select Add or remove manager(s).
4. Click Manage permissions.
5. Enter your password and re-authenticate.
6. To invite new people, choose Invite new users .
7. Enter their email addresses.
8. Below their names, choose their role:
 - An account must have one primary owner. Owners can take full actions on the channel, including deleting the channel, removing other owners, and designating others as either owners or managers.
 - Managers can use Google services that support Brand Accounts, like share photos on Google Photos, or post videos on YouTube.

Customize Your Channel



Start with the Branding

Go to your channel and select Customize Channel > from the left menu > select Customization > Branding tab. Here we will be able to update the **profile picture**, **channel banner**, and **video watermark**.

For a locality channel the shield is often used for a profile picture. The shield can also be used for the video watermark but best to use a .png file with a transparent background. For the banner image try to use an image of joyful missionaries in action and if appropriate, those they are serving.

Your **profile picture** is the image that displays for viewers on your videos and channel across YouTube and must meet the following criteria:

- JPG, GIF, BMP, or PNG file (no animated GIFs)
- 800 X 800 px image (recommended)
- Square or round image that renders at 98 X 98 px

Your **banner image** shows as a background at the top of your YouTube page and must meet the following criteria:

- Minimum dimension for upload: 2048 x 1152 px with an aspect ratio of 16:9.
- At the Minimum dimension, the safe area for text and logos: 1235 x 338 px. Larger images may get cropped on certain views or devices.
- File size: 6 MB or smaller.

Note: Your banner image shows different on computer, mobile, and TV displays — larger images may be cropped.

Add your **video watermark**

You can encourage viewers to subscribe to your channel by adding a video watermark to your video. When you add a video watermark, viewers can directly subscribe to your channel.

1. Click UPLOAD and select an image. Adjust the size of your image, then click DONE.
2. Select your display time:
 - a. End of video: The video watermark will show for the last 15 seconds of the video.
 - b. Custom start time: The video watermark will begin showing at a time you choose.
 - c. Entire video: The video watermark will show throughout the entire video.
3. Click PUBLISH.

Note: Video watermarks aren't available on videos set as made for kids. If you previously added a video watermark, but your video is now set as made for kids, viewers won't see the watermark.

Your video watermark must meet the following criteria:

- Minimum 150x150 pixels.
- Square image less than 1 MB in size.

Updating the Basic info

Click on the **Basic Info** tab.



This is where you can edit the **Channel Name** if needed and add a **Description**. Your channel description appears on the 'About' tab of your channel page. In 1000 words or less talk about your organization and what type of videos will be offered.

Next you have the Channel URL and the option to create a custom URL

To create a custom URL for your channel, your account needs to:

- Have 100 or more subscribers.
- Be at least 30 days old.
- Have an uploaded profile picture.
- Have uploaded banner image.

Get a custom channel URL

A custom URL is an easy-to-remember channel URL that you can share with your audience.

You can choose an available custom URL based on:

- Display name
- YouTube username
- Current vanity URLs
- Linked website name

When sharing your custom URL, you can use whatever capitalization and accents you'd like. For example, both youtube.com/c/yourcustomname and youtube.com/c/YourCustómNámé would send viewers to the same channel.

1. Go to your channel and select **Customize Channel**.
2. From the left Menu, select Customization Basic info.
3. Under Channel URL, click Set a custom URL for your channel.
4. In the box, you will see your custom URL. You can add extra letters or numbers to make your custom URL unique.
5. Click PUBLISH, then Click CONFIRM to confirm your custom URL.

Note: Once a custom URL has been set up, you cannot change it or transfer the URL to someone else.

Add Links to your Banner image

You can highlight up to 5 site links on your channel homepage. Your links will show on your banner image for viewers to see from a computer.

1. Click Add link and enter the title and URL of your site. You can add your website, Facebook, Instagram, Twitter, etc.
2. Select Links on banner and choose which links you would like to display.
3. Click Publish.

Add Contact Info

Enter an email address for the channel communications.

Customize the Layout of Your Channel Homepage



We will go over the layout options to help you plan, you will not be able to do much here until after you have uploaded some videos.

You have 2 options to spotlight a video at the top of your channel homepage.

1. **Channel trailer** for people who have not subscribed.
2. **Featured video** for returning subscribers.

Your channel trailer offers a preview of your channel so viewers can learn more and subscribe

1. Go to your channel
2. From the left menu, select Customization and then Layout.
3. Under Video spotlight, click ADD and select a video for your channel trailer.
4. Click Publish.

To select a featured video for subscribers

1. From the left menu, select Customization and then Layout.
2. Under Video spotlight, click ADD and select a video to feature.
3. Click Publish.

Featured Sections

You can customize the layout of your channel homepage with up to 10 sections. Your layout will default to display 3 pre-populated sections: **Uploads**, **Created playlists**, and **Subscriptions** you've made public.

How you organize your videos can influence audience behavior. A section allows you to group videos on your channel in a particular way so viewers can more quickly find content that matches their interests.

You can create sections from videos, a single playlist, or a group of playlists. Some creators assemble sections around topics, while others create unique sections for formats such as episodic content.

Consider ordering sections for potential fans and first-time visitors to your channel. Have a group of videos that you think are your best work? It may help to put them in a section that you highlight near the top of your channel.

1. From the left menu, select Customization Layout.
2. At the bottom, click ADD SECTION.
3. Use the Down arrow to select your content.
 - a. Videos: Choose to highlight posted videos.
 - b. Popular uploads: Choose to highlight your live, past, and upcoming live streams.
 - c. Playlists: Choose to highlight single, created, and multiple playlists.
 - d. Channels: Choose to highlight subscriptions and featured channels.
4. Click Publish.

Reorder sections on your channel

1. From the left menu, select Customization Layout.



2. At the bottom, click the vertical bar on the section you want to move, then drag-and-drop to reorder.
3. Click Publish.

How to Create a Playlist


Playlists can help you introduce your subscribers to more content of interest to them. You can include videos from your own channel and from other channels you are associated with.

Create a playlist

1. Find a video you want in the playlist.
2. Under the video, click Save.
3. Select a playlist such as Watch later, or a playlist you've already created, or click **Create new playlist**.
 - a. If you create a playlist, enter a playlist name.
4. Use the drop-down box to select your playlist's privacy setting. If it is private, only you can view the playlist.
5. Click **Create**.

How to Upload a Video

Computer:

1. Go to your channel
2. In the top right-hand corner, click CREATE  > Upload video.
3. Select the file you'd like to upload.

Mobile:

1. Click + at bottom of YouTube app screen
2. Select Upload a video; may need to allow YouTube access to Photos, Camera, and Microphone
3. Select Video and follow instructions.

Add basic info

- Title** The title of your video. A good title accurately represents the video and should be creative, sparking curiosity.
- Description** Info that shows below your video. Well-written descriptions with the right keywords can boost views and watch time because they help your video to appear in search results.
- Thumbnail** The image viewers will see before clicking your video. The thumbnail can be autogenerated from the video or you can upload a custom thumbnail. A **custom thumbnail** should be a high resolution 1280x720 pixel image, needs to look good on



all device sizes, use clear, bold font and high contrast images with depth to attract attention, the image should be intriguing and be an accurate describe video.

Playlists Add your video to one of your existing playlists or create a new playlist.

Audience To comply with the Children’s Online Privacy Protection Act (COPPA), you’re required to tell us whether your videos are made for kids. General audience content should be set as “not made for kids.” Only select “Made for kids” if children are the primary audience of the video, i.e. songs, stories, or other subject matter that targets children.

Choose advanced settings

At the bottom of the Details page, select **MORE OPTIONS** to choose your advanced settings.

Tags	Add descriptive keywords to help correct search mistakes. Tags can be useful if the content of your video is commonly misspelled. Otherwise, tags play a minimal role in your video's discovery.
Language, subtitles, and closed captions (CC)	Choose the original video language. Important to choose a language in order to auto generate close captions and make your video available to all.
Recording date and location	Enter the date the video was recorded and the location where your video was filmed.
License and distribution	Select if your video can be embedded on a different website. Indicate if you’d like to send notifications to your subscribers for your new video.
Category	Select the category of your video, i.e. non-profit.
Comments and ratings	Choose whether viewers can leave comments on the video. Choose whether viewers can see how many likes and dislikes are on your video.

Writing a Good Title and Description

- Give an overview of your video using natural language – not just a stream of keywords.
- Put the most important keywords towards the beginning of your description.
- Identify 1–2 main words that describe your video and feature them prominently in both your description and title.
- Relevant text featuring at least 1,000 characters
- Keywords that are searched for on Google and YouTube and fit your video
- Hashtags
- Timestamps



- Links to related content or affiliate links

Note: It may be helpful to create a YouTube description template.

Line 1: Text description

Line 2-3: 1st call to action

Helpful text (video summary, transcript, etc.)

Keywords

Hashtags

Relevant links

2nd call to action

Social media profile list

Website address

Contact information

Credits for other people's work

Preview and Publish

To publish your video now: Select **Publish** and choose your **video's privacy setting**.

To publish your video later: Select **Schedule** and pick the date you want your video to be published. Your video will be private until that date.

Public videos can be seen and be shared with anyone using YouTube. They are posted on your channel when you upload them and show up in search results and related video lists.

Private videos and playlists can only be seen by you and the people you choose. Your private videos will not appear in the **Videos** tab of your channel page. They also won't show up in YouTube's search results. YouTube systems and human reviewers may review private videos for ad suitability, copyright, and other abuse prevention mechanisms.

To share a private video:

1. Sign in to YouTube Studio.
2. From the left menu, select Videos.
3. Click the video you'd like to edit.
4. Click the **Visibility** box and select **Share privately**.
5. Enter the email addresses of people you'd like to share your video with, then select **SAVE**.

Comments are not available on private videos. If you want to allow comments on a video that's not publicly available, change the privacy setting to unlisted.



Unlisted videos and playlists can be seen and shared by anyone with the link. Your unlisted videos will not appear in the **Videos** tab of your channel page. They will not show up in YouTube's search results unless someone adds your unlisted video to a public playlist.

You can share an unlisted video's URL with other people.

How to share videos

1. Start watching a video
2. Under the video, click **Share** ➔ .
3. A panel will appear, presenting different sharing options:
 - **Social networks:** Click on a social network icon (for example, Facebook, Twitter) to share the video there.
 - **Email:** Choose the email icon to send an email using the default email software on your computer.
 - **Embed:** Click the Embed button to generate a code you can use to [embed the video](#) in a website. From the box that appears, copy the HTML code. Paste the code into your blog or website HTML.
 - **Copy the link:** Click the Copy button to copy a link to the video that you can paste somewhere else, like in an email message or some website platforms may only need the URL to embed the video on their site.