

Taking YouTube to the Next Level

Tutorial for Local Regnum Christi Marketing & Communications Coordinators



1. Upload Defaults
2. Copyright Claims
3. Manage your community & comments
 - a. Review and Reply to Comments
 - b. Add a Comment Moderator
4. Best Practices for Livestreaming

Upload Defaults

For consistency and efficiency, you will want to fill in the Upload Defaults. These entries will then be automatically completed whenever you upload a video.

In YouTube Studio > Settings > Upload defaults > Enter Description, Select Visibility, Enter Tags

Next go to > Advanced Settings:

- License: Standard YouTube License
- Category: Nonprofits & Activism
- Video Language: English (United States)
- Caption certification: This content has never aired on television in the US
- Comment visibility: Hold all comments for review (this ensures you will catch any negative comments before they are seen by your audience)

Copyright Claims

When creating a video, you have to be careful not to use copyrighted content or your video can be taken down. If you upload a video that contains copyright-protected material, you could end up with a Content ID claim. Companies that own music, movies, TV shows, video games, or other copyright-protected material issue these claims.

Typically, it will be background music that is used and triggers a copyright claim. To get around this can use music or sound effects from the **YouTube Audio Library**. The library is found in the YouTube Studio in the left menu under Customization. In the library you can find music and sound effects.

Manage your community & comments

You can choose to hold some comments for review before they are shown on your video or channel.

In the settings for each video, you can choose to:

- Hold potentially inappropriate comments for review
- Hold all comments for review
- Allow all comments
- Turn off comments

Hidden users

You can choose to hide comments from specific commenters across all videos on your channel. To see Hidden Users in YouTube Studio > Settings > Community > Automated Filters > Hidden Users box

Blocked words

You can add a list of words and phrases that you do not want to show in comments to your blocked words lists. In YouTube Studio > Settings > Community > in the Blocked Words box enter words to block.

Comments closely matching these terms may be held for review unless they are from someone on your approved user list. Live chat messages containing these terms will also be blocked.

Comments with blocked words can be reviewed and approved on your Comments page, under the “Held for review” tab.

Block comments with links

You can hold comments that contain hashtags and URLs for review. In YouTube Studio > Settings > Community > Automated Filters > select Block links.

Comments with links won’t be blocked if posted by you, moderators, or approved users.

Live chat messages with URLs are also blocked.

Comments with hashtags and links can be reviewed and approved on your Comments page, under the “Held for review” tab.

Default comment settings

You can apply the same comment setting to all new video uploads. Changing your default settings for new video uploads will not impact existing videos.

You can always choose different comment settings for individual videos after upload.

Comments aren’t available when:

- a video’s audience is set as made for kids, or a video is private



- or, the channel's audience is set as made for kids

If you want to allow comments on a video that's not publicly available, post an unlisted video instead.

NOTE: 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.

Review and reply to comments





Moderating and interacting with comments is a great way to maintain a healthy community on your channel.

To Check comments on your videos and channel in YouTube Studio > Comments > select tab:


- Published: Comments that everyone can see.
- Held for review: Comments that are held for review based on your settings and comments that are automatically held by YouTube as likely spam.





You can use the filter bar at the top of each tab to filter the comments you see.

React to public comments


- Reply: Click Reply to respond to a comment directly.
- Heart: Select the heart  beneath a comment to show appreciation.
- Like: Select thumbs up  to like a comment.
- Dislike: Select thumbs down  to dislike a comment.
- Pin: Select More  > Pin to highlight a comment at the top of your video's watch page. This option only appears when viewing comments for an individual video.

Take action on comments held for review

On the “Held for review” tab, you can take the following actions. You can also find these options on the “Published” tab by clicking More .

- Approve: Select Approve  to allow a comment to show publicly.
- Remove: Select Remove  to remove a comment.
- Report spam or abuse: Select Report  to report spam or abuse in a comment.
- Hide user: Select More  > Hide user from channel.



- Always approve: This option is only available on the “Published” tab. To allow all future comments from a certain viewer to be automatically approved and publicly visible, select More  > Always approve comments from this user.

Add a comment moderator

You can invite moderators to help manage comments on your videos and channel. Anyone with a YouTube channel can be a moderator. To add a moderator: in YouTube Studio > Settings > Community > Enter the moderator’s channel URL in the “Moderators” box > Save.

The moderator won’t get a notification that you’ve added them. Let the moderator know that they can now remove comments.

To further increase security, go to the **Community** settings. This is where you can enter Moderators for Livestreams which we will discuss later.

If a commenter is hostile or inappropriate you are able to block them. There are 2 ways:


1. Find a comment they’ve left on your channel or video> Next to the comment, select More > Hide comments from this user.
2. Find the commenter’s channel URL from their channel page > YouTube Studio > Settings > Community > paste the channel URL in the Hidden Users box > Save

A list of all those blocked will be saved in the Hidden Users box and if you accidentally blocked the wrong person you can remove them from the list by selected the X next to the commenter.

YouTube does not notify a blocked user. All previous comments by a blocked user will be hidden within 24 hours.

Best practice for livestream

Livestreaming on YouTube is a great way to connect with your audience in real time. Before you begin you need to:

1. Go to YouTube.
2. From the top right, click Create  > Go live.
3. If you have not already, follow the prompts to verify your channel.
4. Enabling your first live stream may take up to 24 hours. Once enabled, you can live stream instantly.

Choose a way to stream

There are three types of streams: mobile, webcam, and encoder. Choose the one that is best for what you are streaming.



Mobile is good for vlogging and quick updates from your phone or tablet. You will need 1,000 subscribers, and a phone or tablet with a camera.



Webcam Quickly live stream from your computer using a webcam. You will need a computer with a webcam.

You can also livestream from an **Encoder**. Encoders let you stream gameplay, overlays, and use hardware like preamps, mics, and cameras. This type of stream is commonly used for gaming, sporting events, concerts, and conferences.

Livestreaming from a **Webcam** as you don't need 1000 subscribers it is a good place to start.

1. Ensure that you've enabled your channel for live streaming. Webcam is compatible with Chrome 60+ and Firefox 53+.
2. In the upper right, click Create .
3. Click Go Live.
4. From the left, select Webcam .
5. Enter a title and description and select a privacy setting. You can also schedule your live stream for a later date.
6. Click More options > Advanced Settings for more settings.
7. Click Next. Your camera will then take a thumbnail.
8. Make sure you've chosen the correct webcam and microphone.
9. Click Go Live.
10. To manage your stream, like add tags, change monetization and chat settings, and more, click Edit. You can change these settings at any time, whether your stream is live or not.
11. When you're done streaming, click End Stream at the bottom. All streams under 12 hours will be automatically archived. You can access previous, current, and upcoming streams in the [Live Tab](#).

TIP: Make sure you thoroughly test your setup before your event.

During a livestream you will need to moderate the live chat.

Moderating your live chat makes your community more welcoming. Here are tools to help prevent harassment and make everyone feel safe.


Assign Moderators

You can assign moderators for all live chat sessions. Once you assign a moderator, they will stay a moderator until you unassign them, even if you start another live stream session.

We strongly recommend that you have at least one dedicated live chat moderator for high-traffic events. Moderators can interact with the audience and remove comments when appropriate. They can also flag, hide, or put users in time out.



From YouTube Studio > Settings > Community > Automated Filters > click in the “Moderators” box > enter the name of the user you want to make a moderator > Save

From your live chat feed > Select menu  next to the username in chat and select Add moderator.

During your live chat

Moderate messages & viewers from the live chat feed

On desktop, hold down 'ALT' / 'Option' on your keyboard to pause the chat feed and point to messages. You will see options to:

- Delete the message.
- Place the user in time out.
- Hide the user from the chat message feed or comments section on your channel.

Hide or unhide a viewer from live chat

You can hide a viewer from live chat. A hidden viewer’s live chat messages will not be seen in the live chat feed.

From the live chat feed

1. From the live chat feed, find a message from the viewer that you want to hide.
2. Next to the message, click More > Hide user.

From YouTube Studio

1. Open YouTube Studio > Settings > Community > Automated Filters tab > Hidden users > type the name of the viewer you want to hide.
2. To unhide a viewer, click the X next to their name. They can now leave comments and live chat messages on your channel.
3. Click Save.

See comments after your stream has ended

Live chat is not available after you live stream ends, but comments will show up below the video player.

Hold potentially inappropriate live chat messages for review

You can have YouTube hold potentially inappropriate live chat messages. If you opt in, live chat messages that YouTube identifies will be held for review in the chat feed. You have the final decision whether to show or hide these chat messages. No system is perfect, but this feature can make it easier for you to moderate live chat messages on your live stream.



Turn "hold for review" on or off in YouTube Studio > Settings > Community > Defaults > Messages in your live Chat check or uncheck: **Hold potentially inappropriate chat messages for review.**

Once you have turned on "hold for review," you can hide or show messages that YouTube holds.

- If you select SHOW: chat messages are displayed in the chat stream at the original time they were entered.
- If you select HIDE: chat messages remain hidden from viewers.
- If you take no action: chat messages remain hidden from viewers.

Slow mode

Slow mode allows you to limit how often each user can comment by setting a time limit between comments. The channel owner, moderators, and YouTube channel members are not limited.

Turn on in Live Control Room > Streaming

1. Create a live stream. After entering title and description, click Create Stream.
2. Click Settings.
3. Click Live Chat.
4. Toggle on Slow mode.

Turn on in Stream now

1. Go to your live dashboard
2. In the chat module, click Settings
3. Select Enable slow mode and enter how many seconds each user must wait between posts. The minimum is 1 second, the maximum is 300 seconds.

Turn Live chat on or off

You can turn Live chat on or off at any time, even after the event has started.

Live Control Room > Stream and webcam: From the top right, click Edit and then Live Chat and then Enable live chat.