

Social Media Essentials: Youtube (Topic 4)

Training program

“SMM: Social media marketing” for young people with disabilities

SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133

Prepared by Zofia Zamenhof Foundation
(www.zofiazamenhof.pl)

Introduction

- Youtube is the largest video sharing platform in the world;
- With youtube you can watch almost everything: music, movies, education, tutorials and entertainment!

Youtube beginnings

- It was created in 2005 in the US to enable people to share their films;
- The first film put in the website was done in the San Diego Zoo. Take a look at it:

[\(302\) Me at the zoo – YouTube](#)



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Generation Z and Youtube

- Youtube is especially with Generation Z (people born after 1995) or so-called Digital Natives
- Young people prefer to learn on Youtube, than using books or structured material (hackerreport, 2019)

Some Statistics

- With around 1.68 billion users Youtube
- It is now second biggest search engine in the world
- More than one billion of hours content watched on youtube everyday

Youtube for viewers

It offers various types of content:

- Video clips;
- Virals
- Music videos;
- Audio recordings;
- Songs;
- Educational tutorials;
- And others;



Youtbe for creators

- Everyone can be creator on the youtube!
- Its completely free and it does not require much time!
- As for now there are more than 31 million individual channels on youtube!

Interesting facts on youtube

- 70% of viewed materials is recommended to you by AI algorithm;
- If video did not hooked, 20% of viewers leave it in 20 mins;
- Up to 37% mobile traffic comes from youtube!

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Chunks of knowledge

- Youtube is one of the most important sources of knowledge for generation Z
- If you want to learn anything, from gardening, cooking to programming websites – you can do it on youtube for free!

On what topic I can have channel?


Tutorials are offered in various topics:

- How to do quality photography
- How to cook your meal?
- How to build a house or water the plants!
- And yes! you can as well watch on youtube how to set up youtube channel!





„Document,
don't
create“

- One of the most important rules of youtube is „document, don't create“ (Gary Vaynerchuk)
 - As content should be uploaded regularly, it is important to show life as it is and not spend much time on staging the reality
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What you can show on youtube?

- Snapshots from four everyday life!
(yes);
- Work in your organization (for
example in social enterprise);
- Your hobby or talks with interesting
people;
- Or whatever you feel that people
might be interested in!


How to satisfy Youtube algorithms?

- Try to create films of at least 18 minutes length (but you can do shorter as well);
- Try to upload content regularly (for example once a week);
- Try to put nice thumbnail graphics to attract people to the film;
- Try to specialize (for example in showing animals or maybe in videoblog);


Youtube and self-learning



- A very large pool of educational resources;
- Especially important for self-learning;
- Materials are not vetted and vary in quality;



Youtube and self- learning (2)

- Downloading educational videos on youtube is highly recommendable;
 - it is probably the largest video resource used for the education by the people worldwide.
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Why should I be on youtube?

- For learning and education;
- For entertainment;
- To become a creator of content;
- To meet a vast community of people thinking a like;
- To improve my video and audio editing skills!
- To improve my career opportunities;

How should I start?

- Think about topic of the first video;
- Arrange the equipment for shooting the video (yes, smartphone is enough!)
- Edit material and bang! upload the material into the network.



Monetizing Youtube

How I can get paid for youtube:

- You can do it as a part of your job as „social media marketer“;
- It can be also one of your duties for example at social enterprise;
- If you run „independent channel“, you can get paid for views or items sold (if you have some merchandise)



Beware of harmful content

- Youtube received a lot of criticism because of harmful content which is available there;
- Special precaution should be taken in order to avoid hatred, conspiracy theories, pathostreaming and other such content;

Thank you for attention!

- Thank you very much for reading educational chunks of „Youtube essentials“;
- Please proceed to the further material in the SMM4WIN course!
- Enjoy the learning experience!
- All photos are thanks to courtesy of the free licence of pixabay.com

