

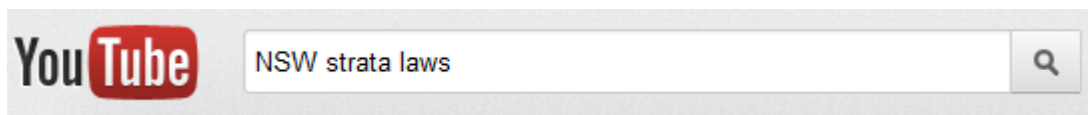
PROCEDURES SETTING UP A YOUTUBE CHANNEL @ OTEN

Setting up a youtube channel is a great resource for students and teachers. It can also help to promote your courses virally.

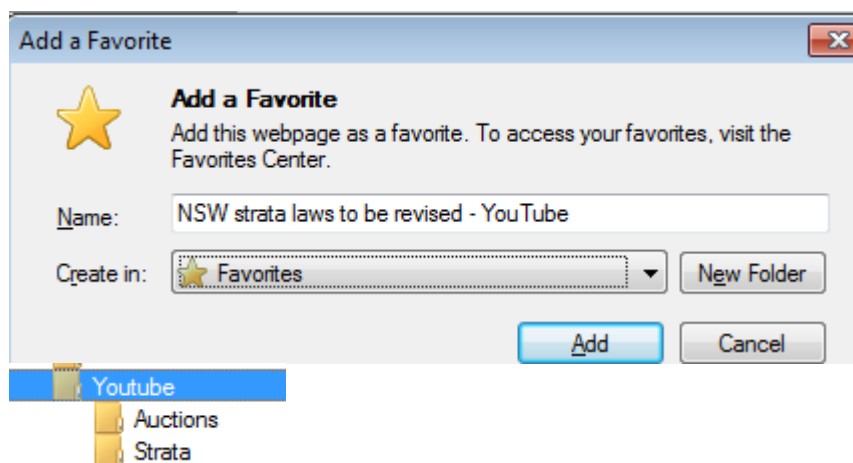
For those using videos currently on youtube (Note: you can have a mixed channel with your own videos and others videos.)

STEP ONE:

- **Search** at least 15 to 20 suitable videos from www.youtube.com



- **favourite** each URL in folders by category of video

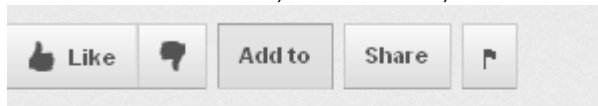


STEP TWO: **Set up the channel**

- (Contact Paul King paul.d.king@tafensw.edu.au to set up channel correctly)

STEP THREE: **Set up Playlists:** *You need to login to youtube first.*

- Under a selected video, click "Add to",



Add to playlist

- Where you see "Enter new playlist name" enter the required name, select public and click "Create Playlist"

Enter new playlist name	Public ▼	Create playlist
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Channel URL Naming Convention (www.youtube.com/URLname)

- Sections with various industry courses can set up one channel for all using playlists if suitable. E.g. Building Services could cover Architectural, Surveying, and Construction etc.
- Always start URL name with Oten followed by Section Name e.g. OtenHealthServices

- Use Upper Case to start each word e.g. OtenHealthServices
- **Note: For longer names you can abbreviate e.g OtenBusinessAdministration could be either OtenBusAdmin or OtenBusinessAdmin.**

For those creating their own videos for youtube

Note: Check if your section already has videos that can be re-purposed for youtube

Video production should go through the following steps

- 1) Preliminary discussion with Head Teacher and Learning Design Rep
- 2) WCU involvement re use of camera – if needed
- 3) Head Teacher to review the footage
- 4) MEP to give the “all clear” that the video meets the WSI/Oten Look and Feel

Give People A Reason To View Your Videos

- EDUCATE = How-To
- INFORM = News
- ENTERTAIN = Makes it more interesting
- **Plan the objective of your video.**
 - Is it to introduce your courses? To showcase your courses? Testimonial from satisfied student? To present research? To educate students?
- **Structure the video.**
 - Introduction, Objective, Deliver Objective, Benefits to the Audience, Call To Action, Conclusion and Summary
- **Shoot** your video.
- **Edit** your video. (OTEN staff have access to Adobe Premier Elements)
- **Export** your video in any of the following file formats suitable for upload to youtube.
 - **WebM files - Vp8 video codec and Vorbis Audio codecs**
 - **MPEG4, 3GPP and MOV files** - supporting h264, mpeg4 video codecs and AAC audio codec
 - **AVI** - Many cameras output this format - typically the video codec is MJPEG and audio is PCM
 - **MPEGPS** - Typically supporting MPEG2 video codec and MP2 audio
 - **WMV**
 - **FLV** - Adobe-FLV1 video codec, MP3 audio
- Add the **OTEN logo** on right, by right click and “save as picture” (always check to see that you have the latest logo)
- If possible, include a **redirect link** to your website.



After video Creation

STEP ONE:

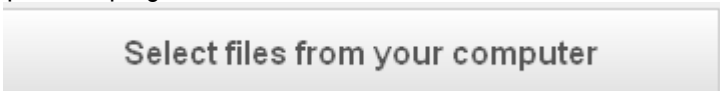
- **Rename videos** with the most searched keyword for each video. E.g. *nswstrata.mov*

STEP TWO: Set up the channel

- (Contact Paul King paul.d.king@tafensw.edu.au to set up channel)

STEP THREE: **Upload video** (*Note you will need to disable add-ons in IE to upload from the DET network*)

- login to your channel and Click “Upload” top right

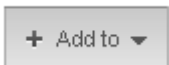


Select files from your computer

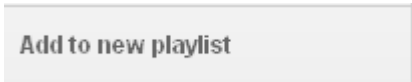
- Click “select files from computer”
- Select the file, click “open”
- Create a title with an attention-grabbing headline.
- Fill in the description using keywords
- Add relevant tags.

STEP FOUR: **Add to Playlist:** *You need to login to youtube first.*

- While video is uploading select “add to” on right then either add to current playlist or click “Add to new Playlist”



+ Add to ▼



Add to new playlist

How to Make Your Videos Go Viral

There are currently over 600 million videos viewed per day and you have a 500% better chance of your video coming up in a Google search than a web page. The following are strategies to increase the viral marketing effect of your video channel.

Optimise Your Video

- Use Keyword Research
- Put keywords in
 - Tags
 - Title
 - Text
 - Description
 - Name of movie file

Share Your Video

- Other online video sites
- Friend other YouTube users who may be interested in what you have to offer.
- Post videos and video responses to your friends’ videos or popular videos.
- Encourage others to comment on and post responses to your videos.
- Drive traffic to your site by regularly updating your channel with videos, encouraging people to visit your site and contact you.
- Embed Youtube videos in your blog, website or social networking presences.
- Subscribe to other related or highly viewed channels (your profile will show up on their channel)

Cross Post to Other Sites

- Social Networks
 - Facebook
 - Blogs
- Link to video from Twitter, Blogs Social bookmark and ping your channel (<http://pingler.com>)

Respond To Other Videos

Seek out the following:

- Popular videos, Videos related to your niche, Channels related to your niche.
- Comment on the videos.
- Ensure you link to your site or video in the comments section. Personalize the comments.

Examples Of Educational Youtube Channels

- <http://www.youtube.com/education>
- <http://www.youtube.com/user/MIT>
- <http://www.youtube.com/user/UCtelevision>
- <http://www.youtube.com/user/ResearchChannel#p/u>
- <http://www.youtube.com/user/unswelearning>
- <http://www.youtube.com/user/otenhealthservices>
- <http://www.youtube.com/user/OtenMaritimeStudies>
- <http://www.youtube.com/user/otenchildrenservices>