YOUTUBE PRO TIPS

YouTube is the ideal platform to collect and share video content with your audience. Keep your videos brief, engaging, relevant, and frequent to gain a stable following.

FIND A GOOD FREQUENCY FOR POSTING VIDEOS
Dedicate a specific day or two of the week or month to upload videos. This will help your followers know when to expect content, and will help you keep your channel alive.

TITLE YOUR VIDEOS MINDFULLY
Use keywords that your audience is familiar with and more likely to search for. Keep your titles short: “NYU 2014 Commencement” performs better than “New York University’s 182nd Commencement Ceremonies”.

TRACK YOUR AUDIENCE ENGAGEMENT
Take advantage of YouTube analytics to determine which videos are most and least engaging. Pay special attention to the average view duration for each video — the length your viewers are willing to watch may surprise you! Last quarter, users watched an average of 1:58 minutes per video on our HashtagNYU channel, so we aim to keep our videos under 2:30.

TAG YOUR VIDEOS
When uploading videos, use descriptive tags that are both specific and broad so that your videos can be recommended to viewers who are already watching similar content. For example, you can use “NYU” and “college” as tags.

SAVE TIME WITH DEFAULT SETTINGS
When uploading a video, you can have YouTube automatically add recurring details — such as “NYU” and “college” tags — as well as a template for your video descriptions.

USE YOUTUBE PLAYLISTS
Group your videos into categories using playlists to encourage viewers to watch a related video after another. Playlists are also a great and easy way to showcase videos created by your community or other YouTube users — as long as the content supports your brand! We’ve created successful playlists to feature “One Word. One World.” entries, Tisch application films, and more. (You can think of this as syndicating content that fits your channel and target audience, or a way to group your videos by themes.)

OTHER RESOURCES

YouTube Training Video
BY GROVO

YouTube Help
BY YOUTUBE

How to Create a New Channel
BY YOUTUBE

YouTube Analytics Overview
BY YOUTUBE