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BASIC PROGRAM

Social Media Presentation **Getting Started with YouTube**

Did you know that YouTube is the second most popular search engine! It's a known fact that only about 25% of text on a webpage is read as the user scans over the content. If a Picture's worth 1000 words then a video is even better. We'll show you how to design a YouTube channel for your brand, and how to upload, share and embed your videos. It's a great way to really share the experience of your brand and get found on Google searches.

Agenda:

- Google and YouTube
- Setting up your YouTube channel
 - Choosing a channel name
 - Creating your YouTube page
 - Designing your YouTube Channel look (Branding)
 - Editing your YouTube Channel settings
- How to promote your business through YouTube
 - Uploading your first video
 - Promote your YouTube Channel
 - Sharing a video
 - Embedding videos in your website or blog
 - How to connect your Youtube Channel with other social media sites
- Q&A

Outcome: This program will step you through the process of creating a YouTube Channel for your business.