

YouTube

YouTube



What is it?

YouTube is the second biggest search engine, behind Google. It is by far the most popular video sharing and viewing platform. It hosts more video than any other place on the Internet; there are 100 hours of video uploaded every minute. YouTube is a free to use social network, funded by advertising. It is popular with professional and non-professional content creators.



How do people use it?

YouTube is used to get your content to a wider audience, so that it can be shared and interacted with. Consumers commonly use YouTube both for watching videos for entertainment and for gathering information. The most popular kinds of videos are animal videos and how-to videos.

Some people go to YouTube to watch a single video, some go on a 'journey of discovery', sometimes spending hours navigating through videos that pop up in the suggestions sections. YouTube shows you videos they think you will like based on your search history.



What's the opportunity for brands?

Reach

YouTube is a great way to get your videos seen. Not only will people be likely to find your content on YouTube, it is also very easy to share from YouTube onto other platforms. Brands can build a channel of subscribers and enjoy the benefits a captive audience brings.

Advertising

YouTube lets you target audiences using pay per view ad platform. You can create short promotional videos with FanFinder and AdWords. These videos are displayed before other videos across YouTube. You can also place ads on banners, in-search and on the homepage.

Influencers

Leveraging the influence of video bloggers is a great way of getting your brand out there, whether through sponsored or co-created content.



Best practice: 7 top tips

1. **Brand your channel** – The key is to make the right impression: add a header and a profile picture. You can now create a channel trailer, drawing in viewers so they are compelled to subscribe
2. **Upload great video content** – The key to remember when creating a video is to make it interesting, useful or funny to engage viewers. The production value does not need to be high, you just need the video to do what you want it to do. You have to create your content with your audience in mind
3. **Make sure to use tags** – YouTube has a tagging system: single words tags are added by users to each video and then YouTube uses them to group related videos together. Users can search for the tag as well. They should be relevant keywords
4. **Engage** – Don't just post videos and forget about them. YouTube is a very interactive channel. When appropriate, post replies to comments, follow other accounts, and comment on other user's videos
5. **Monitor** – Monitoring activity and responding to comment that require it is a must if your brand is going to successfully manage its reputation. You need to pick up on things and make judgment calls
6. **Promote your YouTube account** – You should consider linking your YouTube account with your other brand presences. YouTube videos are easily embedded on your website or blog
7. **Advertising** – Advertising on YouTube is an attractive option for many. Ads are managed and results are monitored through linked Adwords accounts. Businesses can decide who will see their ads, where they will show up and how much they'd like to spend.



Learn the lingo

YouTube Term	YouTube Meaning
Channel	When a user uploads a video a channel is created. This is where all future uploads are published and where details of the publisher are held
Subscriber	When someone subscribes to your channel, they get automatic updates every time you post a new video
Video Responses	You can post one video in response to another video. These video responses show up beneath the original video
Embedding	Videos hosted on YouTube can be displayed elsewhere e.g. on websites or as part of blog posts. YouTube generates a code for each video that can be used to do this
Shows	The 'shows' tab on the front page links to real shows legally broadcast and available on demand via YouTube
Playlists	They are used to organise videos, much like folders
Favourites	Users can add their favourite videos to a favourites list. This is viewable by others and used by many as either a personal branding or bookmarking tool



PINTEREST

**SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY**

**LARGEST
OPPORTUNITIES**



USERS ARE:

32% MALE
68% FEMALE

**70
MILLION
ACTIVE USERS**



TWITTER

**MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO 140
CHARACTERS**

**LARGEST
PENETRATION**



**BUT SPREADING
SLOWLY AND STEADILY**

**5,700 TWEETS
HAPPEN
EVERY SECOND**

**560
MILLION
ACTIVE USERS**



FACEBOOK

**SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE**

**LARGEST
OPPORTUNITIES**



**COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY**

**USERS SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY**

**1
BILLION
ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW 15 SECOND
VIDEOS**

**MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF
HASHTAGS**

**AND POSTING
PICTURES
CONSUMERS
CAN RELATE TO**

**MOST FOLLOWED
BRAND IS**

**150
MILLION
ACTIVE USERS**



GOOGLE+

**SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND USERS
TO BUILD CIRCLES**

**NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING**

**GROWING RAPIDLY
WITH 925,000
NEW USERS
EVERY DAY**

**400
MILLION
ACTIVE USERS**



LINKEDIN

**BUSINESS
ORIENTED
SOCIAL NETWORKING SITE**

**BRANDS THAT ARE
PARTICIPATING
ARE CORPORATE
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO NETWORK
& CONNECT**



**79% OF USERS
ARE 35
OR OLDER**

**240
MILLION
ACTIVE USERS**

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CW

The YouTube logo is centered on a piece of torn, greyish-brown paper. The word 'You' is in a large, black, sans-serif font, while 'Tube' is in a smaller, grey, sans-serif font. The paper has a rough, deckled edge.

You Tube

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