**WELCOME TO THE CANVAS PLAYBOOK**

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OPTIMISING YOUR CHANNEL
CHANNEL OPTIMISATION

The home channel page should be treated as your shop window to the world and should be optimised for new viewers coming to your channel for the first time. They should be able to clearly understand what your channel is about and navigate to find all your content easily.

You have a number of branding assets and customizable areas available to you:

- Channel Banner
- Avatar
- Channel Trailer / Featured Video
- Description
- Shelves
- Featured Channels
YOUR CHANNEL

UNSUBSCRIBED TRAILER
Create this for your channel’s homepage. This will be shown to people visiting your channel for the first time (who are not yet subscribed) and will tell them what to expect from your channel and when.
(See page 8 for more information).

FEATURED THUMBNAIL
Upload a high quality picture or thumbnail for your video. Like the avatar, this will also be seen across YouTube.

FEATURED CHANNELS
(Friends list) You can customise what you call this section.
(See page 11 for more information).

CHANNEL SERIES / EPISODES
Plan your programming schedule and let your audience know what they can expect to see and when. Ensure that you name each section clearly.

Canvas
Playbook

YOUR CHANNEL

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CHANNEL BANNER

AVATAR
- Must be high quality, bold and eye catching as this will be shown in the most places across YouTube
- Try to avoid small writing or images

BANNER
- Should represent brand & content at a glance
- Convey information like schedule/series
- Can be used as an opportunity to communicate with potential subscribers
- Scales on devices, text must be visible on a mobile screen too, make sure you check these on iPhone/Android

SOCIAL LINKS
- These are your social links that are set up by you
- You can also include your main website if you have one
- Make sure the links are directing the user to the right place

DOWNLOAD THE BANNER TEMPLATE
Use the official YouTube Photoshop template to help optimise your banner.
This includes dimensions to guide you.
SEARCHING ON YOUTUBE NOW HAS A NEW FEATURE IN THE DISCOVERY PAGE THAT LETS YOU HOVER OVER A CHANNEL AND GET A QUICK SNAPSHOT OF WHAT THAT CHANNEL IS ABOUT.

In this preview your channel avatar, banner and channel description is visible.

So it's really important that these are optimised, high quality and contain all the information to show who you are at a glance.

Visible text in your Channel Description (first 3 lines) should be short, snappy and full of the most important information.
CHANNEL TRAILERS
WELCOME NEW VISITORS AND ENCOURAGE THEM TO SUBSCRIBE AND INTERACT

CREATE A 30 SECOND VIDEO THAT HIGHLIGHTS WHAT YOU ARE ABOUT!

Your ‘featured video’, as seen to the right, is only visible to unsubscribed users. It is sometimes called your ‘unsubscribed trailer’.

For subscribed viewers you can select a video ‘to watch next’.

TIP
If you cannot create a channel trailer, select a video that describes the content of your channel the best.
CHANNEL DESCRIPTION

This is your chance to tell your audience what your channel is about! You can describe yourself and what you do, or create a quirky tag-line for your viewer. Don’t forget to mention, artists, organisations, special events etc. The more searchable keywords, the better.

WHO
Who is or will be the main voice of your channel, is it you? Or a character, perhaps a group of people? Tell your audience so they can identify personally to the ‘voice’ of your channel.

WHAT
Be clear on what your subscribers and people visiting your channel can expect to see. Whether you are releasing videos every week on a specific day or you want to create a particular series, let your audience know.

WHEN
We encourage our partners to upload on a frequent basis. If possible once a week. If this is not possible then once every two weeks when you are just starting out. People will only subscribe to your channel if you give them more of what they like. Be consistent!
PLAYLIST / SHELVES
CREATE A UNIQUE VIEWING EXPERIENCE FOR YOUR AUDIENCE PLAYLISTS

PLAYLISTS
If you are releasing a series of videos on a similar topic you could organise these into playlists for your viewers. When promoting these videos via Facebook or Twitter a good tip is to link people to the video in the whole playlist instead of single video URLs. This will lead your viewer to more of your content, increasing views and watch time which will increase the chances of your video appearing in the YouTube search.

Create customised titles and descriptions for your playlists to boost SEO.

SHELVES / SECTIONS
Organise your content into custom sections. This works well for a channel with mixed content by using the shelves to display each strand you work on.

E.g. you could have a music section, vlogging section and customise these titles to match your channels design.

TIP
If you do not have a lot of content you could feature content or playlists of similar organisations on your channel to make your channel appear active.
FEATURED CHANNELS
ADDING YOUR ASSOCIATED CHANNELS, FRIENDS LIST OR FEATURING CHANNELS

HOW TO FEATURE CHANNELS

1. Log in to your YouTube channel and navigate to the ‘My Channel Section’

2. If you are adding a channel for the first time click ‘+ Add Channels’ or ‘Edit Module’

3. Give your section a title e.g. ‘My Friends List’ or ‘Other Cool Channels’, you choose

4. Into the ‘Enter Channel URL Section’ copy and paste the link to the channel you want to add e.g. www.youtube.com/Bravebison then select ‘+ Add’

5. Don’t forget to click ‘Done’
CUSTOM URL’S

Once you have created your channel you will need to look into creating a custom URL. Ideally this should be a short, easy-to-remember web address to find your YouTube channel, like; (youtube.com/user/ICALondon).

YouTube will suggest for you a URL for your channel based on:

- Your display name
- Your YouTube username
- Any current vanity URLs that you have
- Or the name of your linked website

REQUIREMENTS FOR A CUSTOM URL

To get a custom URL for your channel, your account needs to be in good standing and meet a few other requirements:

- 500 or more subscribers
- Channels is at least 30 days old
- Channel has uploaded a photo for the channel icon
- Channel has uploaded channel art

You can also qualify for a custom URL by linking and verifying your official webpage with your channel or +Page.
WANT A CUSTOM URL FOR YOUR CHANNEL?

Once you’ve qualified for a custom URL, you’ll receive an email notification and a notification on your Creator Studio dashboard. To get your customised URL:

- Sign in to YouTube and navigate to the Creator Studio
- Look for your “Get a new custom URL” notification and click on the included link
- You’ll be redirected to claim a custom URL
- You’ll see the custom URL(s) that you’ve been approved for. These cannot be changed. You may also need to add a few letters or numbers to make the URL unique to you
- Click the box next to “I agree to the Terms of Service” then click Change URL in the bottom-left corner
- This URL will be linked to both your YouTube channel and your Google+ identity. Once your URL has been approved, you can’t ask for it to be changed. When you’re certain, click confirm choice

IF YOU WANT TO CHANGE THE CAPITALISATION OR ACCENTS OF YOUR CUSTOM URL

Please follow these steps:

- Sign in to Google+. Place your cursor in the top-left corner for the Google + main menu and then select the page or profile associated with your channel
- Click the About tab and under Links > Google+ URL, click Edit
- A box will appear allowing you to edit the formatting

Remember, you can only change the capitalisation and diacritics of the URL, not the URL itself

Let YouTube walk you through claiming your custom URL here:

www.youtube.com/watch?v=PDqIYeNt5Gs
OPTIMISING YOUR VIDEO
VIDEO TITLES
SHORT & SNAPPY

YOUR VIDEO TITLE IMPACTS:

- Video views
- Human engagement
- Search ranking
- Suggested video traffic

Titles are an important tool to describe the content and engage your viewers to click on your video. Think of them as taglines or magazine headlines that will peak interest of potential viewers, but they need to be formatted and written with keyword optimisation in mind.

SUGGESTED TITLE FORMAT

Short snappy phrase (using keywords) – channel series / episode – channel or brand.

*E.g.* Worlds Scariest Fish –Episode 1 – Wacky Universe

YOUR VIDEO TITLES SHOULD:

- Be compelling – think of a slogan or catch phrase!
- Have keywords first
- Represent your content accurately
- Have a unique, strong thumbnail to tell a cohesive story
- Have an episode no. at the end - for serial content
- Have branding at the end
- Ensure the most important info is in the first 30 characters of the title so this is visible even when YouTube cuts the title partially off

TIP
Update your video titles so they continue to grab views.

CANVAS PRESENTS

*Canvas* original: profiles of artists and performers and features on exhibitions and events.

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<th>Title</th>
<th>Views</th>
<th>Updates</th>
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<td>TRANSFORMATION: HARVEY TO PREETHO</td>
<td>338 views</td>
<td>1 day ago</td>
</tr>
<tr>
<td>CHORUS OF THE DEAD</td>
<td>BIRMINGHAM OPERA</td>
<td>7,958 views</td>
</tr>
<tr>
<td>FLASHMOB WAR</td>
<td>BIRMINGHAM OPERA</td>
<td>6,983 views</td>
</tr>
<tr>
<td>ARE YOU AFRAID TO DIE?</td>
<td>BIRMINGHAM OPERA’S</td>
<td>7,544 views</td>
</tr>
<tr>
<td>EVERYDAY OBJECTS SING, ARE YOU LISTENING?</td>
<td>BALTIMORE</td>
<td>6,994 views</td>
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[Canvas Playbook](#)

[15]
VIDEO DESCRIPTION

OPTIMISE YOUR DESCRIPTIONS

USE THE FOLLOWING:

- The most relevant information in the first 2 lines of the description
- A shortened subscribe link within the first 3 lines of the description
- A description of your channel at the bottom to improve the “indexing” of your channel
- Keep your description structure consistent for each video

*You can use sites like Google URL Shortener to create a short link

SHOW MORE:

Use this extended area in your videos descriptions to add extra information and links. This is highly recommended as it’s a very direct way to lead your viewers to your online presence in other websites.
TAGS
HELPS YOUTUBE INDEX YOUR ACCOUNT

Tags are descriptive keywords that will help people find your videos. Create a set of standard tags for your channel that can be applied to any video you publish (e.g. filmmaking, animation, comedy, “Funny Videos,” “Pet Videos,” etc.). You can also include tags for people featured in the video.

HOW TO DO IT

- It’s a good idea to create a set of ‘standard tags’ for your channel that can be applied to any video you publish as default
- Include specific tags that accurately describe your video e.g. keywords that mirror your video’s title
- Update catalogue videos’ tags when new search trends emerge
- Include 10 to 20 individual tags

TAGS IMPACT

- Videos
- Search ranking
- Suggested video traffic

*TIP

Update the metadata on older videos if the title, tags or descriptions are not optimised. This can increase views even if the video is not a new upload!
META DATA CHECKLIST

1. Short, catchy title
2. The first 3 lines - short description of video, pick up keywords from title for SEO! Add a subscribe link! This section is visible above the fold
3. Series / strand specific descriptions – goes on every video belonging to that series and connects it via keywords – effect in related videos section
4. Generic channel description and social media links – this will go on ALL your uploads to tie the videos in the channel together for related and suggested videos! Keep it keyword heavy and provide links to your active social media
5. Your tags should consist of a strong set of video specific and generic tags related to the channel Use grouped tags where possible – e.g. “Motor Sport” will count as one; “Motor” and “Sport” count as single tags!

TIP
YouTube's ‘metadata defaults’ feature allows you to create templates for your metadata and ensure important text or links are always included when you upload.
THUMBNAILS

• Custom thumbnails drive viewing

• YouTube gives you an option of three automatically selected thumbnails. However, it is better to create a custom thumbnail

• Use high quality and clear images where possible

• Custom thumbnails should be added to every upload. Not only to make them look their best, but also to help your videos appear higher up in search results (having a custom thumbnail is one factor in the way YouTube position results)

• It is also a good opportunity for strengthening the branding of your channel by creating a template for all custom thumbnails which encompasses your logo or other visual identity you use

• Distinguish between different content series with colour coded custom templates

• Using different colour codes will organise the landing page at first glance. Use your logo as identifier on a custom thumbnail to represent the brand on 3rd party sites

• Images will get cut off slightly on the bottom and to the sides on different devices – create a template that avoids these areas!

TIP
Keep in mind the thumbnails need to look appealing at a small size – avoid busy images and small text!
ENDSCREENS
IT’S ALL ABOUT THE WATCH TIME!

Endscreens are clickable elements at the end of a video that encourage viewers to subscribe or watch more.

IT’S ALL ABOUT THE WATCH TIME, REMEMBER:
- Endscreens can keep viewers on your channel page for longer
- They can be used to encourage an action, to link between videos, playlists, channels and more
- YouTube’s search algorithm favours videos that link to and drive traffic to other YouTube assets

CREATING ENDSCREENS:
- In your edit section choose at least 1 video or playlist and a subscribe button
- It is best to have roughly 10 seconds of empty space or a background animation at the end of the video so the elements do not interrupt the video
- You or your presenter can ask for likes, comments or clicks related to what’s going on (e.g. “click to watch previous episodes” or “other artist interviews can be seen in this playlist”)

Click [here](#) to see an example.
IN-VIDEO PROGRAMMING

In Video Programming is a feature that enables you to embed a chosen video or your channel logo across all of the videos on your channel. Use channel branding by adding a channel logo annotation that links back to your channel page to drive views and subscriptions. You can also feature a video by adding a video thumbnail annotation leading to the video watch page.

THIS ALLOWS YOU TO...

• Feature a video across ALL of your uploads (this can be a video from another channel too particularly useful if you are collaborating/cross-promoting
• Feature your channel and a built in subscribe link across ALL of your uploads, this carries across to mobile device ALL of your uploads, this carries across to mobile devices

To bulk promote an important video across your channel, in-video programming can overlay the clip's thumbnail across all of your other uploads for a customised period of time - at the beginning or end of your clips, or throughout the duration of all videos.

This can be set in ‘Channel Settings’ > ‘Featured Content’.

It will appear on the bottom left part of the video.

Similarly, your channel's logo can be promoted in the same way, making a great way to link people to your channel page from wherever they watch the video.

TIP

Watermark works like in-video programming. It features the avatar of your channel and click-able link to subscribe while watching the video. It appears at the bottom right of the video - it is a simple but effective way to increase your subscriber base.
CARDS

Cards are similar to endscreens but can appear throughout the video as a little “i” in the top right corner. As you may know already, the greatest part of traffic on YouTube is driven by mobile devices - cards are designed to work on every type of mobile device from tablet to smartphones. You can customise time and length of a card. They can be also useful to feature partner’s content or collaborations and also for marketing purposes.

TYPES OF CARDS

• link to video or channel
• link to playlist
• link to associated website (needs to be enabled) *
• merchandising *
• fundraising *

*these types of cards are restricted to some territories

Cards encourage viewers to watch more by clicking on another video. However, it is important to consider where you place your card as it could affect your watch time if viewers click on the card too early and consequently are directed away from your video.
CALLS TO ACTION
ENCOURAGE PEOPLE TO SUBSCRIBE AND INTERACT

These should be across all content.

• Invite your viewers to subscribe to see more videos
• Ask for feedback on clips and encourage interaction and commenting
• Use the end screens and cards features to keep these calls within the video so that they are visible wherever they are watched (e.g. on Facebook or anywhere it is embedded)
• Consider creating a template for end-board graphics that can be used across all of your footage – this is a good way to showcase other content in your channel including any clips you want to feature or your playlists (these can have transparent annotations added on top, allowing them to be clicked)
SUBTITLES/CAPTIONS

It’s important to subtitle your videos so your videos can be enjoyed by a broad and diverse audience, and your YouTube channel meets the criteria set out in the Arts Council’s Creative Case for Diversity.

There are several ways of getting subtitles on to your videos.

YouTube offers an automatic subtitling service, but our advice is not to rely on this, as the subtitles are frequently inaccurate.

Another approach is to burn subtitles directly onto each video in post-production, although this means that all viewers will need to watch them, rather than just those who find them helpful. It’s also expensive – as it takes up valuable post-production time.

We recommend using one of the three manual approaches built in to the YouTube platform. Different ways to add subtitles to a video:

• Upload a file (text transcript or timed subtitles file)
• Transcribe and auto-sync a full transcript
• Create new subtitles or CC by typing as you watch

Each one of these approaches requires you to log in to your CMS and requires a certain amount of expertise / time to master. YouTube provides further details here.

TIP
If you trust your viewers you can allow them to contribute translated titles, descriptions and subtitles/CC. More info
MANAGING YOUR CONTENT
VIDEOS
WATCH TIME! WATCH TIME!

VISUALS / SOUND
• Clear high quality videos
• Check that any speech is not drowned out by background noise
• Check the levels when you are recording your videos to eliminate any pops, crackles, distortion or muffling of sound

EDITING
• Short enough to watch in one go, but long enough to provide a good viewing experience
• Keep this in mind when editing your content together. For instance, if you have a series of 30 second clips ready to go, it might work better to compile these into a longer clip based around the same subject
• Similarly, longer content could be uploaded in a series of videos (Part 1, 2, 3, and so on), you can link these videos up in the future to extend viewing time. e.g. ‘Click here for Part 2 or Part 1 if you missed it’

VIDEO LENGTH
• Try to captivate your audience in your first 15 seconds – this is VERY important so they don’t click away and stay watching
• Tease what is going to happen later in the video (‘coming up on today’s episode...’), make introductions (‘Hi! I’m xxx and welcome to yyy...’)

DELIVERY SCHEDULE
PROGRAMMING STRATEGY

UPLOAD STRATEGY

A schedule should be created and promoted in your channel (feed, header graphics and descriptions) and also on your social networks. This will help your viewers know when to expect certain content and has been proven to grow viewer retention as viewers look forward to certain videos on specific days.

WHAT TO DO

- Release content frequently and on a recurring schedule
- React to trending topics – what’s hot right now?
- Create a Production Schedule of upcoming content
- ‘Tent Pole Events’ (cultural topics or trending news that are highly popular among a large audience base) are a great way to raise awareness of videos
- Planned collaborations with other YouTube channels can help drive traffic to your channel
- This will help increase viewing and subscribers

HOW TO DO IT

- Find the right release day for your audience
- Maximize content gained from production
- Create different show formats and release the shows on different days to build up a schedule of content. To make this easier YouTube allows you to upload a video and put it public at a specific day and time
- When you upload a video make sure to: ‘like’, ‘favourite’, comment on YouTube and to distribute via twitter, Facebook and Google+
COLLABORATIONS
INTERACT WITH OTHER YOUTUBERS IN YOUR SPACE AND BEYOND

Collaborating with other YouTube channels, talent and brands is a key way to grow your audience and an excellent way to create engaging content. Identify other channels which have a similar audience to your own and invest time in creating a relationship with them

- Collaborate with other individuals or brands on YouTube to produce one or two pieces of new video content
- Mutually promote and feature this content across both your social media platforms
- A way of collaborating with other channels without creating new content is called cross-promotion. You can decide to like each other’s videos or playlists and subscribe to each others’ channel. It is also possible to create playlists of content from the channels you want to cross-promote with and of course subscribe bilaterally
- Agree to a mutual exchange of placement in the featured channels list with other relevant channels
- If you use a guest star or channel – try to agree a promotional strategy together which includes both parties sharing a link to the final video on their social media as well as featuring it via on platform activity
- If you feature another channel in your curated activity feed, make sure you let them know so they have the opportunity
SOCIAL MEDIA
LIKING OUTSIDE YOUTUBE
THINK ABOUT REACHING OUTSIDE YOUTUBE AND PULLING YOUR AUDIENCE BACK AGAIN

- Post your videos onto your social media platforms and other relevant social groups or pages, highlighting your content to new audiences beyond YouTube

- Direct your social media followers to your new videos. Use either direct YouTube links or use link shortener tools such as bit.ly to hide the YouTube URL - this sometimes affects Facebook’s algorithms and can be detrimental to the reach of your content.

- Post links to your video within a playlist to encourage people to watch more of your content and increase your watch time

- Include keywords and hash tags that will help people find your posts linking to your video or channel

- Encourage your audience to share your videos with their friends using YouTube’s built in ‘share’ functionality below each video

- Manually posting your links with a customized message performs better on social networks due to the way they prioritise the visibility of posts

- Use YouTube’s tool to automate social postings if you don’t have the social media links or limited time for manual posts

- Talk to your audience via Twitter, Facebook, Google+, wherever you have a presence
SOCIAL MEDIA LINKS
LINKING YOUR CHANNEL TO YOUR SOCIAL PLATFORM

Log in to your channel - click on My Channel (top left corner), and you can add social links by clicking on the edit button in the top right corner of the banner.

These can point to any URL you want, from your personal blog to a subscription link to your YouTube channel. You will be able to add a title to each one of these links. You can create up to 10 Customised links, but bear in mind that only the first one is able to be featured under your Channel banner, so choose wisely which one will be.

www.youtube.com/account_sharing

TIP
You are only allowed to include up to 4 social links to your Channel’s banner.
RETAIL LINKS

If you’re selling something based on your video (e.g. a single on iTunes, a pre-order bundle, tour tickets, t-shirts, other merchandise) you should optimize your cards and endscreens and descriptions to make sure any retail links you want to be promoted are seen by the majority of your viewers. Make sure links are shortened and placed within the first 3 lines of the description in order to make them visible without having to click ‘see more’.

Similarly, add retail links to approved retailers or your linked website in well placed annotations, alongside call to actions (CTA’s) if possible (‘click here to buy’). This will drive more clicks, and hopefully more sales! Remember not to add the annotations and CTA’s too early as users may click off which will affect your watch time.

The websites will have to be approved by YouTube, this can be requested through:

Creator Studio > Channel > Advanced.
DRIVING VIEWS WITH ENGAGEMENT

• It’s critical to grow a subscriber base, so videos launch with an audience from the start

• All videos should have a ‘Call to Action’ (CTA) for the viewer to subscribe to your channel

• Give them reasons to subscribe: more great videos every week, never miss an episode, etc

• Subscribe yourself to similar channels on YouTube

• Subscribers are important for ranking in search, viewer interaction, and knowing your audience

• Ask your viewers to leave a comment on the video

• Ask a specific question - focus the interest/actions of the viewer and simplify what they need to do

• Engagement from your viewers, even dislikes, will improve your video’s ranking in YouTube’s algorithm. So do not disable comments

• Ask viewers to Like, Favourite or Share the video by talking to camera or using annotations

• Viewers sharing your video on social media sites such as Facebook and Twitter broadcasts your video to all their friends and followers

• Pin comments down
DRIVING VIEWS WITH ENGAGEMENT

MANUAL

Post trailers of your videos to your Facebook and / or Twitter pages along with a customised message. This option is available in the same page where you will write the video’s title, description and tags. This is similar to the previous option but lets you customise the message instead of it being a standard one.

ADVANCED

Finally if you want to run your online presence like a professional, we recommend you to use one of the many different tools that centralise the management of several different social media accounts, like Tweetdeck or Hootsuite. These tools are really simple to use and extremely helpful to control what so you post on each website and to interact with your audience.

TIP
You can Auto Share – www.youtube.com/ account_sharing
SUBSCRIBE BUTTONS
ENCOURAGE PEOPLE TO SUBSCRIBE AND INTERACT

There are numerous ways you could place the subscribe button on your web property.

A FEW SUGGESTIONS INCLUDE:

- Button embedded near other social network widgets
- Button embedded near YouTube embedded player with channel’s videos

Welcome to YouTube’s new embeddable “one-click” subscribe button! The embeddable subscribe button will give your fans a new way to find your channel around the web and subscribe. We hope you’ll try this out on your web properties to promote awareness of your YouTube channels and generate additional subscriptions.

Once you’ve placed the subscribe button on your web property, please share the URL of the placement with our team so we can check it out. Please let us know if you have any further questions or encounter any technical issues during setup or after you’ve embedded the button.

For technical instructions on how to set up the subscribe button visit this link below.

Setting up your embeddable subscribe button
TOP TIPS FOR YOUTUBE SUCCESS
ENCOURAGE PEOPLE TO SUBSCRIBE AND INTERACT

- Channel design and direction - check that these represent your overall aims and brand
- Be consistent with your branding across all platforms
- Consider how your channel avatar, banner and thumbnails look across all devices starting from the smallest in scale e.g. mobile phones, tablets and then desktop
- Create a great channel trailer
- Listen to your audience - they can drive the voice of your channel
- Talk to your audience - they can make great creators and inform what they want from you
- Subscribers matter - you have a big ‘ready made' audience right there for you, so interact as much as you can
- Program your content and plan a schedule for your content
- If you have a large library of content e.g. music - embrace this
- Customise as much as you can and be original
- Create custom thumbnails
- Create a custom URL for the channel
- Keep your viewers engaged - remember it is all about watch time as well as views and subscribers
- Create metadata (in your description and keywords) in foreign languages if this relates to your content
- Feature playlists in the video description
- Experiment! Change titles to take into account seasons, themes and trending events if they relate to your content
- Use in-Video programming to drive subscribers
- Post video ‘trailers’ to your social media profiles and include links to subscribe on all your social profiles
- Join the Canvas Art Network Cross Posting Facebook Group to reach a wider audience
- Share playlists of other arts organisations on your YouTube channel and add your videos to other playlists
- Stay active on the channel. Comment, like and share other videos. Subscribe to related channels
USEFUL LINKS

YOUTUBE CREATOR’S HUB:
www.youtube.com/yt/creators/index.html

YOUTUBE CREATOR’S HUB:
www.youtube.com/yt/creators/creatoracademy.html

REEL SEO:
www.reelseo.com

CANVAS PORTAL:
www.canvasonline.tv/portal/

CANVAS CROSS POSTING FACEBOOK GROUP:
www.facebook.com/groups/1276371582471042/

BRAVE BISON:
www.bravebison.io
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THANK YOU