



## Strategy | The Why

To continue with the holistic approach of simplifying and organizing the brand

## Key Points About YouTube

- ⊕ Viewing Time: YouTube strives to provide users with great content and uses several metrics to determine this, including how long a viewer spends watching a video.
- ⊕ Short, Sweet and To The Point: It is important for users to watch the whole video we suggest limiting your videos to 4 minutes.
- ⊕ Comments: YouTube considers commenting as a sign that a video has inspired a user, which increases its internal rating of the content.
- ⊕ Social Shares: YouTube interprets a user sharing a video as them finding the video to be valuable content. YouTube considers the number of shares in its ranking of content.
- ⊕ Meta-Fields: YouTube's algorithm relies heavily on meta-fields, which include a video's title, description, and tags that help YouTube understand what the video is about
- ⊕ Visibility: The numbers of views a video has is important to YouTube's ranking algorithm. For this reason, making content findable by the YouTube is critical.

## The Details: (refer to page 2 for corresponding visual reference)

1. Video Titles
  - a. Keep the title **short, descriptive** and utilize YouTube's **Keyword Suggestion Tool** to find keywords with a substantial monthly search volume.
  - b. Use Google's search engine **auto complete feature** to anticipate what a user may search for. Use results to construct the title.
  - c. Think about what **YOU** would search for to try to find this video.
2. Video Descriptions
  - a. Include URLs to **relevant pages** to provide user with a next course of action. **Consider a URL at the very beginning of the description. The text description is more relevant to YouTube and search engines; the URL is for the viewer.**
  - b. Always describe the contents of the video using keywords that you've **identified as being relevant to a large audience.**
3. Video Tags
  - a. **Adding ten to twenty tags** to your video is an ideal way to make use of relevant that couldn't naturally fit in your title or description. Each tag should be a **word or phrases**, that are relevant to content and process people would discover it.
  - b. List most important keywords **first**—these have the most **weight in algorithms.**
  - c. Include **singular and plural of you tags**, like if your keyword is "Tattoo Art" then also put "Tattoo Arts", and separated tags like "Tattoo" & "Art".
4. Name Videos Files

# #UMSOCIAL STYLE GUIDE

## YOUTUBE BEST PRACTICES



Make sure you

rename your final video file so that it includes your keywords, for example **keyword\_keyword.mp4**. Naming your video file as your focused keyword actually tells the search engine that what can be inside your video, Search engines cannot actually see and interpret your video content so they use the description, tags, and video file name to understand the content.

### 5. Playlists:

- a. Playlists are lists of **highly related videos** on YouTube that can be played **consecutively** by the user. Videos must be tied to playlists for the foremost purpose of **organizing the University's vast library of content on YouTube**.
- b. Try to find an existing playlist that relates to the content of your video before creating a new playlist.
- c. Playlist Titles:
  - i. Playlist titles should utilize **keywords that are relevant** to the content of videos.
  - ii. (Many of the same concepts for naming a video apply here as well.)
- d. Playlist Descriptions:
  - i. This description should be as **short but as detailed** as possible and should contain keywords that users are likely to use in order to discover your content.

The screenshot shows the YouTube video settings page for a video titled "Come to Michigan - University of Michigan". The video information section shows it was uploaded on September 6, 2013, with a duration of 1:20. The raw file name is "Come\_60\_Final.mov". The video has 57,164 views, 367 likes, 3 dislikes, and 26 comments. The video URL is "http://youtu.be/8C\_jpoZeU".

The settings page is divided into three tabs: "Basic info", "Advanced settings", and "Education". The "Basic info" tab is selected and contains the following elements:

- 1**: Title field containing "Come to Michigan - University of Michigan".
- 2**: Description field containing text about "Victors" (students who advocate for social justice, work on research projects, study abroad in Ghana, volunteer in Detroit, and love Ann Arbor).
- 3**: Tags field containing "PSA", "University Of Michiga...", "UM", "umich", "victors valliant", "victors", "commercial", "Come to Michigan", "#UMichVictors", and "puremichigan".
- 4**: Video information section showing "Channel: University of Michigan", "Uploaded time: September 6, 2013 8:20 AM", "Duration: 1:20", "Raw file: Come\_60\_Final.mov", "Views: 57164", "Likes: 367", "Dislikes: 3", "Comments: 26", and "Video URL: http://youtu.be/8C\_jpoZeU".
- 5**: "Custom thumbnail" section with a "Maximum file size is 2MB" note.
- 6**: "Add to playlist" button.