#UMSOCIAL STYLE GUIDE YOUTUBE BEST PRACTICES



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 <u>great content</u> 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.
- ① 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)

- 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

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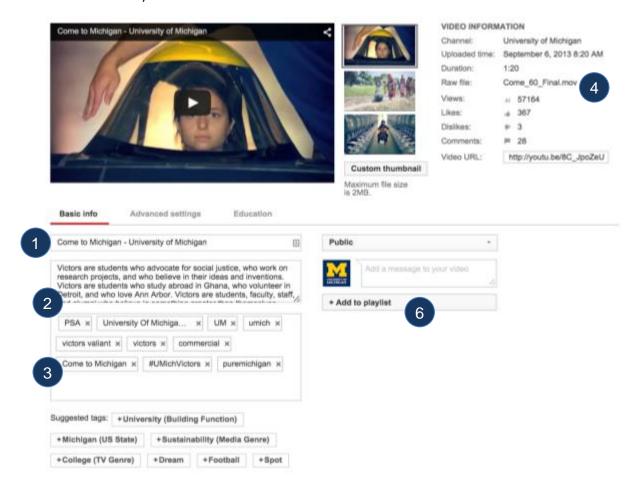


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rename your final video file so that it includes your keywords, for example **keyword_keyword**.mp4. Naming your video file as your focused keyword actually tells the search engine that what can be inside your video, Search engines cannot actually 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:
 - 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:
 - 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.



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