

YouTube: Get Started and Best Practices

[YouTube: Get Started and Best Practices](#)

[Create Your YouTube Channel](#)

[First Time Login](#)

[Sign Out](#)

[Future Logins](#)

[YouTube Studio/Your Channel](#)

[Navigation](#)

[Upload a Video](#)

[Privacy Settings](#)

[Videos](#)

[Playlists](#)

[Edit Video Settings](#)

[Access Video Options](#)

[Playlists](#)

[Access Playlists](#)

[Add a New Playlist](#)

[Edit a Playlist](#)

[Add Videos to a Playlist](#)

[Collaborate](#)

[Access Playlist Settings](#)

[Delete Playlist](#)

[Subscribe to a Channel](#)

[On a computer](#)

[Android, iPhone, iPad](#)

[Unsubscribe from a channel](#)

[Create Accessible YouTube Videos](#)

[Resources for Creating Accessible YouTube Videos:](#)

[Resources](#)

Create Your YouTube Channel

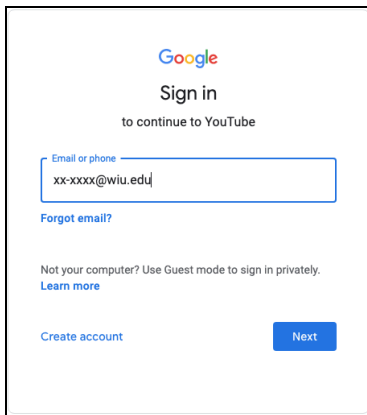
Faculty and staff at WIU have free YouTube accounts. YouTube is a powerful tool that provides many opportunities to share video lessons and resources.

First Time Login

1. Navigate to <https://www.youtube.com/> and click **SIGN IN**.



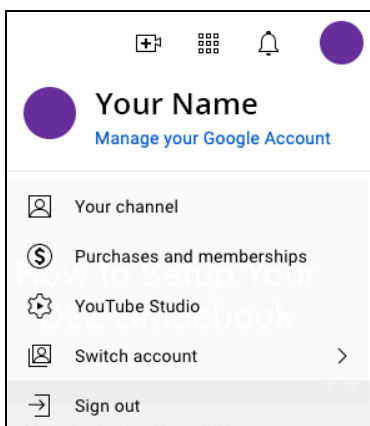
2. In the **Google Sign in**, enter your **WIU email address** and click **NEXT**. You will be taken to WIU's Central Sign-On.



3. Enter your **ECom Username** and **Password** and **LOGIN**.
-

Sign Out

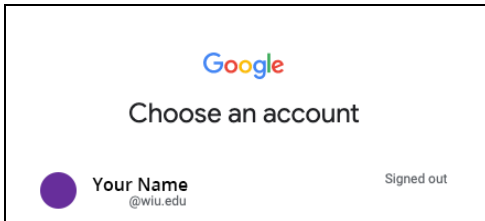
1. Click on your **Profile icon/photo** in the upper right corner and click **Sign out**.



Future Logins

If you have signed out of YouTube:

1. Navigate to <https://www.youtube.com/> and click **SIGN IN**.
2. In the **Google Choose an account window**, be sure to choose your **WIU email account**. You will be taken to WIU's Central Sign-On.



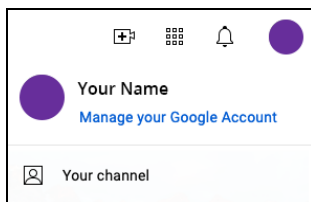
3. Enter your **ECom Username** and **Password** and **LOGIN**.

If you remain logged in to YouTube:

Navigate to <https://www.youtube.com/> and you will automatically be signed in to your account.

YouTube Studio/Your Channel

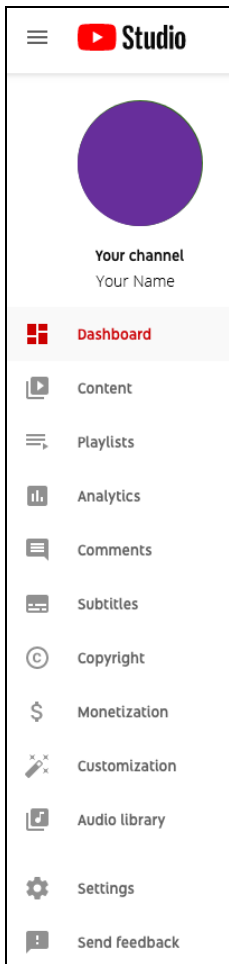
1. Click on your **Profile icon/photo** in the upper right corner and click **Your channel**.



2. Click **CUSTOMIZE CHANNEL** to enter your **YouTube Studio**.



Navigation



Dashboard:

- Upload Videos
- View Channel analytics
- Explore Ideas
- Access to Creator Inside to learn about what is new in YouTube
- Stay up to date with What's new in Studio

Content: Access to channel videos.

Playlists: Access to channel playlists.

Analytics: Access to analytics overview, reach, engagement, audience, and real-time views.

Comments: View channel comments and mentions.

uTech - Online Teaching and Learning Tip Sheet

Subtitles: Access to channel videos and associated subtitles (drafts and published)

Copyright: Manage copyright takedown requests or claims.

Monetization: not available.

Customization:

- **Layout:** Add a video spotlight or a section
- **Branding:** Profile picture, banner image, video watermark
- **Basic info:** Channel name and description, channel URL, links, contact info

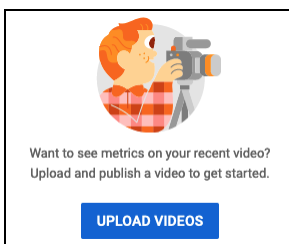
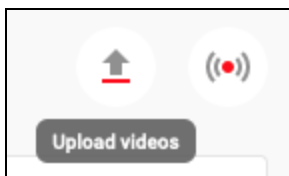
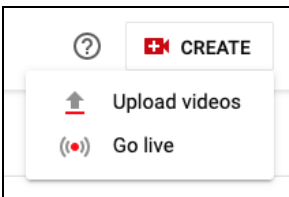
Audio library: Access to Free music and sound effects.

Settings: Access to general settings, channel information, upload defaults, permissions, community, and agreements.

Send feedback: Send feedback to YouTube.

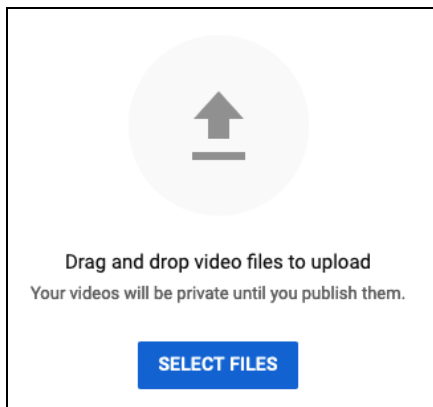
Upload a Video

1. There are multiple places within a YouTube account where the **Create/Upload videos** can be accessed.
2. Click **Upload videos** from any of these locations/icons.

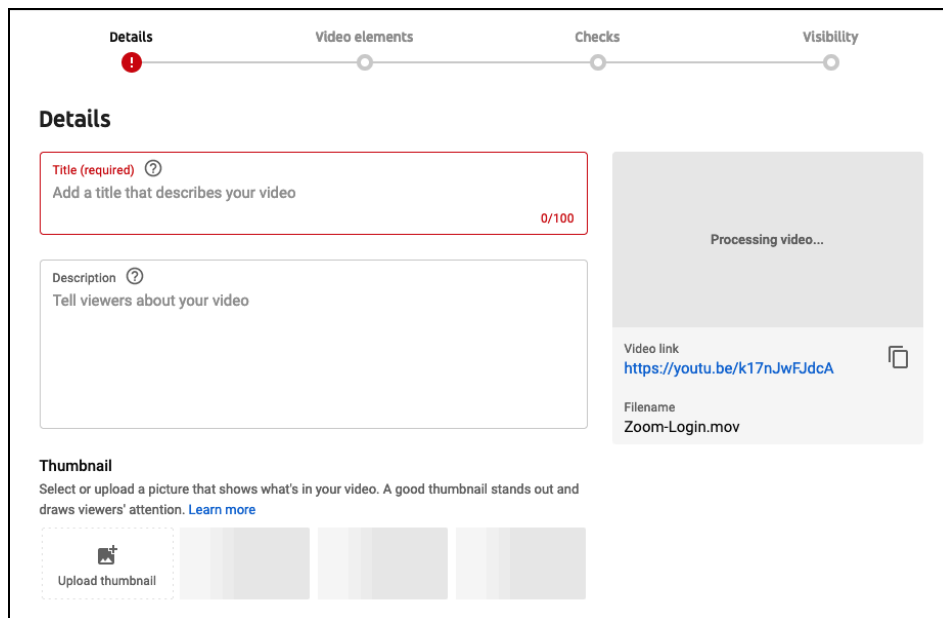


uTech - Online Teaching and Learning Tip Sheet

3. **Drag and drop** a video or click **SELECT FILES** and navigate to a file on your computer to select.



4. **Details** can be added as a video is being uploaded.
 - **Title** (required)
 - **Description**
 - **Thumbnail**
 - **Playlist** (Select or add new)
 - **Audience**
 - Click **SHOW MORE** to expand options for **paid promotion**, **tags**, **subtitles**, and more.

A screenshot of the video upload interface, specifically the 'Details' tab. At the top, there is a progress bar with four steps: 'Details' (marked with a red exclamation mark), 'Video elements', 'Checks', and 'Visibility'. Below the progress bar, the 'Details' section is active. It contains three main input areas: 'Title (required)' with a character count of '0/100', 'Description', and 'Thumbnail'. To the right of these fields, there is a section for video processing status, showing 'Processing video...' and a video link 'https://youtu.be/k17nJwFJdcA' with a filename 'Zoom-Login.mov'. The 'Thumbnail' section includes a note about selecting a good thumbnail and a link to 'Learn more'.

5. Click **NEXT** when finished.


6. Add any Video elements: Subtitles, End Screen, Cards.

uTech - Online Teaching and Learning Tip Sheet

Playlists
Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Select ▼

Audience
Is this video made for kids? (required)
Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)


 Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)

☐ Yes, it's made for kids
☐ No, it's not made for kids

▼ Age restriction (advanced)

[SHOW MORE](#)
Paid promotion, tags, subtitles, and more

7. Click **NEXT** when finished.
8. YouTube will automatically check videos for issues
9. When the Checks complete message is displayed, click **NEXT**.

   Checks complete. No issues found.

BACK **NEXT**

10. **Select Visibility:** Private, Unlisted, or Public. **See the next section for privacy settings.**
11. **Schedule a date** to make your video public or Set as Premiere (optional).
12. Click **SAVE**.
13. You will return to Your channel dashboard. In the left navigation column, **click on Content** to return to the Channel content page with a list of all your videos.

Privacy Settings

Use the privacy settings of your video or playlist to control where they can appear and who can watch them. An individual video or playlist can be set to **public**, **private**, or **unlisted**.

Videos

Visit YouTube Help for details on [video privacy settings](#).

uTech - Online Teaching and Learning Tip Sheet

Feature	Private	Unlisted	Public
Can share URL	No	Yes	Yes
Can be added to a channel section	No	Yes	Yes
Shows up in search, related videos, and recommendations	No	No	Yes
Posted on your channel	No	No	Yes
Shows in Subscriber feed	No	No	Yes
Can be commented on	No	Yes	Yes

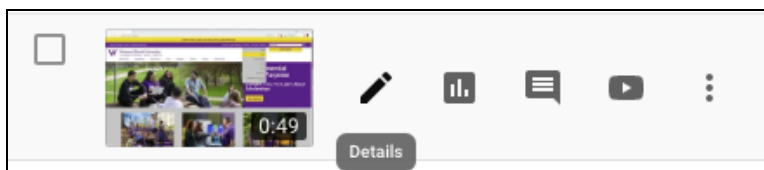
Playlists

Visit YouTube Help for details on [playlist privacy settings](#).

Feature	Private	Unlisted	Public
Can share URL	No	Yes	Yes
Can be added to a channel section	No	Yes	Yes
Shows up in search, related videos, and recommendations	No	No	Yes
Posted on your channel	No	No	Yes
Shows in Subscriber feed	No	No	Yes

Edit Video Settings

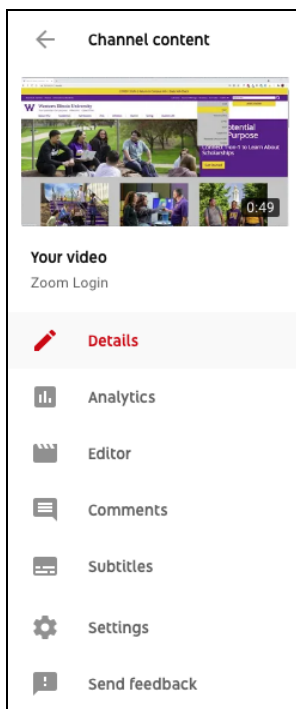
1. To return to any video and edit settings, click on the **video thumbnail** or the **pencil/details icon** to open the Video details page.



2. Options for editing on the Video details page include:
 - **Details** - edit the information set when a video is first uploaded.

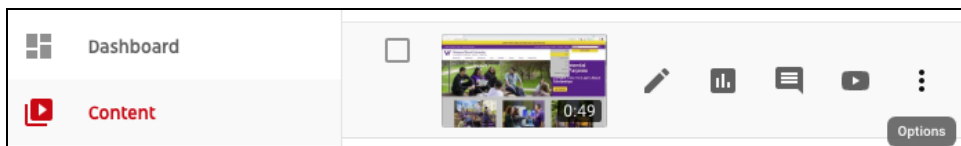
uTech - Online Teaching and Learning Tip Sheet

- **Analytics** - use analytics to better understand your video and channel performance with key metrics and reports in YouTube Studio. [Learn more about YouTube analytics basics.](#)
- **Editor** - use the video editor to add an audio track or music, trim or blur a video, and add titles and descriptions. [Learn more about how to edit videos.](#)
- **Comments** - [Learn how to manage your community and comments.](#)
- **Subtitles** - subtitles and captions allow you to share your videos with a larger audience, including deaf or hard-of-hearing viewers and viewers who speak another language. YouTube can use speech recognition technology to automatically create captions for your videos. If automatic captions are available, they'll automatically be published on the video. [Learn how to add subtitles and captions.](#)
- **Settings** - edit any general settings, channel information, upload defaults, permissions, community, and agreements.
- **Send feedback** - send feedback to YouTube.



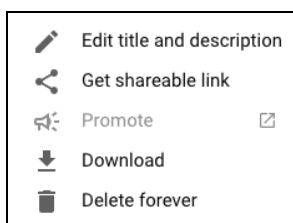
Access Video Options

1. From the Channel content page, hover over the row of any video and **click the Options icon** (three vertical dots) to open a window with options.

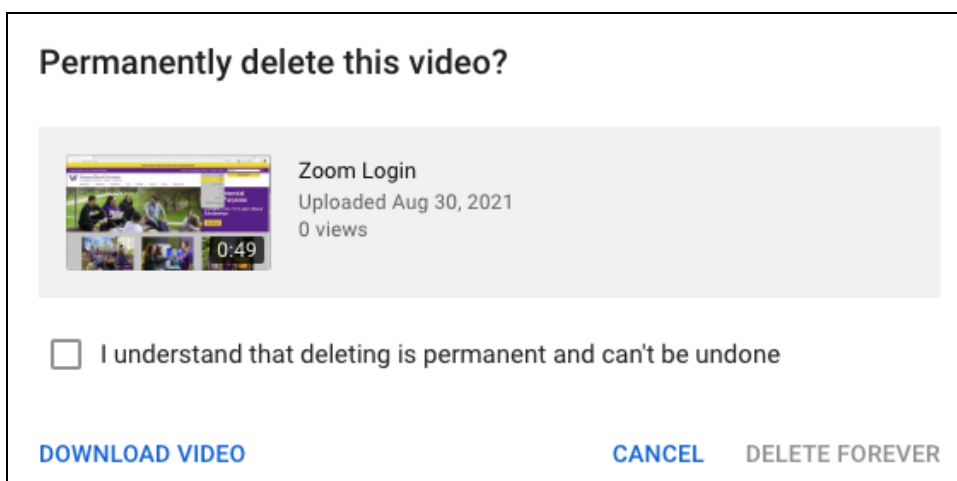


uTech - Online Teaching and Learning Tip Sheet

2. Click **Edit title and description** to easily add or edit the information. A title is required. Click **SAVE** when finished.



3. Click **Get shareable link**, and the video link will automatically be copied to your clipboard, enabling the link to be pasted for sharing as appropriate.
4. Click **Download**, and a window will appear for download to your computer. Choose the location where you want the video to be saved. Follow the prompts.
5. Click **Delete** to permanently delete a video. A window will appear asking you to verify that deleting is permanent. Other options in the window are **DOWNLOAD VIDEO** or **CANCEL**.



Playlists

A playlist is a collection of videos. Anybody can make playlists, share them, and friends can add videos to your playlist. Playlists provide a great instructional resource to organize videos based on instructional concepts, courses, or modules. Playlists can be accessed and managed from multiple places within a YouTube account.

Access Playlists

From Your Channel:

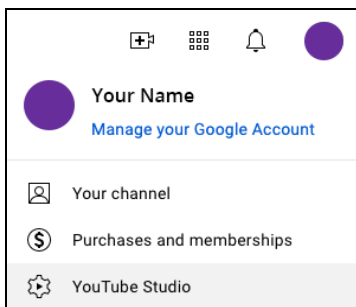
1. Click on your **Profile icon/photo** in the upper right corner and click **Your channel**.
2. Click the **PLAYLISTS** tab.



3. The default view is **All playlists**.
4. Click the **dropdown arrow next to All playlists** and change the view to **Created playlists** or **Saved playlists** as needed.

From YouTube Studio:

1. Click on your **Profile icon/photo** in the upper right corner and click **YouTube Studio**.



2. In the YouTube Studio navigation, click **Playlists**.
3. This is the Channel playlist window where you can add, manage, or delete playlists.

Add a New Playlist

1. Click **NEW PLAYLIST** in the upper right corner.



2. Enter the **Playlist title** (required)

Playlist title (required)

New Playlist Title

Visibility

Private

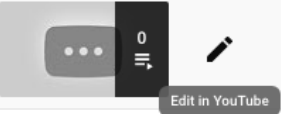

CANCEL

CREATE

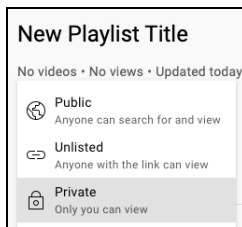
3. **Set the Visibility to Public, Private, or Unlisted.**
4. Click **CREATE**.
5. The newly created playlist will be added to your Channel playlists.

Edit a Playlist

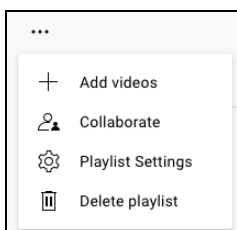
1. In the YouTube Studio navigation, click Playlists.
2. Hover over a playlist row and click on the **Pencil/Edit in YouTube** icon.

Playlist	Visibility	Last updated	Video count
	 Private	Aug 31, 2021	0

3. Click the Pencil icon to edit either the title or add a description.



4. Click the dropdown arrow to change the visibility.
5. Click the three horizontal dots to **1) Add videos to a playlist**, **2) Collaborate**, **3) Access Playlist Settings**, **4) Delete playlist**.

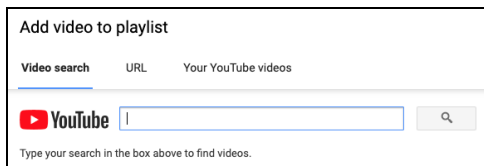


Add Videos to a Playlist

Continue from the steps above in EDIT A PLAYLIST, click the **three horizontal dots**, and select **Add videos**. There are **three options** for adding videos to a playlist.

Video Search:

1. Type a **search term** and click the **magnifying glass** to begin searching.

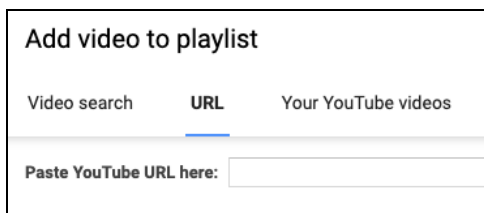


The screenshot shows the 'Add video to playlist' dialog box with the 'Video search' tab selected. It features a search bar with the YouTube logo on the left and a magnifying glass icon on the right. Below the search bar, there is a small text prompt: 'Type your search in the box above to find videos.'

2. Click on **one or multiple videos** to make a selection.
3. Click the **Add videos** button.

URL:

1. Click the **SHARE** icon under any YouTube video to open the share window.



The screenshot shows the 'Add video to playlist' dialog box with the 'URL' tab selected. It features a text input field with the placeholder text 'Paste YouTube URL here:'.

2. Click on **COPY** to the right of the video's URL.



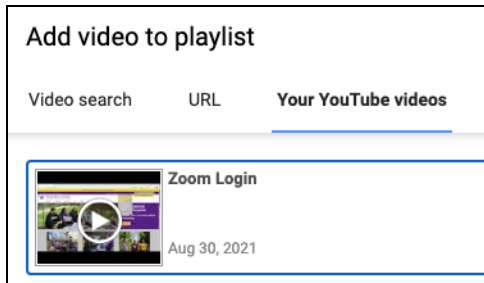
The screenshot shows a text box containing the URL 'https://youtu.be/-SfUzbGh8U4'. To the right of the text box is a blue button labeled 'COPY'.

3. **Ctrl + V** (Windows) or **Command + V** (Mac) or **right click and Paste** in the **Paste YouTube URL here** field.

4. Click the **Add videos** button.

Your YouTube Videos:

1. Click on **one or multiple videos** to make a selection.

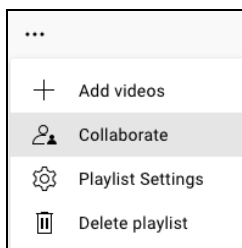


2. Click the **Add videos** button.

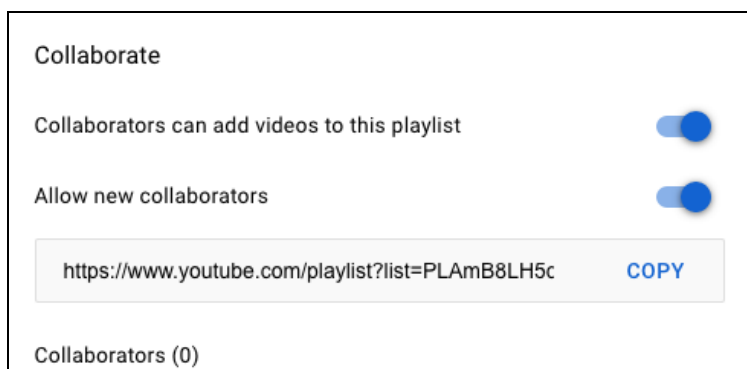
Collaborate

Collaborators can add videos to a playlist.

1. In the YouTube Studio navigation, click **Playlists**.
2. Hover over a playlist row and click on the **Pencil/Edit in YouTube** icon.
3. Click the **three horizontal dots** and select **Collaborate**.

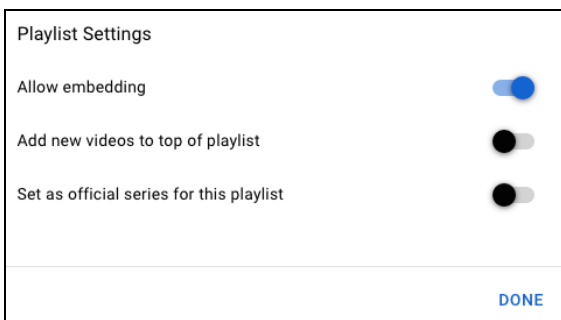
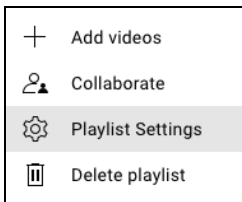


4. The default setting is off. **Toggle the switch** to the right to allow collaboration.
5. Click **COPY** to copy the URL and share it with collaborators.
6. Click **DONE** when finished.



Access Playlist Settings

1. In the YouTube Studio navigation, click **Playlists**.
2. Hover over a playlist row and click on the **Pencil/Edit in YouTube** icon.
3. Click the **three horizontal dots** and select **Playlist Settings**.



4. To change any of the settings, toggle the switch to on (right/blue) or off (left/black).

Allow Embedding:

Allow embedding is on by default. This allows code to be accessed for embedding the video.

Add New videos to Top of Playlist:

Toggle on to allow new videos to be automatically added to the top of the playlist.

Series Playlist:

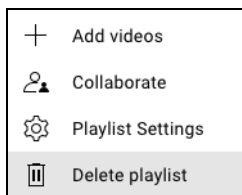
A series playlist allows you to mark your playlist as an official set of videos that should be viewed together. Adding videos to a series playlist allows other videos in the playlist to be featured and recommended when someone is viewing a video in the series. YouTube may use this info to modify how the videos are presented or discovered. There are a few notes to remember when using series playlists:

- You must have a verified account to use series playlists.
- A video cannot appear in more than one series playlist.
- Only videos uploaded by you and that you have the rights to can be added to a series playlist.

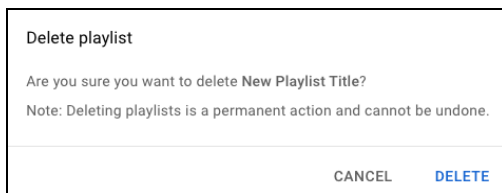
Toggle on to set as an official series for a playlist.

Delete Playlist

1. In the YouTube Studio navigation, click **Playlists**.
2. Hover over a playlist row and click on the **Pencil/Edit in YouTube** icon.
3. Click the **three horizontal dots** and select **Delete playlist**.



4. A new window will appear asking if you are sure you want to delete the playlist.
5. Click **CANCEL** or **DELETE**.



Subscribe to a Channel

On a computer

1. Sign in to YouTube.
2. Go to a video whose channel you want to subscribe to.
3. Under the video player, click Subscribe.

Android, iPhone, iPad

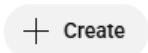
1. Open the YouTube app or go to m.youtube.com.
2. Sign in to YouTube.
3. If you're on the Home tab :
 - Below the video whose channel you want to subscribe to, tap the channel icon.
 - Tap Subscribe.
4. If you're watching a video whose channel you want to subscribe to:
 - Below the video, tap Subscribe.

Unsubscribe from a channel

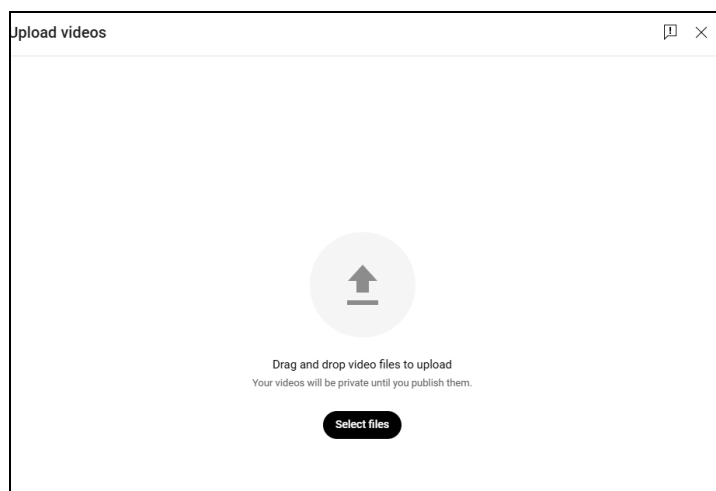
1. On a computer, sign in to YouTube or
2. Go to a video whose channel you want to unsubscribe to.
3. Under the video player, click Subscribed and then Unsubscribe.
4. At the bottom of the screen, you'll get a notification confirming you've unsubscribed.

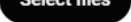

Create Accessible YouTube Videos

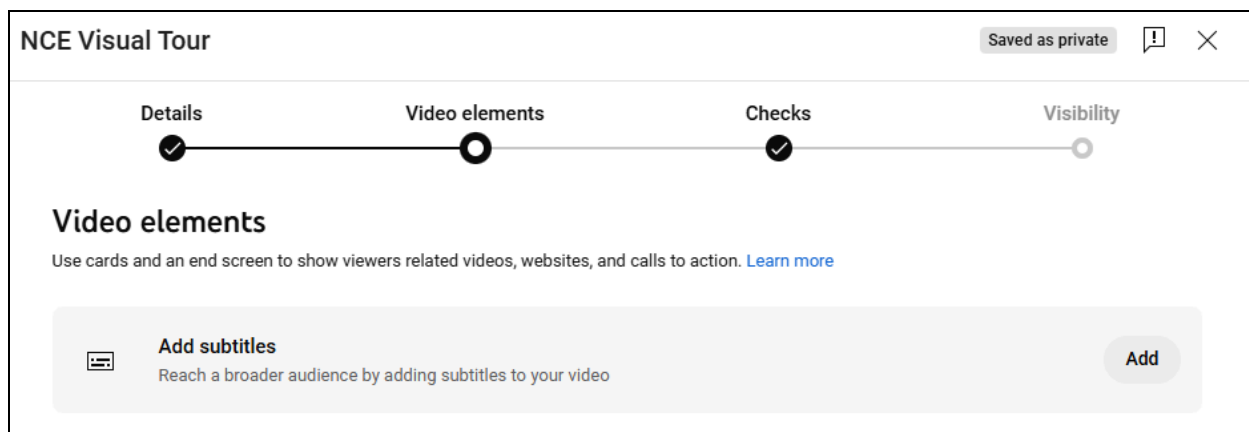
Information for the steps below came from PopeTech's [Options for adding captions to YouTube Videos](#). Remember, captions and subtitles are different. Both are synchronized text, but captions are meant for users who can't hear the audio, while subtitles are meant for users who don't understand the video's default language. YouTube uses subtitles throughout its interface to refer to captions and subtitles. Watch [Pope Tech's 3:38 YouTube Video: Easy way to create audio descriptions, captions, and transcripts](#) before you work through these steps on your own.

1. Login to your **YouTube Studio** account.
2. Click the  **Create** button and then choose **Upload videos** in the top right of the page.

uTech - Online Teaching and Learning Tip Sheet

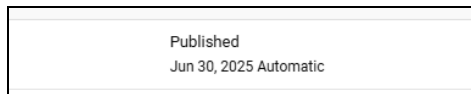
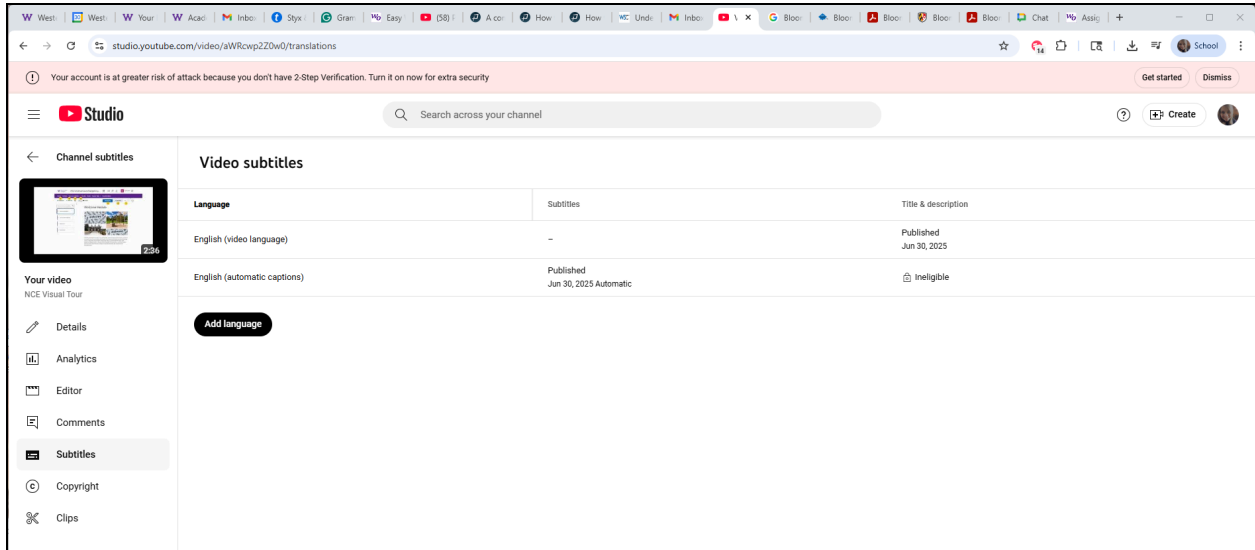


3. Click the  **Select files** button or  **drag and drop videos onto the window** to upload them.
4. Follow the on-screen prompts to provide all of the necessary **Details** in the fields provided and select **Next**. (Select the language of the video on the Details page before clicking on Next to continue.)
5. Once you have finished providing all necessary information, your video will begin to process. It can take a while for this to finish, and a while longer to create the auto-captions, depending on the length. Walk away for a while and then come back to it to review and modify the auto-captions. (Auto-captions are a starting point. **(You should always review auto-captions and revise them as necessary.)**)

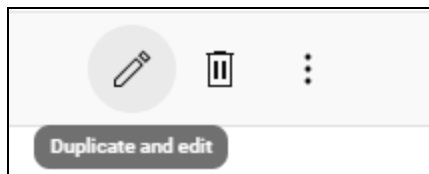


6. After you return to YouTube on YouTube Studio under your Profile to the right, if you are not already there, then select **Subtitles** on the menu to the left.
7. Click on the video that you would like to review or update.

uTech - Online Teaching and Learning Tip Sheet



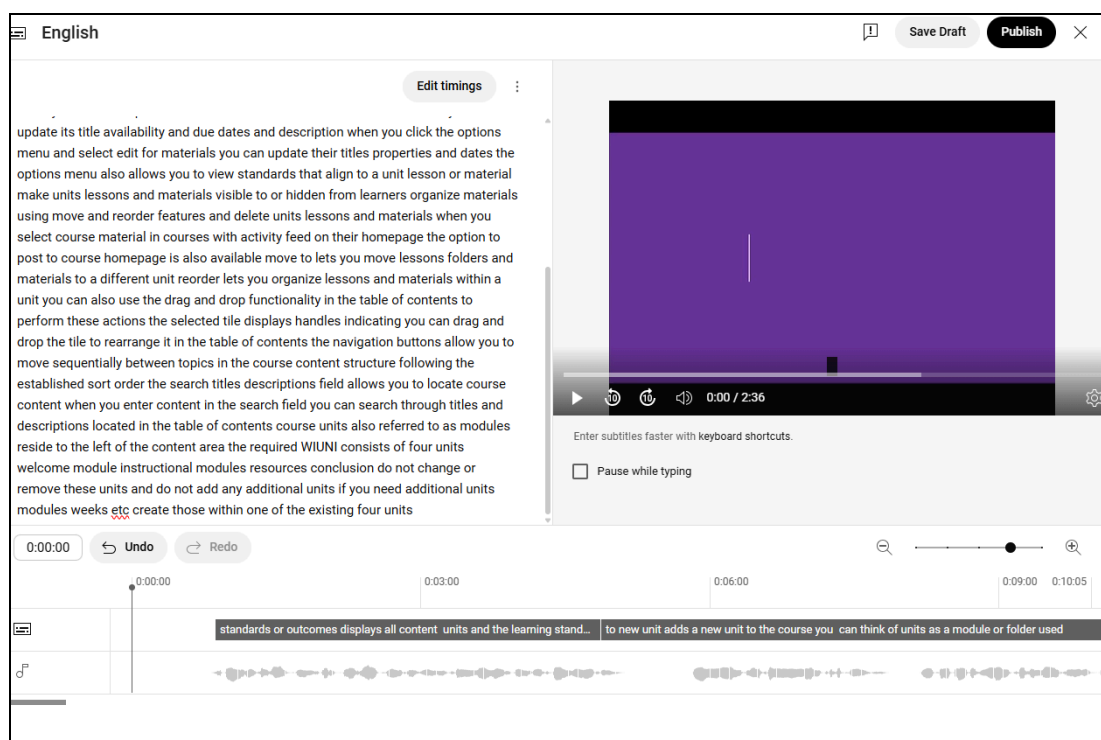
8. Hover your mouse over the Published Date in the middle of the Video Subtitles Row.



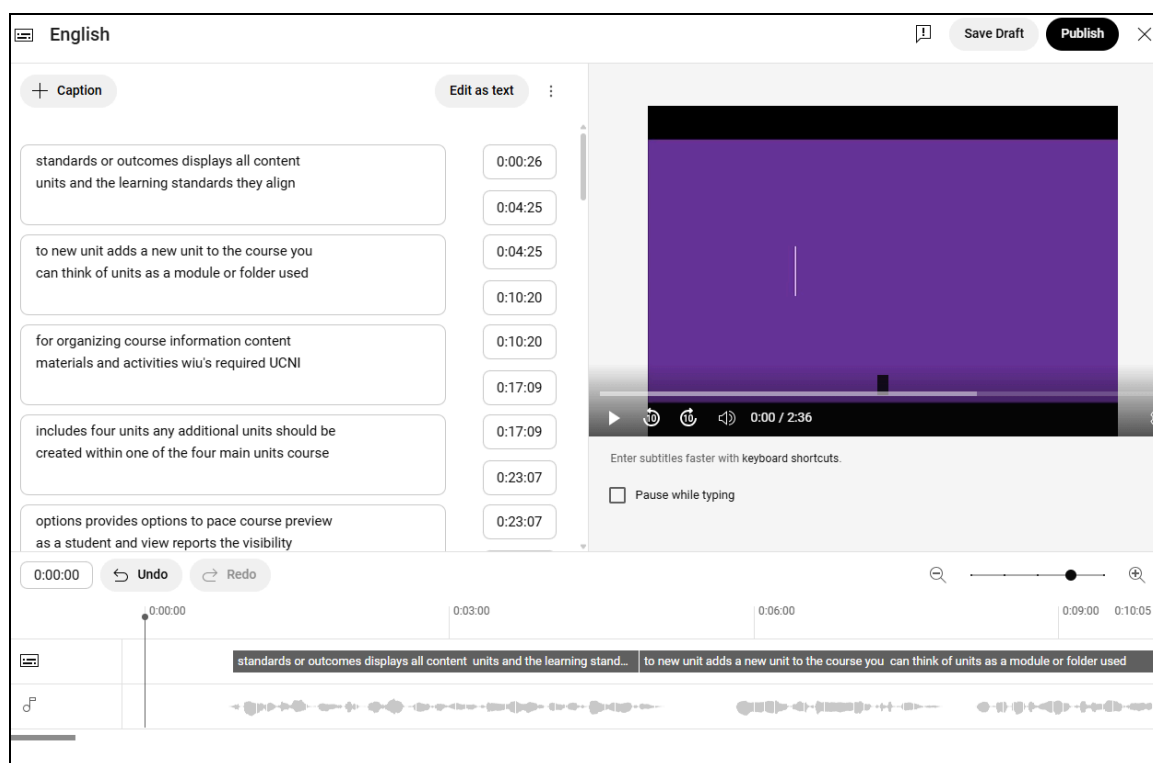
9. Click on the pencil icon (**Duplicate and edit**).

10. The Subtitle/Captions editing window will appear. (Move to the next page for an image.)

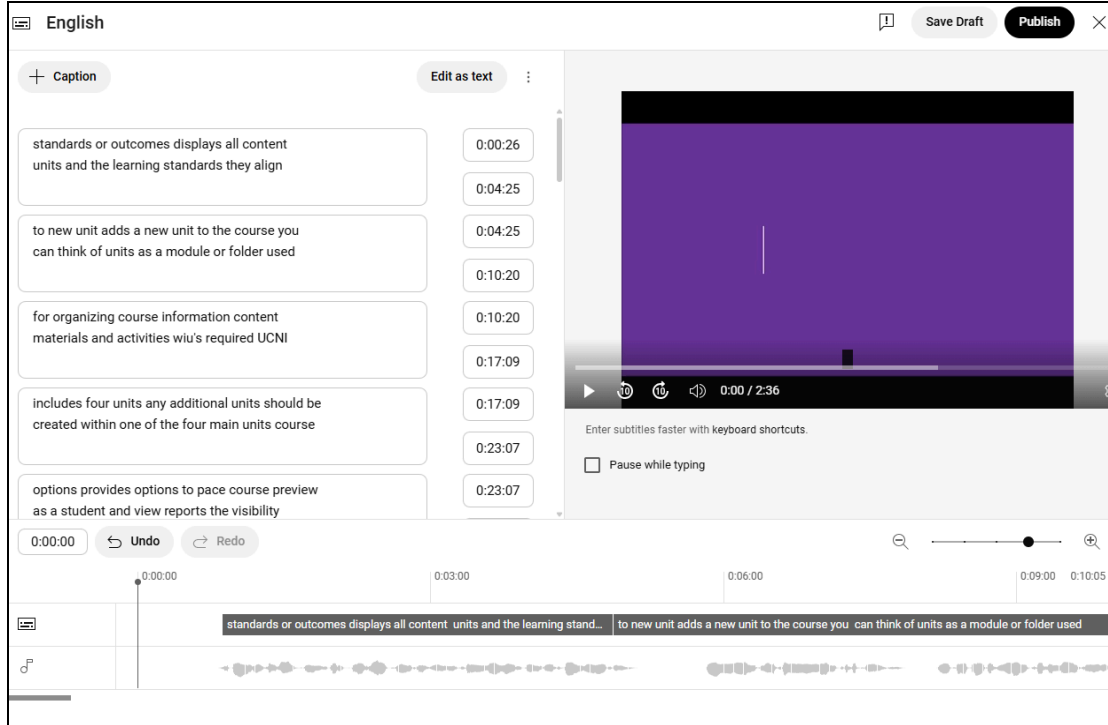
uTech - Online Teaching and Learning Tip Sheet




11. Click the **Edit Timings** button at the top right of the text box if your screen looks like the one above, with no timing or breaks.
12. You will now see that the Subtitles/Captions are separated and showing their time stamps.

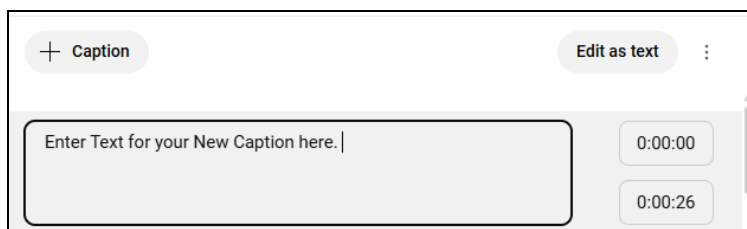



uTech - Online Teaching and Learning Tip Sheet



13. Edit the subtitles/captions by clicking into the text field of the caption you need to modify and making your changes. If you will be typing in text, you can click the **Pause while typing** option under the video to make it easier for you.

14. If you need to add a new subtitle/caption that is missing, click on the  + Caption button in the upper left corner of the window.




15. A new caption field will appear. Enter the text that you need to add. Change the start and end time of the caption as necessary by modifying the timestamp fields to the right of the new caption. This will change your new captions sequence in the video to align it with the appropriate video content.
16. If you need to delete a caption, click on the **Recycle Bin** icon to the right of the caption you need to remove. It will automatically be removed.
17. If you need to stop and start editing again later, click  **Save Draft**.


uTech - Online Teaching and Learning Tip Sheet


18. When you are finished updating your subtitles/captions, click the  **Publish** button.

19. You will be returned to the **Video Subtitles** window. If you need to **Unpublish** this new

version of your subtitles/captions for some reason, click on the  **Options** menu, then

select  **Unpublish**.

20. To download a transcript for your video, click on the  **Options** menu, then select

 **Download**.

21. Select **.vtt** for the file type. If necessary you can open and edit this file in a program like notepad, and save it. More than likely you will want to make any edits that will improve user experience in YouTube using the built-in editor and download the Transcript again after those changes have been made so you have consistency.

Resources for Creating Accessible YouTube Videos:

- Pope Tech Web Article: [Complete Guide for Adding Captions to YouTube](#) (Opens in a new browser window.)
- Recite me Web Post: [The Ultimate Video Accessibility Checklist](#) (Opens in a new browser tab.)
- Adobe Blog Post: [Video Accessibility guide for content creators and viewers](#) (Opens in a new browser tab.)

Resources

[OTL's Teaching Via Video Resources](#)

[YouTube Support](#)

[OTL homepage](#)

[OTL Workshops](#)