

Media: Starting a Channel - YouTube

Whether you're simply uploading a video to YouTube or utilizing YouTube for a course, this guide provides introductory information and resources on managing your own YouTube channel.

Start Here

- If applicable, consider creating your channel with a **departmental account**. This will allow others to sign in and manage the videos or channel.
- [Customize your channel branding](#):
 - Upload a profile picture, upload a banner, and insert a watermark.
 - External links:
 - You can add links at the channel level. To do this, go to the **channel customization page**. Go to the **Basic Info** tab.
 - **Note about hyperlinking to a website**: you must be a part of the [YouTube Partner Program](#). This was a change as of August 2021.
 - Add your email address under the Contact Info section.
 - Get more support by visiting the [Manage Channel Settings](#) page.
- [Upload a video](#): check out the **Details** section to learn more about what you can include in each video upload, including where to input text.
 - Tip: If you are uploading videos for use in a Canvas course site, use the Chrome, Firefox, or Edge browsers, to avoid known Safari browser compatibility errors in Canvas.
- Be sure you [verify your YouTube account](#). This enables you to upload longer videos and add custom thumbnails.
- You will be asked if your content is [made specifically for children](#). Unless **all of the content** on your channel is made specifically for children, we recommend choosing "no", as it is generally too restrictive for Higher Education purposes.
 - When you select "yes" to this question, YouTube notifications, comments, and other features are turned off by default.
 - For unspecified channels or videos, be aware that YouTube may automatically select a setting on your behalf and errors can only be corrected through a formal appeal process.

Utilizing Tools in YouTube

- [Captions](#): We highly recommend you ensure your videos have accurate and timely captions. Adding captions ensures your video is accessible to as many people as possible, such as those who are D/deaf, hard of hearing, or English language learners. Captions also improve your video's search engine optimization, increase your video's ranking order in YouTube, and allows the video to be translated into other languages. The automatic captions track generated by YouTube is not ideal and does not meet accessibility guidelines.
 - You can [edit the automatic captions](#).
 - [Use auto sync](#): You can upload a transcript file and let YouTube automatically line up the captions.
 - Check out [3 Ways to caption your video](#) (YouTube, 7 mins).
- [Adding end screens](#): End screens can be added to the last 5–20 seconds of a video to promote other videos (your video or some other YouTube video) and encourage viewers to subscribe to your channel.
- [Adding cards](#): you can link to a video (your video or some other YouTube video), playlist, channel, or *link*. See note above about linking to a website.
- YouTube Editor: You can add an [audio track, music, or sound effects](#); [trim your video](#); [add an blurring effect](#) to your video; and [add video chapters](#).

Other Resources

- Google's [Create a YouTube channel](#)
- [Edit videos & video settings](#)
- Exporting a thumbnail:
 - You could use a PowerPoint or Google slide as a still.
 - You can export an image from your video.
- Utilize z.umn.edu to shorten URLs that will be in the video description.

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