



Intro to YouTube

Created by Tyler Tarver

youtube.com/sirtylertarver

INTRODUCTION

BIG QUESTION	<i>How do I navigate YouTube and start a channel that meets my specific needs?</i>
DESCRIPTION	In this Introduction to YouTube class, you will be learning the basics of YouTube as a social and video sharing platform. You'll also get tips for starting a channel, and what purposes the platform can serve for you and/or your organization.
ABOUT THE INSTRUCTOR	Tyler Tarver is the Dean of NLC College. He has over 14 million views and 55k subscribers on YouTube. He runs TarverAcademy.com, wrote 3 books, hosts the Education Academy Podcast, is an Apple Distinguished Educator, Google Certified Trainer, and has been a teacher, facilitator, principal, and a fake Assistant Superintendent. He is probably not a horcrux.
@INSTRUCTOR	instagram.com/tylertarver
WELCOME	https://www.youtube.com/watch?v=Wj2hLlB6tR8
PERSONAL APPLICATION	Go to youtube.com and type in something you're passionate about. Watch a few videos and find one that has a similar topics, style, and/or feel that you enjoy. Records some reasons for why you like these videos. Come up with at least 5 different things you noticed and enjoyed about it.
DISCUSSION QUESTION	<i>In the comments, write your name, where you're from, what you do, and post a link to your youtube channel (if you have one)!</i>

1. The History of YouTube

DESCRIPTION	Why was YouTube created? What is it used for? Why should you care?
RESOURCES <i>Audio, Video, Text</i>	https://www.youtube.com/watch?v=R8ENDwtqB5I&list=PLbINtLDwM0VTHQILlEu-wGrrpiuY2lZnq&index=3&t=0s
PERSONAL APPLICATION	Go to YouTube.com, and click the Sign-In in the upper right. If you can an account already...cool. If you don't create one. You only have to have a gmail account to create a YouTube. They're connected.
DISCUSSION QUESTION	<i>In the comments, write down what you go to YouTube for. The news? Highlights? To Learn? Whatever it is, put what you do and why you go there! Reply to at least one person and give your thoughts on their comment!</i>

2. What is a YouTube Channel?

DESCRIPTION	What is a channel? How can I set mine up to add value without ever uploading a video? This section seeks to help give you a picture of what a channel is, why/how you should start one, and how to make it meet your specific needs!
RESOURCES <i>Audio, Video, Text</i>	https://www.youtube.com/watch?v=OAYL77mB7wI&list=PLbINtLDwM0VTHQILlEu-wGrrpiuY2lZnq&index=3
	https://www.youtube.com/watch?v=BH7PTEUiiEA&list=PLbINtLDwM0VRbUf3sevZOJdaJAhjco4BR&index=8
PERSONAL APPLICATION	Create your channel. Name and and write down if yours would be like "NBC" or would it be like "The Office" based on the video.
DISCUSSION QUESTION	<i>In the comments, list out something you're passionate about. Can we work related or personal. Something that gets you HYPE! Then go find a channel that tailors around this. The more specific the topic the better! Then give us that topic and a link to your channel that you just created!</i>

3. Like & Subscribe

DESCRIPTION	How do I Subscribe to channels I like? Why should I? How much will it cost me? Lots of questions and we've got answers!
RESOURCES <i>Audio, Video, Text</i>	How to Subscribe & UnSubscribe // YouTube Help
PERSONAL APPLICATION	Go subscribe to at least 5 channels (if you don't mind making mine one of them, that'd be dope Tarver Academy or my other one for bonus points Tyler Tarver #shamelessplug).
DISCUSSION QUESTION	<i>Link to your account in the comments! You assignment is to go subscribe to everyone who has linked to their account in the comments! This will help all of us kickstart our YouTube Game!!</i>

4. What is a Playlist?

DESCRIPTION	Playlists are a fantasmic way to not only organize and show off your videos, but to organize great content you've found across the internet!
RESOURCES <i>Audio, Video, Text</i>	https://www.youtube.com/watch?v=eBeLIvoelcl&index=2&list=PLbINtLDwM0VSlcyo77EazTHhTBjTS7gBn
	https://www.youtube.com/watch?v=CbnaX7nP3Lw&list=PLbINtLDwM0VRbUf3sevZQJdaJAhjco4BR&index=12
PERSONAL APPLICATION	Create a playlist for your channel. Find a topic and curate at least 5 videos (not a requirement for playlists, but for this assignment). Title it and find it on your channel!
DISCUSSION QUESTION	<i>Link us to the playlist you created in the comments and tell us who the audience for this playlist will be!</i>

5. Collaborating with Other YouTubers

DESCRIPTION	What does collaboration look like on the internet? Who should you collaborate with and how will that help you get your message out to the world?
RESOURCES <i>Audio, Video, Text</i>	https://www.youtube.com/watch?v=eUBwQ28w7QI&list=PLbINtLDwM0VTHQILIEu-wGrrpiuY2lZnq&index=4

	TEENS REACT TO THE 90s: POGS!
PERSONAL APPLICATION	Reach out to someone around your channel's level with a similar topic. Find them on Facebook, Instagram, and/or Twitter. Don't ask them for anything! Just add them value and say something about how you enjoy what they're doing. You're setting the foundation for a lifelong friendship, not begging for promotions!
DISCUSSION QUESTION	<i>In the comments, tag the person you reached out to and why. Then go find someone else in the comments who reached out to someone for something you enjoy and ask them to connect! You might just find someone to collaborate here in the comments!!</i>

6. How to get Views

DESCRIPTION	Everyone wants to rank based on numbers. Don't. Your channel may help someone minutes after you upload or a decade from now. You're doing this because you love it or want to help people, not because you want to get rich. Those people quit 3 months in.
RESOURCES <i>Audio, Video, Text</i>	https://www.youtube.com/watch?v=NfsnB6c3PQU https://www.youtube.com/watch?v=fWtw331O7v8&list=PLbINtLDwM0VTHQILIEu-wGrrpiuY2lZnq&index=6 https://www.youtube.com/watch?v=E1Qlroe0yxg&list=PLbINtLDwMOVTHQILIEu-wGrrpiuY2lZnq&index=7
PERSONAL APPLICATION	Really look inside and ask yourself who you're doing this for and why. Set some goals for yourself in uploading and/or curating. Write them down. Put them in your calendar. It's about making the content you want at the frequency you want, not about getting immediate attention.
DISCUSSION QUESTION	<i>In the comments, tell us why you want to start a channel. Be real. Don't lie. If it's to make money, say that. Then reply to at least one other person!</i>

EVALUATION

BIG QUESTION	How can you apply what you learned from this course?
COURSE EXIT FORM	Click this and fill it out to get your certificate