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www.SorgatronMedia.com (MANY Youtube accounts linked!)

Disclaimer: I will be mentioning Google+ a LOT.

Video Skills

- Audio is important!
- Lighting
 - Light source in front of subject
- Stabilization
- See: [Mobile Video Do's and Don'ts](#)

Step by Step to get started on Youtube

- Google Account
 - Think about: Is this your non-profit's account?
 - Google+ public vs business page
 - Sign in with new account? - Personal Google+
 - Have a Google+ Business Page? Control from there.
- Boil it down
 - If it's a "business" make your Google+ Business Page FIRST
 - THEN a Youtube from there.
 - <https://www.google.com/business/>
- Getting Around
 - Dashboard
 - Glance at your channel
 - Video Manager
 - Videos
 - List of your videos on the channel
 - Live Events
 - Playlists
 - Community
 - Comments
 - Messages
 - More
 - Channel
 - Status and features < - verify account to get ALL features!
 - Featured Content
 - Branding
 - Advanced
 - Analytics
 - Create

How to organize and distribute on Youtube

- Upload
 - Public/Unlisted/Private/Schedule
 - Connect to Google+/Twitter
- Video Editor
- Webcam Capture
- Google Hangouts
- Youtube Live
 - High end
 - Control/Live Control Room
- Enhance your Youtube
 - Annotations
 - Cards

How to create good content for Social Media

- Youtube Capture
- Hold the phone right!
- Short videos
- Interactions/Call for action
 - Respond to comments! (Even the bad ones. Usually)
- Use Youtube Creators Academy!
 - <https://creatoracademy.withgoogle.com/page/education>

Further reading and videos (Sorgatron.com)

- [Mobile Video Do's and Don'ts](#)
- [It's ok. Just hit record again.](#)
- [iPhone Film at Sundance](#)
- [Google Hangouts OnAir Video Switcher](#)
- [How We Do Slide Shows in Google Hangout](#)
- [#podcastday : Using Google Hangouts to bring more people into the conversation](#)
- [Teaching a Hangout How to Fish](#)

My favorite resources on video/social (it's the same thing anymore!)

- [#AskGaryVee](#)
- [MacBreak Studio](#) (using Final Cut Pro X, etc)
- [savvysexysocial.com](#)
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