

Let's Talk Tech Drop-in Session 18-01-2023



**A FRAMEWORK FOR
MAXIMISING YOUR
YOUTUBE CHANNEL'S
IMPACT & ENGAGEMENT**

Terms of Reference for Help and Discussion Drop-in Sessions on Zoom

This drop-in session is provided with the intention of members coming together to share knowledge, experience and best practice on various aspects of technology, including software, of interest to u3as and their members.

We are unable to offer one-to-one advice to u3as and their members as all locations and abilities differ and operational decisions need to be made by the individual u3as.

Items of equipment or software shown or listed in these sessions are there to give an idea of what is needed and the approximate cost.

It is not to be treated as a recommendation or that it is the only suitable piece of equipment or software.

What you may decide to purchase is for you or your own u3a to choose based on available funds and your own particular needs.

A Framework for Maximising Your YouTube Channel's Impact & Engagement

What is the Purpose of Your u3a's YouTube Channel?

Is it a repository of the videos that you have taken, purely recording the activities of your u3a?

Is it part of your Social Media Strategy to reach out to potential new future members? Do you link to and from other Social Media?

What are the advantages of having a vibrant Youtube Channel as opposed to Facebook, Instagram, Twitter & TikTok?

A Framework for Maximising Your YouTube Channel's Impact & Engagement

YouTube is a Shop Window for your u3a

Your content remains "Out There" and people can search for and watch it years after its creation & publication date

Other Social Media is transitory & "In the Moment"

You can "Refresh" and re-tune your YouTube Description, Thumbnail image, Tags and Links to make it searchable for as long as the content is still relevant

A Framework for Maximising Your YouTube Channel's Impact & Engagement

What is Special about YouTube?

Look at YouTube as a System, linked to Google which owns it, and uses Google search data to feed it when you search on Google.

A post at Napoleoncat.com (<https://napoleoncat.com/blog/youtube-algorithm/>) states the following :

"The (YouTube) algorithm analyses your video against millions of other video titles and descriptions to determine which ones match your video title and description (and even the tags you use).

The algorithm ranks videos based on factors like popularity, length (how long people watch), age (when they were uploaded), and more."

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What is YouTube's Algorithm?

"The YouTube algorithm is a complex set of rules and data that determines how your videos are ranked in YouTube's search results.

It's been used for over 10 years and has evolved over time to help YouTube users find the content they're looking for.

The algorithm works by identifying what type of content you have, and then matches it with other users who have similar content."

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What is YouTube's Algorithm?

"For example, if you post a video about how to cook chicken breasts, that video will show up alongside videos from other people with similar interests who also post videos about cooking chicken breasts."

You could post a video about what "older" people do in their spare time, about the informal education provided by your u3a's Interest Groups, about the wellbeing benefits of social contact, mental & physical activities, and the joy of being able to Learn, Laugh & Live together with other people in your locality and your own age group.

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What is YouTube's Algorithm?

YouTube want you to meet 3 criteria to **MAXIMISE VALUE** for all concerned :

1. **YouTube Wins** – You build more loyal users that builds their Advertising Revenue
2. **You Win as a Creator** – Your Relevance, Reach and Following Grows
3. **The Viewer Wins** – They find exactly what they're searching for, easily & quickly

Putting the **RIGHT** inputs into your YouTube Channel will deliver your **DESIRED RESULTS**

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Setting up a YouTube Channel

Today's content is not about how to set up your YouTube Channel from scratch

I suggest you watch this video by Justin Brown

How to Setup a YouTube Channel
<https://youtu.be/lynKdKfY-zw>
(Duration 17:40)



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The following content is based on videos by
Australian Videographer and YouTube Mentor,
Justin Brown of Primal Video

(<https://primalvideo.com> & <https://youtube.com/@Primalvideo>)



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I'm going to cover and expand on 7 of Justin Brown's
"9 Tips to Grow Your YouTube Channel"

at :

<https://youtu.be/xAYRdittgT4>

Duration (12:18)



A Framework for Maximising Your YouTube Channel's Impact & Engagement

Justin Brown's "YouTube Video Script Template"

at :

<https://youtu.be/BYwg48M8Zos>

Duration (11:43)



A Framework for Maximising Your YouTube Channel's Impact & Engagement

So What have We Learned?

1. Setup Your Channel Properly >> Make Sure your Channel Description & Links are in Place
2. Do Your Research>> Do Research on search terms your potential ideal viewer might use
3. Engage >> 3 Elements Need to be Satisfied (YouTube Wins/You Win/Your Viewer Wins)
4. Get the Click >> Tell YouTube How to Promote Your Content (Thumbnail)
5. Hook>> Consider the 5 Step Video Script Strategy (Hook/Intro/Content/Bonus/Call to Action)
6. Utilise Playlists>> Guide the Viewer's Journey to Watch More of Your content
7. Journey>> Extend the Viewer's Journey to watch other relevant content – your's or others'

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