What is YouTube?
YouTube is the world’s most popular video hosting service, making it easy to upload, annotate, collect, share, discuss, and discover videos online. It is one of the quintessential “Web 2.0” services, complete with community features like comments, ratings, feeds, subscriptions, and playlists.

Getting Started
Anyone can view YouTube videos, but to upload your own, you’ll need an account. Go to http://youtube.com and click ‘Sign Up’ to get started. You can also use your Google Account if you have one.

Channel Page
The homepage for you and your videos (http://youtube.com/YourAccountName). Customize the layout and design by clicking Account > Edit Channel

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Featured video</td>
<td>The big playable video in the upper-right. By default, your latest upload, but you can pick any video, even one that’s not yours.</td>
</tr>
<tr>
<td>Playlists</td>
<td>Create groups of videos. Mix &amp; match your own uploads with other people’s videos. Unlimited number of lists, but max of 5 appear on channel homepage.</td>
</tr>
<tr>
<td>Videos</td>
<td>These are the videos you have uploaded.</td>
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Uploading Video

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
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<tbody>
<tr>
<td>Title</td>
<td>Name your video. 60 character limit. Be descriptive but concise.</td>
</tr>
<tr>
<td>Description</td>
<td>Your chance to give the video context and an explanation. Put URL’s back to your website here—they’ll automatically turn into hyperlinks!</td>
</tr>
<tr>
<td>Category</td>
<td>Not many options to pick from, but pick whatever’s best.</td>
</tr>
<tr>
<td>Tags</td>
<td>These help relate your video to similar videos. “Put phrases in quotes” but leave single terms without.</td>
</tr>
<tr>
<td>Broadcast Options</td>
<td>Public or Private. Private videos can be shared with individual users. Tip: Keep your video private while editing; publish when you’re sure it’s ready.</td>
</tr>
<tr>
<td>Date &amp; Map</td>
<td>Geo-tag for advanced search by location / Google Earth view.</td>
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Learn When New Videos Are Posted in a Channel of Interest
- RSS Get updates in Google Reader or another RSS service.
- Subscribe Get email when there’s something new & see updates when you log in.

How Are My Videos Doing and How Are People Finding Them?

Check out the view count on your video page. Click Statistics & Data to see which pages link to your video.

For an in-depth look, click Account > Insight. Insight shows you trends, demographics, and search terms that people have used to find your video in both Google & YouTube.
Embedding

Embedding lets you easily place a YouTube video on another web page (examples: a blog, Bb site, other page). Copy the code in the 'Embed' box and paste it into your HTML editor. Click the blue gear to customize the size, color, and other options first.

To embed a playlist (multiple videos), click Account > Custom Video Players > Create Custom Player and choose the playlist to embed.

Annotations

Annotations are editable text comments on top of your video. There are three types: speech bubble, note, or spotlight. Change the size, location, duration, and color. Any annotation can be linked to another YouTube video, playlist, or channel. You may also invite other people to add annotations (click Edit: Annotations & copy the shareable link at the bottom).

Captions

Upload a text file with timecodes and the corresponding script for your video. Captions are automatically translated into over 40 languages. Click Edit: Captions and Subtitles.

Deep Links

Rather than telling someone ‘Watch this video, but fast-forward to the middle,’ you can link directly to specific points.
Example: http://www.youtube.com/watch?v=GH_Gnz24Ay8#t=1m15s will start at the 1:15 point.

YouTube examples at Duke
http://youtube.com/duke
http://youtube.com/dukecit
http://youtube.com/dukeunivlibraries

YouTube EDU (academic content from several universities):
http://www.youtube.com/edu

Get Help

Official Duke guidelines / get added as an ‘official’ Duke channel (waives the 10 min length restriction):
http://www.oit.duke.edu/web-multimedia/multimedia/YouTube/
http://www.google.com/support/youtube/

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