Putting the YOU in YouTube

8 Tips for Better YouTube Videos

6 out of 10 people prefer online video platforms to live TV
By 2025, half of viewers under 32 will not subscribe to a pay-TV service
In 2015, 18-49 year-olds spent 4% less time watching TV while time on YouTube went up 74%
300 hours of video are uploaded to YouTube every minute
Among millennials, YouTube accounts for two-thirds of the premium online video watched across devices
There are 3.25 billion hours of video watched each month

36 Astonishing YouTube Statistic for 2016

YouTube reaches more 18-49 year-olds than any cable network in the U.S.

1. Train yourself to be comfortable on camera

IT’S NOT ABOUT YOU, IT’S ABOUT YOUR INFORMATION

2. Learn from and connect with other YouTube Content Creators

Watch, Subscribe, Comment, Communicate, Replicate

Achieving Online Bliss

Consume

Connect

Create

Leech

Reinventing the wheel

Happy Place

Celebrity of Self

3. Plan out your video to reduce skippable time

Short Intro, Solid Content, Reinviting Conclusion

4. Talk to your audience like you would a group of friends

Don’t just read a script...

5. Learn how to use a good video editor

Camtasia, iMovie, YouTube Video Editor

6. Use Titles, Tags, Descriptions, and Thumbnails to your advantage

Relevant, Searchable, Eye-catching

7. Post Regularly

Schedule your posts as if your channel is a TV series

8. Promote your channel

Utilize social media

Contact

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