



# Your YouTube Channel

## Tips to Draw Viewers and Subscribers to Your YouTube Channel

As video educators, one of the most important lessons we talk to our students about is TARGET AUDIENCE! Producers must design the video for a specific audience in order to achieve maximum potential. Are you reaching the widest range of potential online viewers? YouTube makes this process easy with just a few clicks on your channel. However, not everyone takes a few extra computer strokes to maximize their number of viewer hits. **Here are 10 tips you could do to boost the likes and subscribers you get for your channel.**

### 1. Suitable Titles

It seems obvious but, your video needs a good lead. It's the most important part of your video besides the actual content. Despite this, many people don't see the importance of adding a few more words to the title. A YouTube title does not necessarily need to be a video title. In other words, you've edited your video with a title in mind and it's seen in your title slide at the beginning of your production. When you upload your project to YouTube, feel free to add descriptive words to your title to entice other viewers. For instance if you are doing a documentary on teenage pregnancy entitled "Young Moms," you may want to consider changing your YouTube title to "Young Moms, a Documentary on Teenage Pregnancy." Adjusting the title this way is the first of many steps you can take to increase your viewership but, it is still considered one of the more important aspects of your video.

### 2. Tags

Tags are a great way for people to find your video. Tags are keywords that fit the description of your video to help people find your creation. With thoughtfulness you can lure viewers in to watch your video with proper tags and descriptive words.

To add tags select your "Video Manager" tab on your YouTube Channel. From there, choose the video you'd like to add tags to and select "edit". Under "Basic Info", you'll find a textbox where you can add and remove custom tags separated by a comma. Use descriptive words that specifically apply to your video. Put the most relevant tag first but then consider compound tags (phrases), generic tags (broader scope), and even include misspelled tags. YouTube allows up to 500 characters for tags. Use it up!

### 3. Description

How many times have you looked for a video on YouTube and were disappointed with the first video you clicked on? A good description will avoid people hitting the thumbs down icon on their screen. When a thoughtful description is made, viewers have an idea what they are getting into. The description should accurately describe your video. Sure you could tease them a little; don't give away the whole plot of your short film, but give them enough just as a news anchor teases a story coming up in the broadcast.

#### **4. Customize your Thumbnail**

YouTube randomly selects a frame from your video and will use it as the thumbnail to represent your production. However, if you're not careful the wrong frame could catch your subject with his mouth wide open in a distasteful position. A more professional approach would be to customize your thumbnail. YouTube allows you to load pictures to use as a custom thumbnail. To do this, find your money shot in your video and screen capture it. If you are good with Photoshop dress up a nice graphic to appeal to potential viewers. Either of these techniques will help lure viewers as they choose what video to watch from their search.

#### **5. Use Facebook**

This social media platform is one of the most influential ways to spread videos. It will allow spins through sharing and in turn exposure towards your page. If you create a Facebook page for your program, you will be sure to gain exposure with each video you produce. More exposure means more subscribers and the chance to share your creative vision.

#### **6. Twitter Too!**

Twitter is another social media platform that will attract users to your content. Viewers can retweet your videos and your subscriber count could benefit. Twitter will also encourage discussion about your videos. It will allow you to see your viewers' comments and what content people are looking for or might want to see.

#### **7. "Please Subscribe"**

At the end of your video it's advantageous to politely ask people to like your video and subscribe. However, it should be done in a discrete and cordial manner so you don't deter them. If you have an upcoming video planned, ask them to subscribe so they don't miss it. Another nice way to ask people to subscribe to your channel is to ask "If you liked this video then please...." or for your how-to videos, "If this was helpful then..." In any event, reminding your viewers to subscribe gives them a subtle reminder that you are looking for their help.

#### **8. Consistency**

YouTube channels can be thought of as online television broadcast networks. We know that when we watch the Weather Channel we'll see weather-related content. If we are watching ESPN we won't likely be seeing the overplayed "Shawshank Redemption". YouTube Channels should have consistency just as many television broadcast networks have. This will allow your viewers to know what to expect and come back time and time again to be entertained about a topic that interests them. If you regularly post your weekly news program on your channel, try not to put a student's science project discussion on the same channel. Why? Although both videos may be related to your school, the novice looking science project may deter viewers who fondly look for your polished program to appear.

## **9. Create a Channel Trailer**

This is your bread and butter! Create a thirty second to one minute video trailer to promote your channel. Under the edit channel navigation page you can upload the trailer to represent your channel. YouTube Producer, Brighton West (<https://www.YouTube.com/watch?v=eUzjqr1aNNs>) does a wonderful job explaining how to upload your video and what to include when making your trailer. The trailer will appear to those people who have not subscribed to your channel. A well-produced trailer will hook the viewer in the first 5 seconds, tell the viewer what to expect from the channel, and show some of the best work produced.

## **10. Collaboration**

How awesome would it be if your school could be linked to other schools that are trying to build a similar production? At first you may think that it might be bad for business. However, viewers who are looking at news programs will tend to drift by playing videos under YouTube's recommended autoplay. A California news program could subscribe to an east coast news program. A midwest program could subscribe to a southeast. Maybe your school subscribes to other schools within the walls of your own state. These subscriptions can associate. The bottom line is: as video educators it's our job to let students broaden their views outside of their school walls.

With the change in technology and medium, it's important to find new and innovative ways to attract viewership. It's all about audience. These ten tips should allow you and your students to increase your number of subscribers and ultimately the number of views on your YouTube Channel.

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