

YouTube Tips



Shorter is better: Nobody likes waiting for videos to load (especially those who have a dial-up connection). Keep the message simple and less than 10 minutes for a more favorable response.

Make your videos easily accessible: It is important to use appropriate tags and descriptions so people are easily able to find your video when searching the site. Tags are simply keywords that will link people to videos. This will increase your viewership and also help categorize your own videos on YouTube.

Use high resolution videos: Higher resolution equals higher quality videos. Resolution of 1280 x 780 pixels is the "HD" standard that YouTube will host for you. Fortunately, recording cameras are more affordable than ever. High quality videos always appear more professional and credible, so it's worth the extra money for a good camera.

Form alliances: As with other social networking sites, making comments on others' videos will help you form alliances that will draw attention to your channel. Offer to add others' videos to your "Favorites" section if they do the same. This will be exposing your message to a wider audience.

Put yourself in your viewers' shoes: Make your videos interesting and unique to keep your viewer's attention. Make sure you have a "take-away," or information learned as a result of watching your video. They should feel compelled to share your video with others. By also including a call to action at the end, your audience is more likely to respond.

Be your own biggest fan: Use your other existing online networks to share your video. Embed the video on your own Web site or blog and link the videos on your social networking sites such as Facebook and Twitter. Create even greater visibility by asking your supporters to do the same.