Introduction to YouTube
By Dave Casler
Presented on
16 March 2015
at the
Montrose Public Library
Montrose, Colorado
Why this class?

- **Audience**: beginners – starting from scratch
- **Learn about YouTube**
- **Learn how to**
  - Create simple videos (single clip)
  - Upload these videos to YouTube
  - Share them with others
- **Some “next steps”**
Some terms

- Picture / image / still / snapshot: doesn’t move!
- Video: pictures that move, with audio
- Clip: one continuous shot without interruption
  - These are the foundation for all video work
- Editing: trimming, enhancing, combining clips; adding titles, voiceover, music
  - Subject of next week’s class on Intro to Video Editing
- Upload: use your Internet connection to copy a video file from your hard drive to YouTube
  - Videos are big and can take a long time to upload
- High-speed Internet: at least 3 Mbps down and 1 Mbps up
- Video management: curating videos, playlists, etc.
- One-to-many video: you make it, other people watch it later
- Video conferencing: real-time, two-way video (better on Skype)
Why use one-to-many video

• To share!
  – Better than words, better than snapshots
  – Others can view at their leisure

• Conveys more – allows body language

• Example to come:
  – Still picture
  – Video taken while posing for still picture
What can you share?

- Family moments (holiday and birthday greetings, family reunions)
- Fun stuff (cat videos)
- Entertainment, news, commentary
- Vacation videos (how I spent my summer vacation)
- Training videos (how to fix a garbage disposal; how to get your amateur radio license)
- Video blog – regular uploads for your fans
About YouTube

- By far the most popular video sharing platform, and it’s free, too!
- Must have a Google account
  - If you have Gmail, then you’re in
- Many tools and resources for contributors
  - Video manager
  - Playlists, free music, some editing
  - Yes, you can delete videos permanently!
Creating video

- **Things you can do directly on YouTube**
  - Webcam capture
  - Photo slide shows
  - Simple video editing and adding music

- **Things you can do on your computer**
  - Webcam capture
  - Download from devices, view, manage, and upload
  - Comprehensive editing

- **Things you can do with your device (smart phone, etc.)**
  - Upload directly to YouTube (or whatever)
  - Capture video clips for later editing on your computer
  - Intermediate-level video editing, depending on your device
Devices to capture video

- Your webcam (built into most laptops today)
  - You can get an outboard webcam if your desktop doesn’t have one
- Camera phone (pre-smart phone)
- Smart phone or tablet
- Your camera
  - Many cameras today have a video capture option
- Single purpose video camera (only captures video)
  - GoPro ($$) or other action camera
  - Consumer “camcorders” (from $ to $$$)
  - Professional and cinema-grade equipment ($$$$ to$$$$$$$$$)
Uploading Video

- Drag and drop
- Fill in the details
  - Basic (title, description, distribution limits)
  - Monetization (beyond scope of this class)
  - Advanced (licensing, distribution options, restrictions, location, recording date, statistics visibility)
- YouTube may take some time to “process” your video before it is available
- You can review everything before clicking “Publish”
Three video sharing types

- **Public** – anyone can see, can be found via search engines
- **Unlisted** – only someone with the URL can find it; but URL can be shared
  - Best for sharing incomplete or partial or experimental work
  - Viewer need not have a Google account
- **Private** – only specific people; takes some time to set up
  - Viewers must have YouTube accounts
Other sharing mechanisms

- Share on Facebook, Twitter, Google+, and several more
- Regular URL you can copy and paste into email
- Embed code to put on your website
- Email directly from YouTube
  - Only works if you have Gmail
Fan interaction

- Viewers can rate content as thumbs up or down
- Viewers can leave comments – anyone can reply, including you
  - Can be turned off
  - If a comment is inappropriate or spam, you can report it
    - You can even ban someone
Next steps

- **Playlists** – multiple videos that will be shown in sequence in a pre-determined order
- **Video manager**
  - Allows changing the descriptions, etc.
  - Can delete a video (don’t do this accidentally!)
- **Monetization**
  - Requires setting up Adsense account and is not straightforward
  - “Fan funding” (tip jar)
Next week: Video Editing

- Monday, 23 March 2015, 6:30 to 8:00 p.m., Montrose Public Library
- Beginning video editing
  - Trimming clips
  - Combining clips into a sequence
  - Transitions
  - Titles
  - Music
  - Voiceover
- Editing lore
  - Do’s and don’ts
- I will be demonstrating using CyberLink PowerDirector
  - Techniques are universal
  - Your computer may have come with video editing software – look around
  - Disclosure: I am a CyberLink “Most Valued Professional,” so I have a tenuous connection to CyberLink