

Setting up YouTube



Setting up your account

To get started on YouTube, you will need to have a Google account. To set one up you can go to Google and create an account. Make sure that your name and profile picture correctly display who you are. Be sure to make your name and picture externally facing if you are using your channel for a widespread audience. (For example, use a name such as 'Portsmouth Salvation Army' rather than just 'Portsmouth Citadel').

Once the account is created you can go to YouTube and login. When you have logged in, you will either be navigated to the main YouTube homepage or you will be navigated to your YouTube studio Dashboard. If you are not on this page but wish to navigate to your studio dashboard at any point, you can click on your account symbol in the right hand corner and then click, 'YouTube Studio'. You can click this button to navigate between the main YouTube site and your account dashboard.

This is your 'YouTube Studio' dashboard

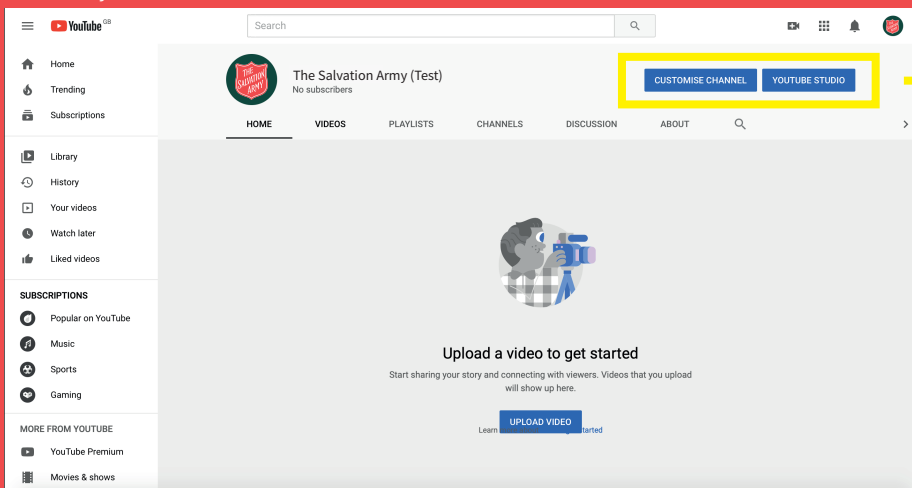
A screenshot of the YouTube Studio dashboard. The interface is light grey with a white top bar. On the left is a navigation menu with icons for Dashboard, Videos, Playlists, Analytics, Comments, Subtitles, Monetisation, Settings, Send feedback, and Creator Studio Classic. The main content area is titled "Channel dashboard" and features a large "UPLOAD VIDEO" button, a "News" section with a "COVID-19 updates and resources" link, a "What's new in Studio" section, and a "Creator Insider" section. On the right is a "Channel analytics" section showing "Current subscribers" as 0 and a "Summary" table with columns for Views and Watch time (hours), both showing 0.0%. A yellow circle highlights the account profile icon in the top right corner of the dashboard, with a yellow line extending from it to the text above.

Setting up your account (continued)

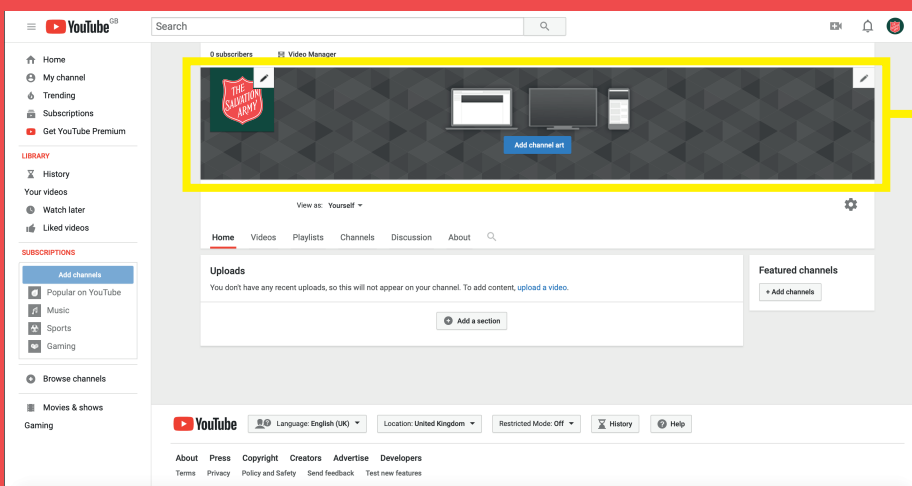
On your main dashboard in 'YouTube Studio', you will see your latest uploads and your channel analytics. The analytics will show you how well your channel and videos are performing on YouTube and what the overall engagement is from viewers. You may also find tips, tricks and news for YouTube accounts that will help you further with your channel and with the content that you upload.

Your Profile picture and the name of your channel will be pulled through from your google account. If you wish to change these you can go to 'Your Channel' and click 'Customise Channel'. To navigate to this page you can use the method shown to you on the previous page by clicking your account logo in the right-hand corner of the page.

This is your channel dashboard

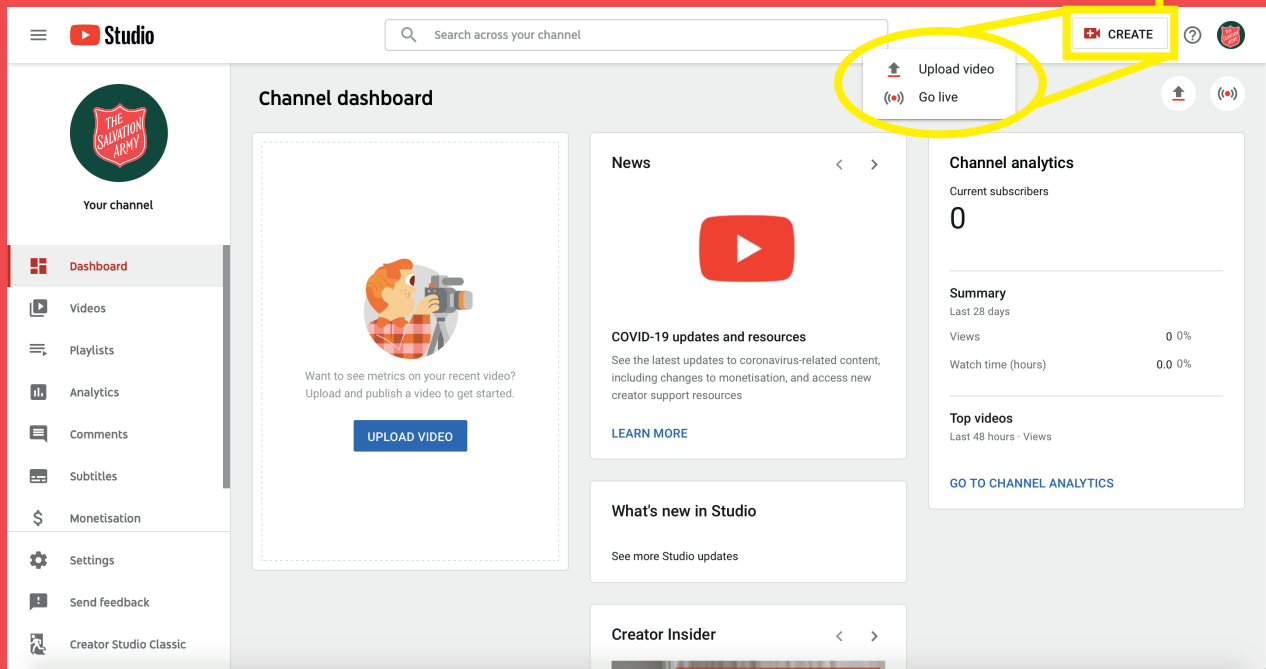


If you are customising your channel, you will be navigated to the following page. To change your profile picture or channel artwork, click on the edit icons for the elements of your channel you wish to change.

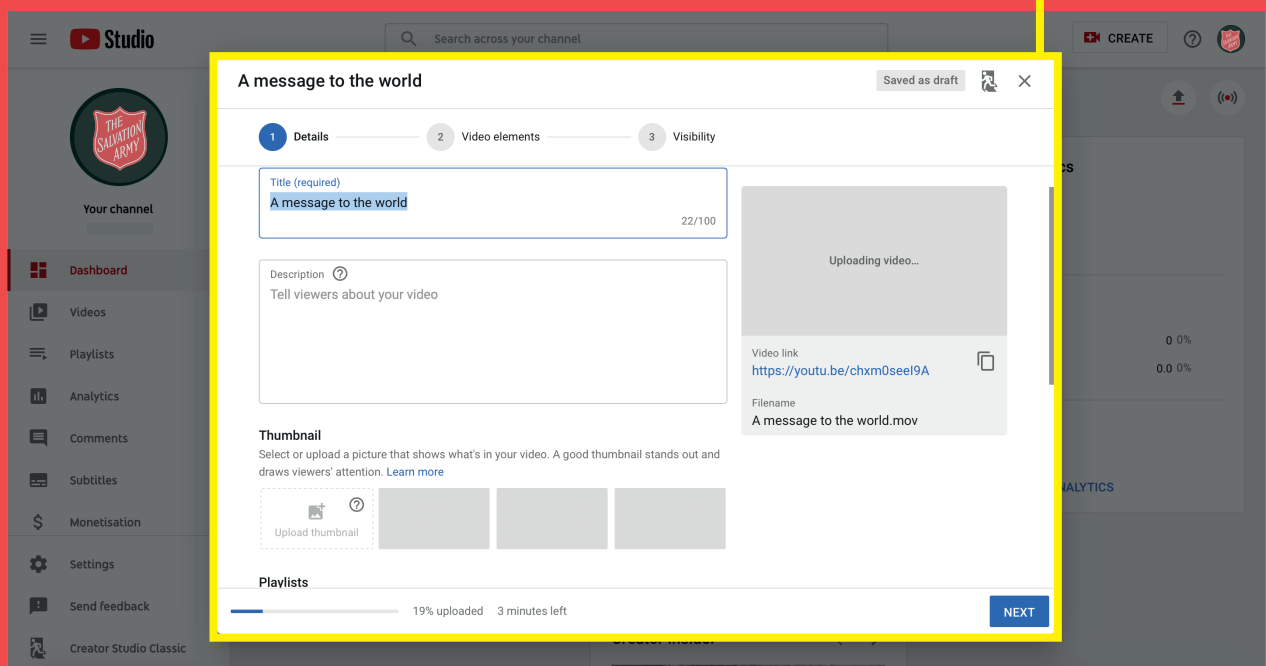


Uploading content

Using YouTube, you can either post pre-recorded, edited videos or you can livestream content straight from your channel. To do either of these, click the create button located in the top right-hand corner of the dashboard.



If you choose to upload a pre-recorded or edited video, you will be shown a screen where you can navigate through your files to choose the video you wish to upload. Once you have clicked on a file to upload to your channel, you will be able to edit the details and title of the video. While you do this, your video will be processing ready to be viewed on YouTube. The progress of the processing is shown in the bottom left-hand corner of this window.

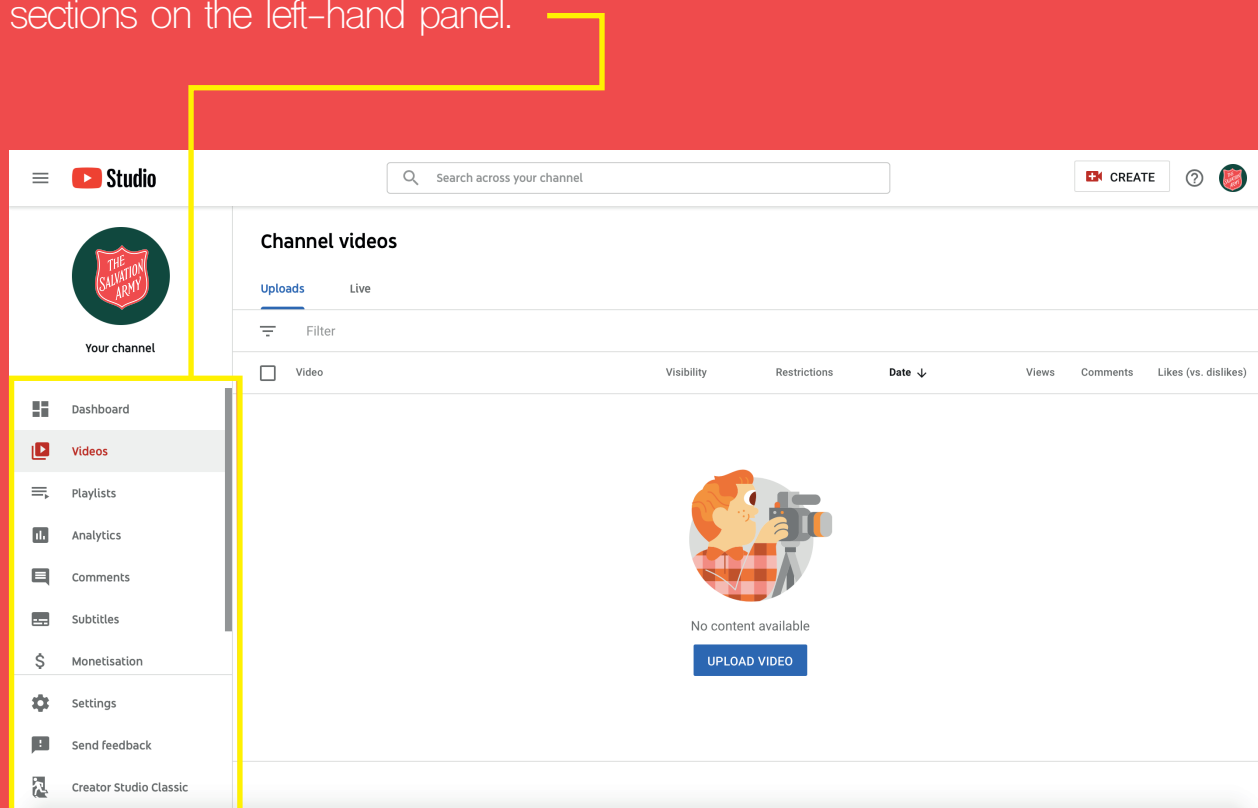


Knowing your workspace

When you upload videos and content to your channel, you will be able to see all of your videos in the 'Videos' dashboard. You can locate this dashboard on the left-hand side of your main account dashboard.

You can also create playlists using your own videos or create playlists from videos that are already on YouTube.

You will be able to keep a track of all engagements with your channel such as the analytics of your videos and also any comments you receive. You can visit these areas of your channel by clicking on the 'Analytics' or 'Comments' sections on the left-hand panel.



Further Assistance

If you would like some further assistance or further guidance to support your ministry through YouTube, please use the following contact:

Video Productions Unit: vpu@salvationarmy.org.uk

Follow the main Salvation Army YouTube page and we'll make sure to follow you back | <https://www.youtube.com/salvationarmyvideo>