

## How to Upload Videos to YouTube



YouTube is an online video sharing and social media platform owned by Google with over 2 billion subscribers. All Google users automatically have access to a personal YouTube account. YouTube users can not only upload videos but also they are able to like, comment, and subscribe to other YouTube accounts. In this lesson, we are going to go over how to upload YouTube videos to the platform and control privacy settings.

### By the end of today's lesson, you will be able to:

- Identify eligible video format
- Log into YouTube account
- Add descriptions and set the privacy settings for the video

### Identify eligible video format

YouTube accepts a wide variety of video formats, which include the following:

📄 .MOV	📄 .MPG	📄 3GPP
📄 .MPEG-1	📄 .AVI	📄 WebM
📄 .MPEG-2	📄 .WMV	📄 DNxHR
📄 .MPEG4	📄 .MPEGPS	📄 ProRes
📄 .MP4	📄 .FLV	📄 CineForm
		📄 HEVC (h265)

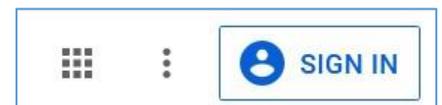
If you filmed using a smartphone, more than likely the video is in a compatible format. You can find the format of a video appended to the file's name:



### Log into YouTube account

If you have a Google account, you automatically have a YouTube account. If you do not have a Google account, when you create a YouTube account you will also create a Google account.

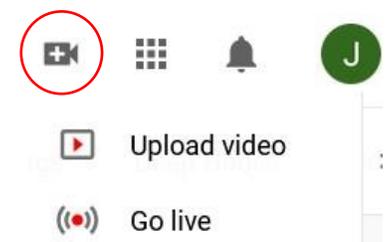
- If you are already signed into a Google account on a browser, you are simultaneously signed into YouTube and just need to go to the website. If you are not signed in, just go to **youtube.com** and you can sign into your Google account from there.



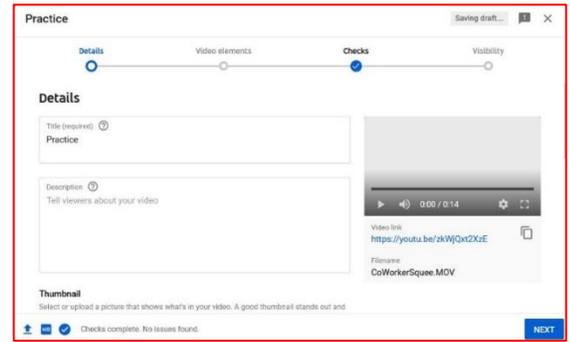
### Upload video from home computer

After signing in, you can now start uploading videos to YouTube. In order for the upload to go smoothly, be aware of where the video file is located on your computer such as on your **Desktop** or in the **Downloads** folder.

1. To upload, click on the **Create** icon (camera with an addition symbol) in the top right menu then click **Upload video**.



- An **Upload Videos** window will appear, click on **SELECT FILES**, search for the video in your computer that you would like to upload, and then click **Open**. A processing window will appear with a preview of your video:



### Add descriptions and set the privacy settings for the video

At this point, your video will be processed which means that YouTube will check for compatibility and will adjust the video for the website. At the bottom of the processing window, you will see a processing status. There are four parts to processing – **Details**, **Video Elements**, **Checks**, and **Visibility**. When you get to end of each part, simply click NEXT. If you are unable to move to a different part, it could mean that a section has not been resolved (e.g. no title was provided).

#### Details –

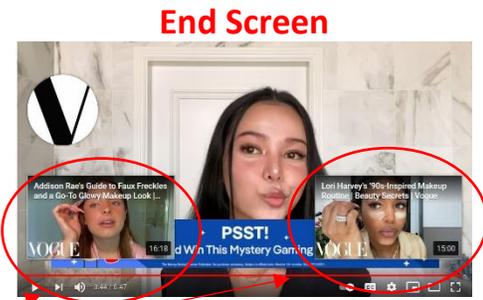
- Title (required)** – The default title will be title of the file. Be sure to change it before you **Publish** the video.
- Description** – Not a required element but does allow you to provide to provide context, attributions, links, and timestamps.
- Thumbnail** – The thumbnail is a preview image of your video when it is paused and when it is embedded on a website (e.g. if linked on a Facebook post, this is the image seen)
- Playlists** – Organize your videos into collections related by content (e.g. Recipes, Vlogs, or Tutorials). You are able to add a video to multiple playlists. Playlists can be **Public** (viewable by any user who visits your channel), **Private** (only viewable by you when signed in), and **Unlisted** (not viewable by users when they visit your profile but you are able to send a link to the playlist manually).
- Audience (required)** – This section is required and you must specify if the content of the video is for kids or not. If specify that the content IS for kids, comments will automatically be disabled. This part is to comply with the *Children’s Online Private Protection Act (COPPA)*.
- Paid Promotion** – If you have accepted money for the content in the video, you must inform YouTube and your viewers. **Note:** Videos can be monetized which means ads will appear. However, if sensitive topics are discussed then the video can be flagged and demonetized.
- Tags** – Type in words or phrases that are associated with the video and separate them with a comma. This section gives you the ability to make your content more searchable by adding more keywords that may not be contained in the title. This section also allows you to add commonly misspelled words associated with your content.
- Language and Captions Certification** – In order to improve your video’s audience reach, specify the language in the video. By specifying the language, you are able to add subtitles in the next processing part (see **Video Elements**)
- Recording Date and Location** – Add information about when or where the video was made in order make it more searchable. Users are able to search by location.
- License and Distribution** – This section gives YouTube permission to make your content available on the website.
- Short Sampling** – Automatically, users are able to sample or use a short segment from your content. You would need to *opt out* if you do not want users to use your content.



- **Category** – Categories allows YouTube’s algorithm to suggest your video to users and helps users search for your content.
- **Comments and Ratings** – This section allows you to control comments made on your video. You can also choose to opt out of showing your ratings or Likes/Dislikes ratio.

**Video Elements –**

- **Add Subtitles** – You can upload a subtitles file or you can manually add subtitles to your video. This option is only available if you specify a language in Language and Caption Certification.
- **Add an End Screen** – When your video is finished, you can potentially add a screen with Cards.
- **Add Cards** – Cards are thumbnail-links on videos that you can add to give people the ability to view related content.



CARDS

**Checks –**

- **Copyright** – As soon as you upload the video, YouTube will process it in order to reformat for the platform. While you’re working on the Details section, YouTube will also check to see if there are any copyright issues. Note: A video can be copyright disputed after it has been published even if it passes this initial check.

**Visibility –**

- **Save or Publish** – This part allows you to control who can view your content: **Public** (anyone who searches for your video or visits your channel will be able to view the video), **Unlisted** (your video is only viewable if you send out a link; other users won’t be able to see the video even if they visit your channel), or **Private** (only you can view the video; you can also privately share the video with another signed in user)
- **Schedule** – You are able to publish your content at a later date and time.

**Tips**

1. **Timestamps** – Add timestamps to your video that allows viewers to jump to different section. To add a timestamp, type out the minute and seconds of significant parts of the video.
2. **Use tags** – The more tags you add to your video (see **Details**), the more opportunities you provide to viewers to find your video when they are searching for similar topics.
3. **Add links** – Enrich the viewing experience by providing links in the description.

Short on time? Jump to the parts of the video need:  
 2:36 - How to access Google Slides through Gmail and start a new presentation  
 4:21 - How to add slides, change slide layout, choose a theme, delete slides  
 9:30 - How to add text, text boxes, and images  
 15:08 - How to add transitions  
 17:08 - How to add speaker notes  
 18:47 - How to edit Master slide  
 21:47 - How to present Google Slides presentation  
 26:30 - How to share presentation  
 19:37 - How to download as MS PowerPoint Presentation (.pptx)  
 30:39 - How to upload .pptx and edit in Google Slides



4. **Film videos in landscape** – Maximize the YouTube screen by filming videos in landscape or horizontally. While you are able to post videos filmed in portrait or vertically, your video will end up with unattractive black bars that create much negative space.