

# YouTube

## User Guide for CDFIs





## **How YouTube can Benefit your Business and how to use it**

YouTube ([www.youtube.com](http://www.youtube.com)) is a free video sharing website that makes it easy to watch online videos. It is a great way to get your message out to consumers by creating and uploading your own videos to share with others.

Your video has the ability to tell your CDFI's story with sight and sound. In mere seconds your business will have a personality that inspires confidence, increases your brand awareness, and drives users to your website.

## **Why Should I Use YouTube?**

YouTube's popularity is growing. Approximately 180 million Americans use the website for an average of 40 minutes per session. Nearly five billion videos are viewed on YouTube every day. In fact, 700 YouTube videos are shared on Twitter every minute.

YouTube reaches more adults between the ages of 18-34 and 18-49 than any cable network in the U.S., but currently, less than 10% of small businesses in the U.S. are using it.

Unlike social media sites like Facebook, the actual content on your YouTube channel can be searched out by interested users. Many users are using YouTube's own search engine (which is the second most-used search engine, only behind Google) to search for content<sup>1</sup>. This is particularly true for how-to tutorials and educational content.



## How do I use it?

As with any video, it is best to be prepared for shooting your content. Most people have a smartphone, so finding the equipment should not be a challenge.

### **STEP 1: Script**

The first thing you will want to do is outline a script for your video. Keep in mind when developing your outline that a good video has purpose and your outline will help you to define your purpose. Your outline for a basic video will include:

- An introduction
  - Approximately 20% of the people who start your video will leave after the first 10 seconds, so it is critical to create a strong introduction.
- The problem stated by a representative of the CDFI or a consumer
  - Example: the type of loan the person needs, financial education, help to get out of debt
- The solution
  - How the CDFI can help to solve the problem
- The call to action
- This is where you encourage the viewer to come in and talk or explore further solutions on your website

One idea is to highlight success stories of your organization. People want to see and feel that this could be them. Who did your CDFI help? Maybe they'd be willing to share their story. Are you focused on a particular consumer? Let that show in your video.

**STEP 2: Storyboard**

A storyboard will show what is happening on screen during a shot that aligns with the script.

For example:

Introduction



Problem



Solution



Call to Action





### STEP 3: Shoot

You have a great script, you have your storyboard, and now you have to think about what you want your video to look like. Your environment and sound need to be just right, and so do the people featured in your video.

#### Select your equipment.

- **Smartphone:** You'll be able to record fairly high-quality videos with the touch of a button. Smartphones are also easier to transport than larger, bulkier cameras, meaning you can record on-the-go if you like. You can also purchase a smartphone-specific tripod for under \$30.
  - The largest drawback to using a smartphone is the lack of available audio input. You'll either need to record audio separately on another device and then synchronize your video and audio later, or you'll need to settle for the in-camera microphone.
  - Invest in a dedicated microphone. Even if your footage is beautiful, poor audio will severely detract from the overall appeal of your video. Think of it this way: you want your audio's quality to match-if not exceed-your video quality, and using your camera's built-in microphone will make it difficult to achieve this goal.
- **Camcorder:** You can purchase a camcorder that shoots in high-definition (720p or higher) for relatively cheap.
- **Digital Single-Lens Reflex (DSLR) camera:** Includes a wide array of devices, but generally entail a high standard of quality. Remember to ensure that your selected camera includes video recording as an option. Also keep in mind that DSLR cameras require a higher level of skill and patience to operate effectively. If you aren't already well-versed in DSLR camera operation, consider using a cheaper alternative.

**Choose your location.** Choose a backdrop that is professional and welcoming. Clear the area of any clutter.

**Check the lighting** and make sure it flatters the person speaking.

- Check out this YouTube video [Best Video Lighting for YouTube on a Budget](#)



**Don't center the shot.** Sit a little bit to the left or right. If you have a picture or something similar on the wall behind you, try sitting opposite of and below it for your shot. Most smartphones have a camera-related option that displays a three-by-three grid of lines on the screen while shooting.

**Practice, practice, practice.** In all the preparation to produce your video, take a few trial runs to make sure the material comes across as natural.

#### STEP 4: Edit

Most computers come with stock video-editing software (e.g., iMovie or Windows Movie Maker). These will get the job done in a pinch, but you can easily download or purchase much more advanced software that will give you the control you need to produce a high-quality video.

- “Wondershare Filmora” is an excellent free option for beginners on both Mac and PC.

#### STEP 5: Post

To upload your video to YouTube:

**1. Finalize the File.** Make sure you make your final edits and finishing touches, and then convert it into a proper format. MP4 & MOV are always solid choices.

**2. Log in to your YouTube account.** Each account has its own channel attached to it. Sign in to the account that is associated with the channel where you want to upload the video.

**3. Click the upload button.** The upload button is located to the right of the search bar near the top of the page.

**4. Choose the file.** Click the Select files to upload button to open a file browser. Find the file or files that you want to add. You also can drag and drop videos onto the upload window.

**5. Click the Open or Choose button.** You also can drag and drop your file into the uploader.

**6. Add the title and description, and select a thumbnail.** When choosing a title and description, it is always good to



keep in mind that people can find your video using many different paths – be descriptive and keep it interesting! If the auto-generated thumbnails for your video don't work, you have the option to upload a custom one.

**7. Choose privacy settings.** There are different settings for your video. Public videos can be searched for and viewed by anyone. Unlisted videos are only accessible to people who know the exact video link. Private videos are unlisted and can only be viewed by viewers that you designate.

**8. Adjust any advanced settings.** Click the Advanced tab and review the options. You can choose to disable the comments, disable video responses, change rights ownership, choose to notify your subscribers, and more.

**9. Click Save.** Your title, description, etc. will be saved when your video has completed uploading. When the bar is 100% filled, you have posted your video on YouTube. It may take a few seconds before the video plays back as the file is converted and optimized.

**10. Add captioning.** This step is optional, but keep in mind that many people watch videos on their mobile devices without sound, and YouTube has auto-captions that can range from incorrect to embarrassing/problematic. Navigate to your new video. Click the “edit video” button, then click “Subtitles/CC” at the top right of the screen. Click “Add new subtitles or CC.” Select your language. You can either upload a file, transcribe and auto-sync, or create new subtitles. Once your subtitles have been created, YouTube has a tool for you to easily time them with your video.

After this – **you're done!**

## Tips for YouTube videos:

- **Keep it short.** Videos should be between 16 seconds and two minutes. Shorter videos are more popular.
- **Have a strong call to action.** You want the person watching to do something. Do you want them to subscribe to your YouTube channel? Visit your website? Follow you on Facebook or Twitter?
- **Be interactive.** Monitor and respond to all comments quickly. This will help to establish credibility.
- **Use keywords.** YouTube is searchable. What words would you associate with your CDFI? Try to stick to 70 characters to describe the contents of the video.
- **Add closed captions.** Closed captions are subtitles which can be turned on and off. They can increase engagement by nearly 20%. Easy to upload via YouTube's dashboard, closed captions can be offered in multiple language subtitles to engage different demographics on one video.
- **Post videos during peak viewing times.**
  - Monday–Wednesday: 2 to 4 p.m. EST
  - Thursday–Friday: noon to 3 p.m. EST (best days for the most viewership)
  - Saturday–Sunday: 9 to 11 a.m. EST<sup>2</sup>
- **Make it mobile-friendly.** More than half of YouTube users use mobile devices. Keep this in mind when you develop your YouTube strategy.
- **Feature it.** Right after you've added your video to YouTube, make sure your video is featured on the front page. People looking at your organization's YouTube page should be seeing your most current video. It makes you look up to date, current, relevant, and puts the video at the center of the viewer's attention.
- **Choose a good thumbnail.** If you allow YouTube to automatically choose your thumbnail, it probably won't be very interesting. Use your computer's screenshot feature to capture an image from your video that is emotionally compelling, and upload it in your video settings.



- **Reuse it.** Share your video on your other social media platforms (like Twitter or Facebook), or host it on your CDFI's website. This video is a tool you can use in so many ways!

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## Sources:

<sup>1</sup> <https://digitalmarketinginstitute.com/blog/2017-6-6-seo-tactics-to-increase-views-and-ranking-on-youtube>

<sup>2</sup> <https://www.entrepreneur.com/article/241764>