

YouTube

Joining YouTube

Joining and creating a channel for yourself/organization/event in YouTube is also easy.

- Go to **YouTube.com** and choose to either “Sign Up” or “Sign In” (both options are located on the top right of the YouTube homepage.)
 - If you already have a Gmail account, you can sign in with that. If that is the case, go to “Sign In”, “Sign in with your Google Account!,” then enter your Gmail email address and password.
 - If you do not currently have a Gmail account, then select the “Sign Up” option. Enter your Email Address, your desired YouTube password, a desired username, and all other requested information. Once you have filled out all necessary information and agree to the terms of service, select “Create my account”. This service is free and anyone can join. Shortly after, you will get an e-mail from YouTube telling you how to confirm your account. The e-mail provides a link back to YouTube that, when activated, takes you back to the program where you will sign in and begin the fun.

Creating a Channel

YouTube allows you to create a channel, which is a customizable page where other users can see your profile information, public videos, and favorites all in a centralized location.

To create a channel, login and click on your username, located on the top right of the page. Then select the yellow “Edit Channel” button. Under “Channel info” you can create a title, a description, and channel tags. Tags are keywords in this case used to describe the channel. Once completed, be sure and select “Update Channel” so your information will be saved. You can also customize the look of your channel under “Channel Design”.

The last step: to change your profile picture, select the “Account” link (located on the top right on the page), and select the “Change” link located under the picture icon. Then choose a desired picture from your computer.

Uploading a Video

Uploading videos onto YouTube is very simple. After selecting the “Account” link on the top right of the page, a yellow “Upload” button should appear. Select it, and then choose to “Upload Video”. Select the desired video from your computer, and the upload will begin. You can customize a title, description, as well as tags. You must also select a category. Be sure and “Save Changes.”

Uploading Minds Wide Open Videos

When uploading a Minds Wide Open video, be sure and include the Artists name and organization in the Video Title (Example: Peggy Baggett, Virginia

Commission for the Arts).

Also, include this under the Video Description:

“In spring 2010, the cultural community in Virginia will celebrate the arts with performances, exhibitions, literary readings and films on the theme of Women in the Arts. All Virginia artists and cultural organization are invited to participate by presenting at least one program for the public between March and June of 2010 featuring Women in the Arts. These thousands of cultural events will be marketed as MINDS WIDE OPEN: Virginia Celebrates Women in the Arts.

Each of Virginia's 22 largest arts organizations has made a commitment to participate in 2010 and is now asking Virginia arts organizations, artists, colleges, art galleries, libraries and museums to join the celebration!
<http://www.vamindswideopen.com>”

Be sure and include these Tags: Virginia, Women, Minds Wide Open, #MWO, as well as any other appropriate tags.

Join MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts*

By visiting the link below, you can visit our Minds Wide Open YouTube Channel. There you can click in the upper left to “Subscribe” to enjoy and share our videos.
<http://www.youtube.com/vamindswideopen>

Additional YouTube Tactics:

Consider also doing the following:

- Utilize your email lists to send out links to the MWO and your YouTube Channels, encouraging others to join and subscribe.
- Creating a YouTube Channel for your organization; once you do, your page can subscribe to the MWO YouTube Channel.
- Place a link to your YouTube Channel and the MWO YouTube Channel inside newsletters, emails, Facebook and other regular communications to patrons and fans