



Building & Engaging Your Community

We know that building your community is of the utmost importance for creators, so we want to ensure you know about new and improved tools to 1) engage with your community through comments on your channel, and 2) keep your biggest fans up-to-date on your newest videos. **See details below:**



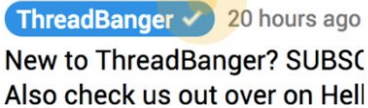
Pin a comment so all can see



Pin any comment from a fan, or your own, and promote it to the top of your feed. This lets you highlight great engagement from fans. They also get notified that their comment has been pinned. [Check it out.](#)



Stand out with a colored username



When you comment on your channel, your username will appear under the text with a pop of color around it so your viewers can easily tell that the comment is coming from you.



Show love with a heart



Show some love by giving a heart to your favorite comments. Only you are able to give hearts to acknowledge great comments from your community and it'll also send your fan a notification to bring them back to your channel. These notifications drive 3x the open rates compared to other YouTube notifications.

Mark Douglas from
The Key of Awesome:

Rob Czar from
Threadbanger:



Pro tip: Did you know that when you pin or heart a comment, your viewer receives a notification? Also, when you heart comments, they have a higher possibility of appearing as a top comment.



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"I like the pinned comment feature, especially since a lot of the comments tend to ask the same questions. With this feature, we can answer a question once and our biggest fans then continue to answer on our behalf. Makes our job much easier!"

"We love the highlighted channel name! Our audience often had trouble finding our real comments, and now they can easily tell which comments comes from the real us."

"Hearting a person's comment will no doubt either make them smile or sometimes make their entire day. Now knowing the power of this tool, we use it daily :)"

YouTube offers a number of tools to help you shape the tone of your conversations. Keep them in mind to make it easier and faster to manage your community engagement.

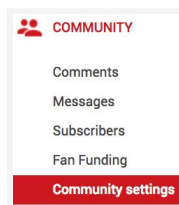


Choose moderators

Choose moderators to help you with your channel's comments. These users will be able to remove inappropriate comments and those will be held for you to review. Find more [here](#).

HOW TO DO IT:

Log in to the [Community Settings tab](#) in the Creator Studio:



In the **Moderators** section, paste new moderator's channel URLs:

Automated filters

Moderators

These users can remove comments, which will appear in your [Held for Review](#) page.



Block words & phrases

You can pre-select certain words or phrases that you don't want to appear in your comments. Just add them to the block list, and all comments with these words or phrases will be held for your review and approval before being published. [Here](#) is how.

HOW TO DO IT:

Log in to the [Community Settings tab](#) in the Creator Studio. In the **Blocked words** section, add keywords that you'd like to block from comments:

Blocked words

Comments closely matching these words will be held for review. Live chats matching these words will be blocked.



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Hold potentially inappropriate comments for review

This beta feature holds potentially inappropriate comments identified by our algorithms for review. Sign-up [now](#) to try it out.

HOW TO DO IT:

After receiving the confirmation email, your channel will have the feature enabled. Then, log in to the [Community Settings tab](#) in the Creator Studio. In the **Default settings** section, select the new option "Hold potentially inappropriate comments for review". Remember, you'll only see this setting if you've joined our beta program:

Default settings

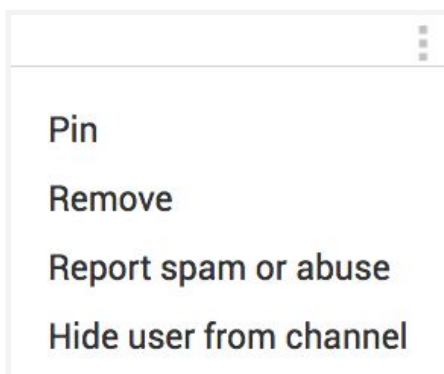
Comments on your new videos

Allow all comments

Hold potentially inappropriate comments for review

Fostering a healthy community is important for creators and viewers alike. If necessary, you can take further action to keep the conversation positive and productive. **Consider these options:**

By clicking the menu at the top right of every comment on your channel, you can take any of these actions:



Remove comments:

Take down any comment and all its replies from your channel.

Report users for spam/abuse:

The "Report spam or abuse" link allows you and your community to report spam or abuse comments left on videos. If we find that it violates our spam or abuse policy, we will remove it.

Hide all comments from a user:

Block a specific user from posting comments on your videos. If you change your mind, you can remove the user from the hidden users list in your community settings.

Coming soon:

In addition to these new community management tools, we've been working hard to improve enforcement of the Community Guidelines when it comes to comments. Soon we'll be rolling out

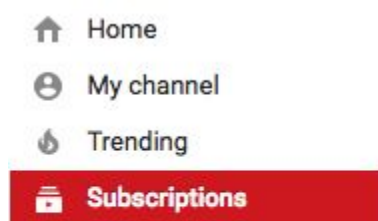


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some updates to how we apply strikes that will further help you maintain a positive and engaged community. **Stay tuned!**

Subscribers are your biggest fans and critical to your success. These are the actions you can take to ensure your subscribers know when you've released new videos on your channel. **See details below:**

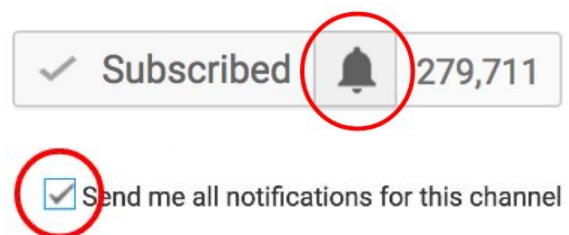
Ask Viewers to Subscribe & Use the Subscriptions tab



Ask your viewer to “subscribe” to your channel to see all your new videos in their Subscriptions feed.

Subscribers are helpful because they are typically the first people to see a video, and provide important initial signals to our system. Ask viewers to subscribe, explain the benefits, and upload videos when you think your viewers are most likely watching YouTube (check the [Realtime Report](#) in

Ask Viewers to ‘tap the bell’ to get Notifications



When viewers “subscribe”, ask them to also opt in using the notification bell to receive notifications for your uploads.

By default, notifications are sent for the highlights from a channel. To get notifications for every upload, a viewer must select the bell icon next to 'Subscribed' and select the check box to 'Send me all notifications for this channel.' On mobile, a viewer can just tap the bell next to 'Subscribed.' Invite your viewers to



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Analytics to find out more). [Here's](#) how fans can manage their Subscriptions.

tap the bell to stay up to date in real time with your new uploads. Learn more [here](#).

GET IN TOUCH...

- Learn more about how to engage with your community at [Creator Academy](#).
- [Watch new ideas](#) to promote fan engagement at the Creator Academy Channel.
- Find more resources at [Creator Hub](#).
- Get support to your questions at the [Help Center](#).
- Learn, Create and Connect at one of the [YouTube Spaces](#).
- Meet like minded creators at the [Creator Community](#).