① Getting started: Create & Customize
Create a channel and personalize
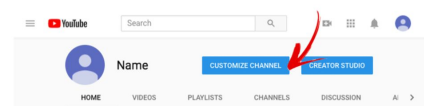
Create a Channel for only you to update and maintain

- Login to YouTube.com
- Click on the upper right icon and select My Channel

Create a Channel that allows you and individually invited collaborators to update and maintain

- To create a channel where you can individually invite collaborators (managers, administrators, etc.) to help update and maintain your channel, create a Brand Account.
- Once logged in, go to youtube.com/channel_switcher to create or manage your other accounts.
- Invite collaborators to help manage your channel.
- If you have a channel already but would like to invite collaborators to help with management, you can convert an existing channel to a brand account.

Personalize your page by adding a channel icon and banner

- When looking at your channel (upper right icon > My channel) click CUSTOMIZE CHANNEL
- Update your channel icon / image.
- Update your channel banner -- *this is your largest piece of customizable real estate on your channel.*

Add a Bio, Channel Description & Socials

If you don't see the described options below, click CUSTOMIZE CHANNEL near the top of the page.

- On the About tab, add your biography into the Channel Description.
- Under Links on the About tab, add your website and social media handles.
  TIP: Include the full URL for your social handles (i.e. https://www).

② Curating your work: Create Playlists
Create playlists to curate your credits and discography

Create a Playlist

You can make a playlist which curates content hosted on other channels and/or content uploaded to your own channel.

- Start with a video you want in the playlist.
- Under the video, click the **Add to** icon.
- Select a playlist you've already created, or click Create new playlist. *If you create a new playlist, enter a playlist name and click Create.*
- Search the next video you want to add to the playlist. Repeat!

Here are some ideas for content curation: Artist videos of songs I wrote / produced / engineered, Favorite covers of my compositions, Collaborations (i.e. me playing with other people), TV / Live Appearances, Interviews, Fan Footage, Dance videos using my song, Favorite compositions, Recommended listening for my fans.

Here are some ideas for creating content: My version of my songs made popular by other artists, My latest demo or studio clips (can be posted as private), Live Shows, Acoustic Performances, Interviews about Process and influences, Behind the scenes, Behind the song video, Tutorials (how to play my song, how to write a song, production techniques), Fan or audience engagement (Q&A, pranks), Invitations to fans and artists to cover/remix works, mini documentaries about album art and merchandise, etc. You can also create a welcome video telling fans about your work or promoting a new release.

Edit a Playlist

If you don't see the described options below, click CUSTOMIZE CHANNEL near the top of the page.

- Click to the Playlists tab and click on the playlist name that you want to edit.
- Once the playlist opens, click Edit.
- You can edit your playlist name by hovering over the text, add a playlist description, reorder videos in the playlist by hovering over the video line and selecting the reorder panel on the far left (click, drag and drop to the desired location on the playlist).
- More abouts playlists here.

③ Showcase your work on your home page
Add playlists and custom groupings to your home page

Add a playlist to your home page

If you don't see the described options below, click CUSTOMIZE CHANNEL near the top of the page.

- On your Home page, click **+Add a section**
- Under CONTENT, select Single Playlist
- Optionally adjust the Layout (defaults to horizontal row)
- Under CHOOSE A PLAYLIST click the Find playlist and select your respective playlist.
- Click Done.
- To modify the name of the playlist or the order of videos in the playlist, see "Edit a Playlist" instructions above.

Add collaborators or custom groupings to your home page

If you don't see the described options below, click CUSTOMIZE CHANNEL near the top of the page.

- On your Home page, click **+Add a section**
- Under CONTENT, select Custom Grouping
- Optionally adjust the Layout (defaults to horizontal row)
- Under CHANNEL SELECTION, click "Add channels"
- In the Add channels pop-out, give the grouping a title (i.e. Collaborators, In the studio with, Artists I've produced, etc.)
- Enter channel username or URL in the respective section and click **+Add**.
  TIP: Open YouTube in another tab or window, search for the artist or channel, copy the URL and paste it back into this pop-out. Click +Add. Repeat until all of the collaborators have been added and click Done.
- Click Done again on your home page to save the new custom grouping.
- Modify anytime by hovering over the section and clicking the pencil icon. Click the "Add channels" pop-out and edit accordingly. You may also hover over the added channels to reorder (click, drag and drop). Click Done in the pop-out and Done again on the home page to save.