

Community Playbook



Unboxing Community posts

As a YouTube creator, you're always looking to strengthen your relationship with your audience. That's why we've created Community posts, a fun new way to share your creativity and complement your upload schedule, all while interacting with your audience on YouTube.

Home Videos Playlists **Community** Channels About

POSTS • 55



Peter Hollens

What songs should I do AFTER these!?

1. You're Welcome - Moana
2. Shape of You - Ed Sheeran
3. Carry On Wayward

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Explore new features

Increase your channels output with new creative ways to post. Make a post with features like photos, text, GIFs, polls, and video reposting.



Go beyond hi

Keep your fans coming back for more with new and unexpected content. You could tease your next big production, poll your audience for what to make next, drop exclusive info, talk about your other channels, or just let your community know what's on your mind.



Engage your audience

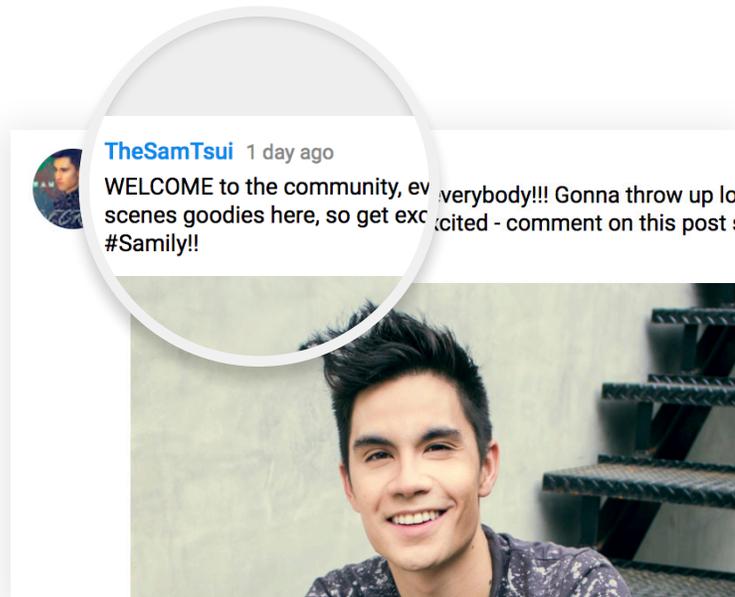
Create a posting schedule to complement your uploads and expand your brand. The more consistent you are, the better, so try keeping your audience up to date with regular posts about your new merch, or next move.

Follow this tutorial to learn the basics of Community, start posting, and get inspired by examples of how top YouTube creators use Community.

Getting started

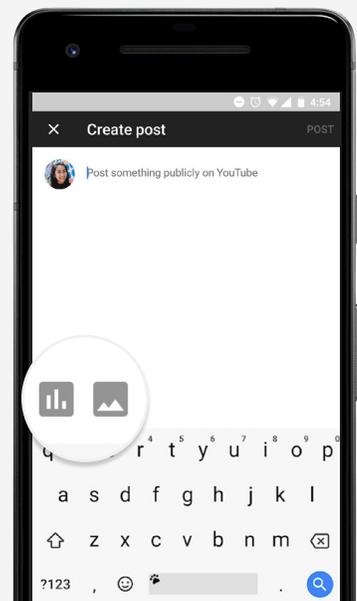
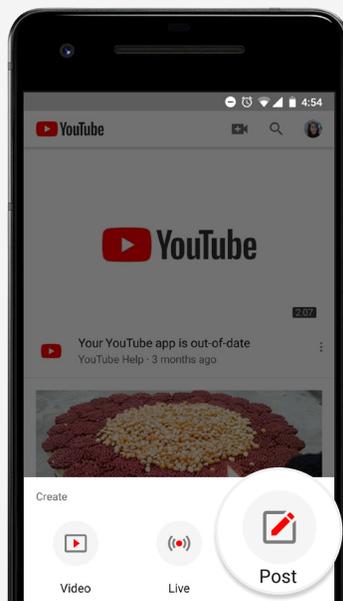
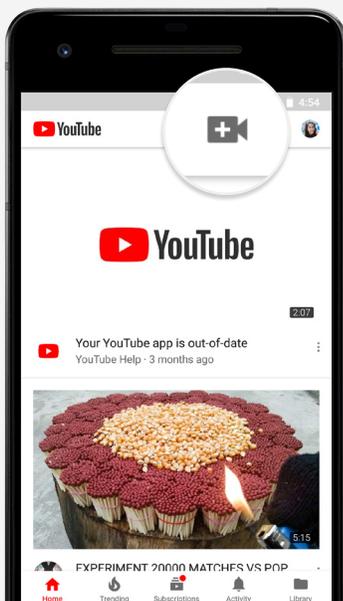
“Hey guys, Community here...”

Your fans will be wondering where all these new posts in their feed are coming from, so think about how you're going to introduce Community. Most creators make a short video announcing their new Community tab and walk through all the new things it can do. Make sure you link to your Community tab in the announcement or video description so it's easy to find.



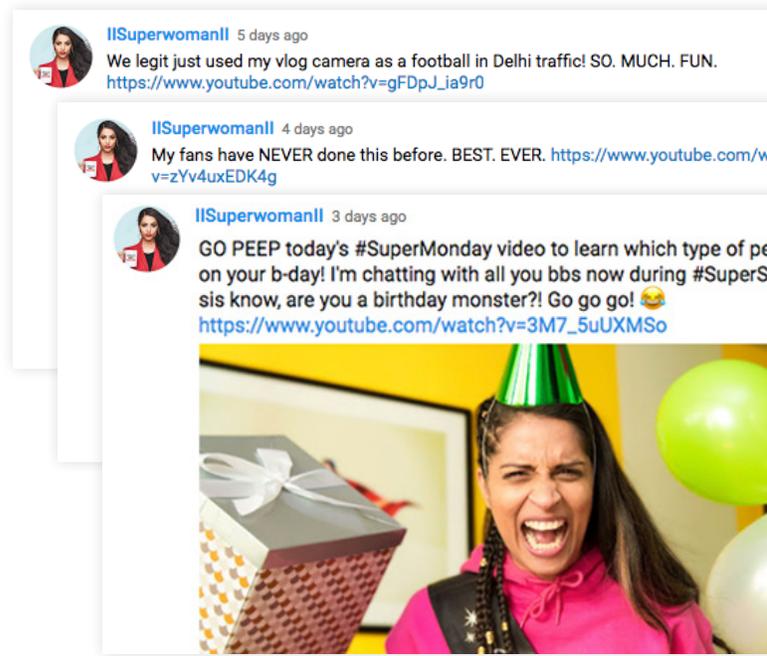
Your 1st post

Just sign in, tap directly on the creation icon , hit create Post , and then take your pick of ways to post.



How to post

Post on a regular schedule to complement your video uploads and involve your audience. Each post will show up in your fans' feeds, so make sure your posts are meaningful. That way your fans will be encouraged to like, comment, or vote.



What to post

Here are some ideas to keep the conversation going with Community:



Ask your fans to help with ideas for your next video with a poll.



Tease your next video with a GIF of its best moment.



Go behind the scenes of your channel with exclusive making-of photos.



Promote your merch, e-store, book tour, or even tickets for your next concert.



Remember!

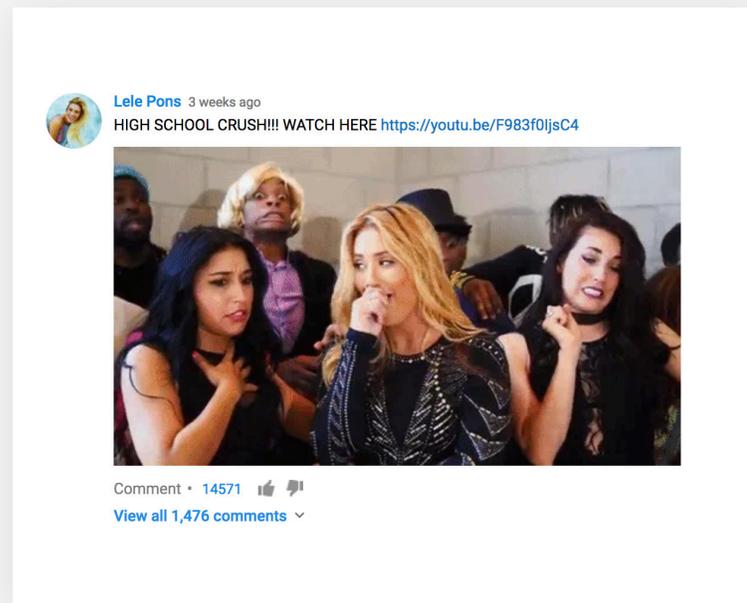
Manage your community and show your audience that you listen by replying and hearting comments.

Community in action

Check out how some of YouTube's top creators have been using Community and get inspired.

Grow excitement with GIFs

Use GIF posts to offer a sneak peek of the best moment from each video before a fan clicks through. Lele Pons does this to great effect as her GIFs simultaneously act as a trailer, and generate audience excitement by sharing the upcoming fun. See what happens when you tease your own videos with a GIF and get your fans excited to watch.



Continuing the conversation

Schmoyoho holds a contest each time a new Songify the News video is posted, asking their community to vote on their favorite unintentional singer from their latest musical-news mashup. Once their audience chooses a winner, Schmoyoho tweets a funny picture to the winning unintentional singer and shares the contest results on Community. This is a great way to improve fan engagement, supplement a regular video upload, and broadcast it all through Community.

schmoyoho 2 weeks ago

we forgot to announce Best Unintentional Singer for Songify the News 12--so YOU DECIDE IN THE COMMENTS-- is it

- a) Kellyanne Conway ("Alternative Facts," top left)
- b) Lisa Murkowski ("Fear of a Tweet," top right)
- c) Chuck Todd ("Alternative Facts?!" bottom left)
- d) Justin Trudeau (Canadian Diss Track, middle)
- e) Stephen Miller ("Dead People Voting," bottom right)

Vote and we'll tweet a potato trophy at the winner(s) 🥔🏆 from our @gregorybrothers account, a picture of a potato so beautiful that the winner will be filled with pride and joy for months 🥰👍

(video for judging reference <https://www.youtube.com/watch?v=ORLomtdXIDQ>)
[Show less](#)

Comment • 278 👍👎
[View all 213 comments](#) ▾

Follow up is your friend

Rudy Mancuso uses the Community tab as a place to post polls for his fans, with each poll following up on topics and themes covered in his latest video. These polls work as a reminder to those who missed the video, and they also generate community engagement by asking video-related questions to his audience. Use this technique to your own channels advantage and try following up your next video with a related poll.

Rudy Mancuso 4 days ago

Do you have a weird roommate? <https://youtu.be/W3ygYSg3bTw>

Yes

No

68K votes • Comment • 4041 👍👎
[View all 1,073 comments](#) ▾

Rudy Mancuso 2 weeks ago

WEIRD ROOMMATE. Watch here <https://youtu.be/W3ygYSg3bTw>



Comment • 3455 👍👎
[View all 913 comments](#) ▾



TheSamTsui 5 days ago

Filming tomorrow's #TsuiTuesday video...this one's gonna be funky, you don't wanna miss it!! (Check back here on the channel tomorrow!!)



Comment • 1
[View all 64 comments](#) ▾

Bring them backstage

Sam Tsui takes his fans behind the scenes and posts pics from his music video sets, vlogs from the road, or even asks his audience to vote on which color to paint his new studio. Take your own fans on a backstage tour of your channel, sneak a peek at your next video, and ask for their opinion on the creative process. It's a unique way to engage your audience that can only be done through Community.

Engage with exclusive content

Kevin Durant maintains a steady schedule of posting NBA gameday photos to share with his fans, giving them a great reason to visit Community for exclusive content of KD that can't be found anywhere else. Post your own exclusive photos to give your followers a treat and get them coming back for more.



Kevin Durant 5 hours ago



Comment • 378
[View all 68 comments](#) ▾

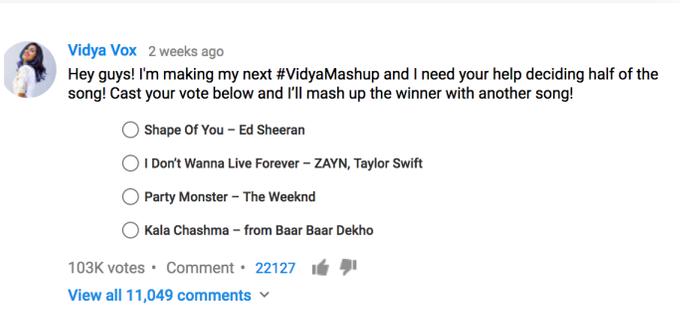
Share more with your fans

Shruti Arjun Anand uses Community as a way to build upon her vlogging personality by posting exclusive content that highlights her lifestyle. She'll post photos of her outfit, makeup, her daily routine, and even what she had for breakfast. Follow Shruti's example to use Community to supplement your channel's focus and give your fans content that they can't get anywhere else.



Poll before performing

Vidya Vox uses polls to ask her audience what one half of her next mashup song should be. This gives fans a stake in her next video, increasing anticipation for what's next, while also giving them a reason to visit Community regularly to vote. Follow this example to guide the conversation around suggestions for your next video, and also build anticipation for it.



 Lucas the Spider 1 week ago
A big thank you too all my supporters out there! Also, I had to iron out some technical details regarding the Lucas the Spider Facebook page. It is now back online! Thank you for love and support!



👍 138K 🗨 COMMENT

View all 4,611 comments ▾

Make a big deal out of milestones

Lucas The Spider created a special Community post to celebrate their channel reaching 1 million subscribers. By creating a custom picture and message for the fans, Lucas The Spider encouraged their audience to engage with the channel and each other in celebration. Share the love with a celebration of your own channel's milestone on Community with a custom-made image or post.

Celebrate fan creations

Graveyard Girl posts fan art done by other creators on her Community tab, then shares their channels URL and encourages her audience to check them out. This is a great way to recognize your fans and share the love with other creators. Try sharing the things your fans make of you then give them a shout out with a link to their channel.

 grav3yardgirl 1 week ago
check out this AMAZING swamp family art done by the incredibly talented Bokke!! 🌿💖 she has a YouTube channel herself & uploaded a video of this in AWESOME time-lapse form! go watch if you want & leave her some sweet comments! <https://www.youtube.com/watch?v=rndtTDJTr1I&feature=youtu>
Read more



👍 7.9K 🗨 COMMENT

View all 317 comments ▾

Reposting



Reposting in-depth

Reposting videos on the Community tab is key to unlocking new ways to engage your audience all without having to make a new video. Keep reading to learn what's possible, and how to make the most of this simple but effective feature.

Cross-promote

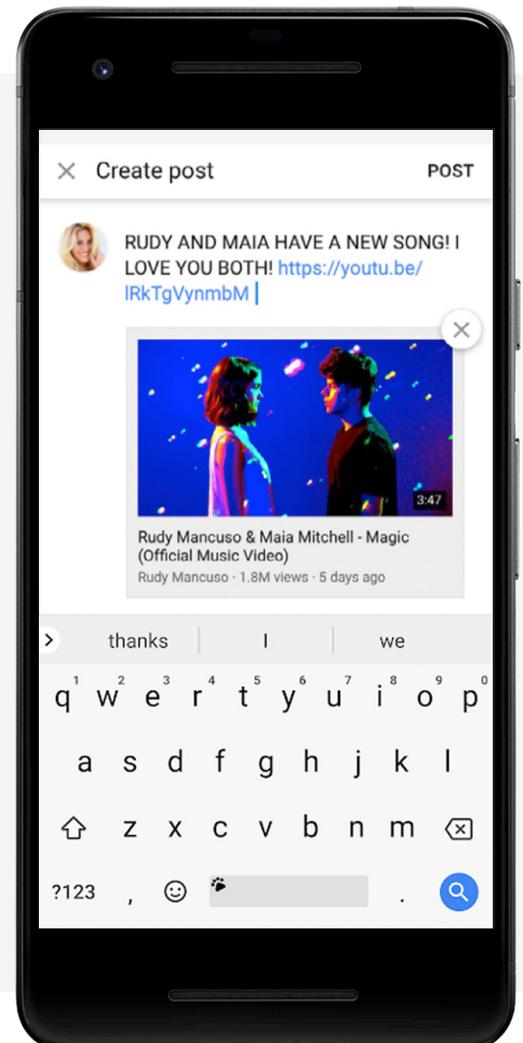
Work with other creators to cross-promote each other's videos and expand both your audiences. You can also share your older videos and relate them to new situations.

Engage your audience

Post the videos that personally interest you and spark engaging conversations with your fans to get feedback.

Spread the love

Grow the community you love by giving exposure to creators, big and small, who've inspired you.



Where reposts show up

Just like all other Community posts, the videos you share will always show up in your viewers' subscription feeds, and also have the chance to appear in interested viewers' home feeds.

Measuring reposts

Find out where your videos are being shared and how much it's helping you on the **YouTube Analytics** page. To do this, go to YouTube Analytics, then **Select Video**, click on **Traffic Source**, and finally filter by **Channel Pages**.



Reposting in action



Check out the different techniques creators use for reposting and learn from their examples to share content your fans will love.

Share the love



Alesso got his friends, Lele Pons, Hannah Stocking, Anitta, and Anwar Jibawi, to get together and make their own Community posts sharing one of his music videos. Try showing some of your friends love with a repost and ask them to repost a video of yours in return.

Highlighted post



Alesso 6 days ago

KO:YU and I made a remix to Anitta's "Vai Malandra" with a little help from Anwar. Enjoy. <https://youtu.be/p55AlBd8XDU>



Anitta - Vai Malandra (Alesso & KO:YU Remix) with Anwar Jibawi | Official Video

Alesso 3.3M views · 4 months ago

👍 428  COMMENT

[View all 5 comments](#) ▾

Share collaborations

Will Smith used the power of reposting to promote his appearance on The Tonight Show to his audience. This helped his fans know where else on YouTube he was appearing and where to find him. Use this strategy to keep your fans up-to-date on the videos you appear in (and that they might have missed).

Highlighted post

 **The Tonight Show Starring Jimmy Fallon** 1 day ago

Will Smith created this awesome video of his appearance on The Tonight Show! Congrats on reaching 1 million subscribers, Will!

 **CELEBRATING 1 MILLION SUBSCRIBERS AT FALLON!!**
Will Smith • 1.7M views • 2 months ago



Highlighted post

Kevin Durant 2 weeks ago

very cool to see this from Jordan McCabe!
Check the full video here if you haven't watched and tell me what you think of these guys:

 **Jordan McCabe**
Overtime • 129K views • 1 month ago

487  COMMENT

View all 11 comments ▾

Build your brand

When basketball prospect Jordan McCabe and the channel Overtime posted a video of Jordan reacting to Kevin Durant's analysis of his game, Kevin Durant reposted the video on his Community tab. This drove viewers from Kevin's channel to the video and helped account for a bump in views for Overtime. Follow Kevin's lead and repost the videos you find where people talk about you and build your brand.

DISCOVER MORE

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