



# YouTube Learning

The logo features the YouTube play button icon in red, followed by the text 'YouTube Learning' in a large, bold, black sans-serif font. Four stylized human figures are positioned around the text: a person sitting on the 'Y' using a laptop, a person standing between 'You' and 'Tube' holding a tablet, a person lying on the ground between 'Tube' and 'Learn' with a tablet, and a person sitting on the 'g' using a laptop. The background is white with various faint, light gray icons representing different fields of study: a lightbulb (top left), a bar chart with a magnifying glass (top center), a globe with a mouse cursor (top right), a DNA double helix (far top right), a battery (bottom left), a compass (bottom left), a basketball (bottom center), a stylized atom (bottom right), and a pencil (bottom right).

**Your Guide to Enriching Lives, One Video at a Time**

# Lesson Plan

## The Wonderful World of YouTube Learning

- **YouTube:** Where the World Goes for Video and Learning
- **The Evolution of YouTube Learning**

## Getting Started & Standing Out

- **Choosing What to Teach the World**
- **Finding Your Audience**
- **Discovering Your Niche**
- **Formats for Learning Videos**
- **How to Gain (and Keep) Your Audience's Trust**

## How to Engage & Grow Your YouTube Audience

- **The ABCs of Growth**
- **Beyond the ABCs:** More Tools to Grow Your Channel
- **A World of Opportunity:** How (and Why) to Make Your Content Go Global
- **Your Learning Content Study Guide**





# The Wonderful World Of YouTube Learning

# YouTube Is Where The World Comes For Video...

**1.9B**

1.9 billion people use  
YouTube every single month.

**400**

Over 400 hours of video are  
uploaded to YouTube every minute.

**1B**

People around the world watch a billion hours  
of YouTube's incredible content every day.

**95%**

Localized versions of YouTube are now live in 91 countries  
around the world, covering 95% of all internet traffic.

# ...And Where The World Comes To Learn

## 70% OF MILLENNIALS

Last year, **70% of Millennial YouTube users watched YouTube to learn** something new or learn more about something they were interested in.

## 1 MILLION+

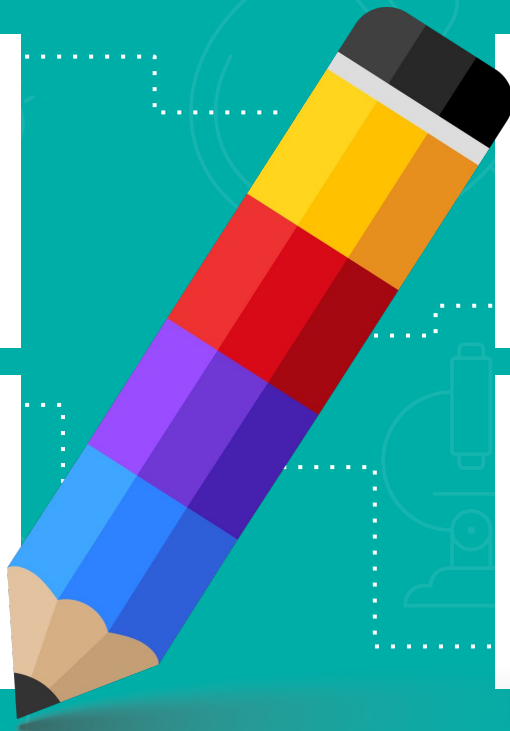
Every day, **more than 1 million learning videos are shared** across YouTube.

## LIFELONG LEARNING

**YouTube fuels lifelong (and life-changing) learning:** In the past year, Watch Time increased 38% on learning videos covering professional skills such as writing resumes, job interviews, and career planning.

## EXTRAORDINARY CLASSROOM

YouTube is an extraordinary classroom where anyone with passion and knowledge can create learning videos ranging from the academic to the practical. **And it's waiting for teachers like you.**



# The Evolution Of YouTube Learning

2005

**Educational YouTube videos are almost as old as YouTube itself.** Early learning videos were simple, often made with webcams or inexpensive camcorders.



2011

In a burst of innovation, creators ushered in the viral arrival of **"YouTube Edutainment": standalone videos tackling topics like "What Is Gravity?" in a single, delightful sitting.**



NOW

Channels are engaging audiences with **lessons that span multiple videos and encourage viewers to keep coming back.** Topics range from academic subjects to professional skills for new careers.





# Getting Started & Standing Out

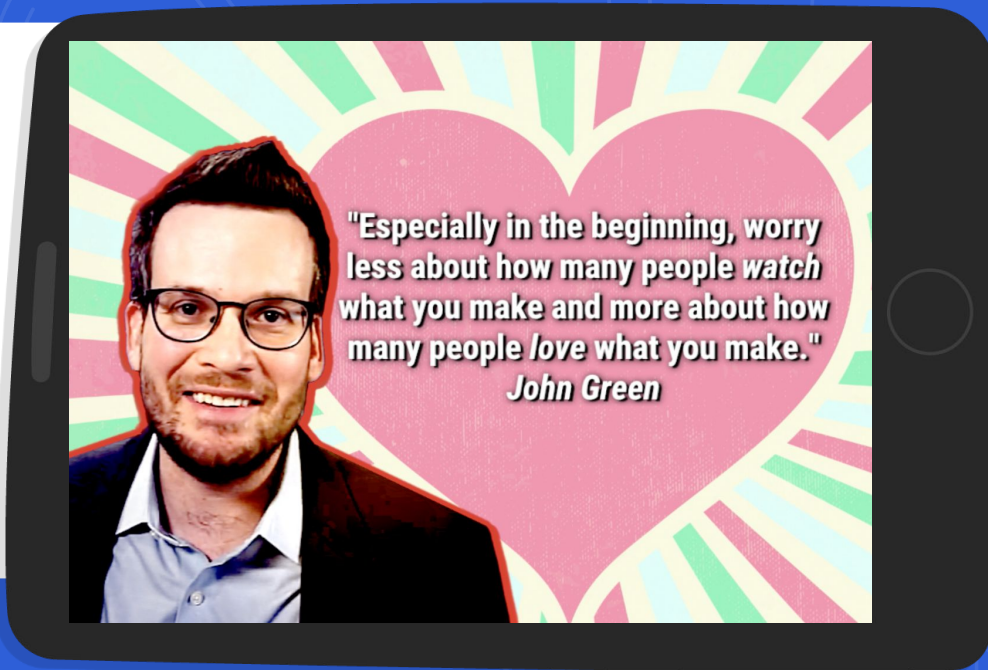
# Choosing What To Teach The World

## Curious about what to teach? Teach what makes you curious.

Creating your learning channel begins with choosing its topic. To do so, ask yourself: **What subject delights and inspires you? What's your expertise, or your fascination?**

YouTube is a huge place, where utilizing a few key principles and tactics can help almost any topic succeed.

Let's look at putting those principles and tactics into practice.





# Finding Your Audience

**To Build An Audience For Your Content,  
Build Your Content For An Audience.**

**High Level of  
Pre-Existing  
Interest**

**Your  
Audience  
Awaits**

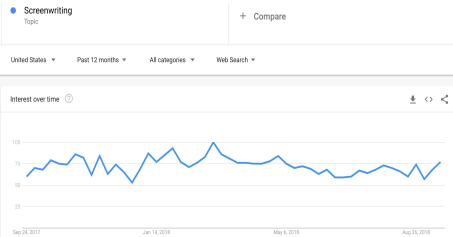
**Low Level  
of Content  
Competition**



# If You Teach It, Will They Come?

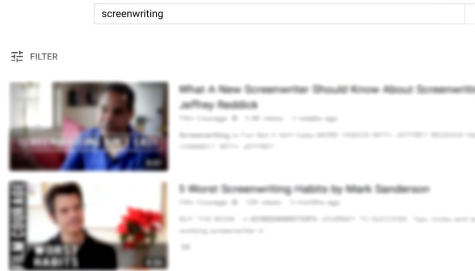
## Here's How To Find Out...

### "Is There A High Level Of Pre-Existing Interest?"



**Google Trends** analyzes a percentage of Google searches to determine how many searches were done for specific terms over a certain period of time. The more consistent the popularity, the more likely an audience exists for your content.

### "Is There A Low Level Of Content Competition?"



**YouTube Search** can gauge how much content competition exists for your topic.

### "How Big Is The Audience Awaiting This Content?"

Keyword	Search popularity <sup>?</sup>
screenwriting	74000
script writing	74000
screenplay	60500
writing screenplay	27100

**Google Keyword Planner** allows you to search for keywords and see how they might perform. "Search popularity" can help give you a sense of how many times relevant keywords are used each month.

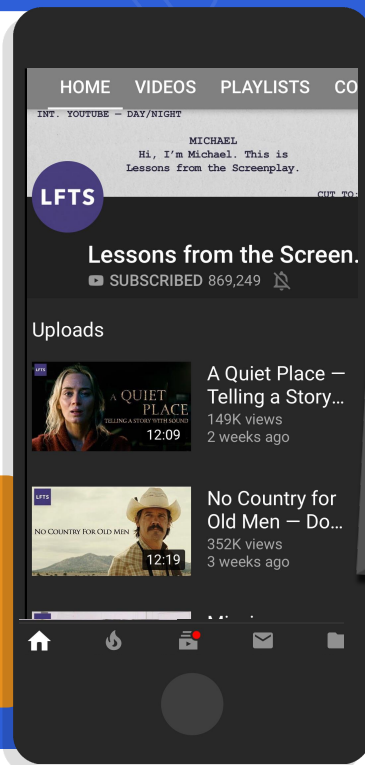
# High Interest + Low Competition = The Sweet Spot

With tools like **Trends**, **Keyword Planner**, and **YouTube Search**, you can see what the world is searching for and how much competition already exists for your niche.

**Extraordinary things happen in the sweet spot:** In just over 2 years, *Lessons from the Screenplay* has reached more than 865,000 subscribers and 24 million lifetime views. And it's doing more than just entertaining viewers: **It's providing an education for people aspiring to a screenwriting career.**

*"My audience tends to be young adults interested in filmmaking.... Back in school, I often overlooked the storytelling fundamentals that make for a good story. With my channel, I try to highlight the importance of these fundamentals."*

- Michael Tucker, Channel Founder



## Question To Consider:

If your preferred topic is in an overcrowded space, what unique angle or value can set you apart?



# General Or Niche?

## Case Study

With your channel subject in mind, **what's the best way to choose the specific content you'll make?**

Learning channels often take one of two paths with their topics: a “zoomed-in,” specialty look at a particular niche, or a “zoomed-out,” more generalized approach.

**Our most recent data is clear:** One approach is more likely to help channels “break out” and create a thriving, engaging experience.

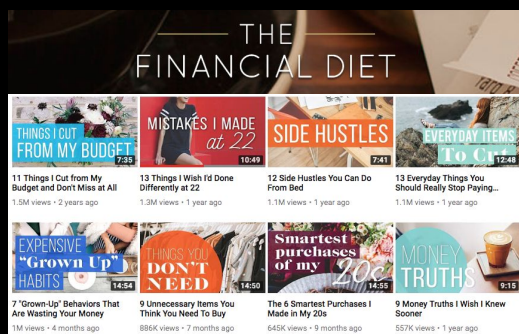
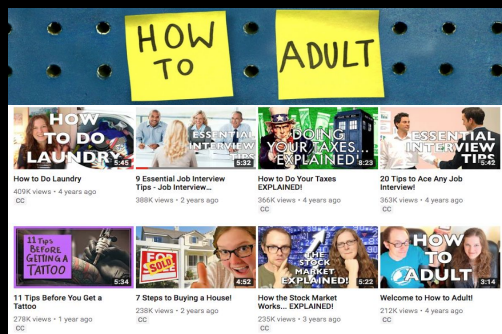
**Which Channel Would You Predict Performed More Strongly?**

### **CHANNEL #1: HOW TO ADULT**

- **CONTENT FOCUS:** Everything you need to know about adulthood that school never taught you.

### **CHANNEL #2: THE FINANCIAL DIET**

- **CONTENT FOCUS:** Accessible financial advice and insights for the Millennial Generation.

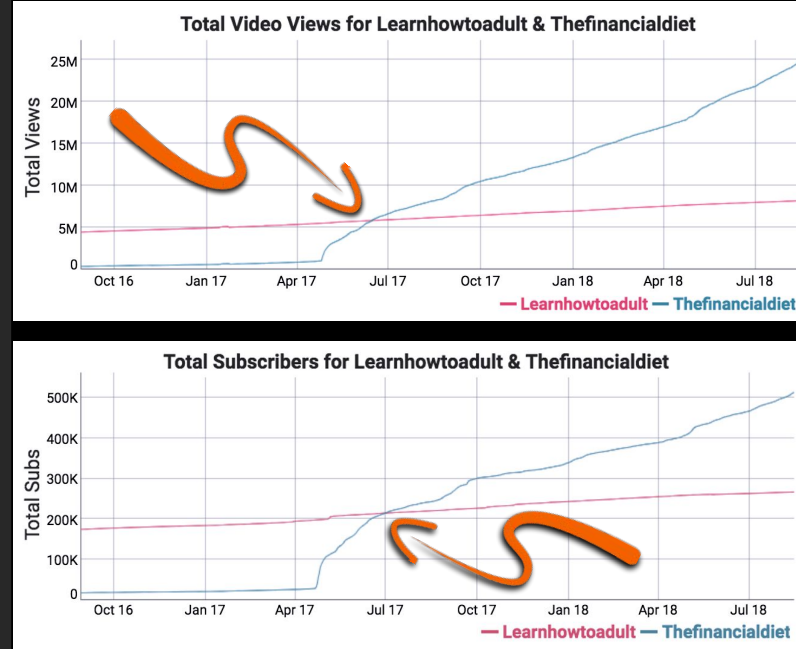


# A Niche Pays Off

While both *How to Adult* and *The Financial Diet* are engaging and well-made channels—and both were produced by the same company, Hank Green and John Green’s Complexly—*The Financial Diet’s* growth outpaced *How to Adult’s* for three main reasons.

1. With a specific niche, **viewers knew what TFD had to offer them**, driving subscriptions.
2. **The channel’s focus encouraged repeat viewership.**
3. **TFD’s** clear brand elevated its standing and shareability as a financial authority.

*The Financial Diet’s* strong and consistent audience engagement drove more recommendations on the platform, triggering growth that significantly exceeded *How to Adult’s* performance.



# What Video Formats Work For Learning Content?

Actually, Almost Any Format *Can* Work. Here Are Just A Few Examples.

## ANIMATION

history of the  
entire world  
i guess



## HOW-TO



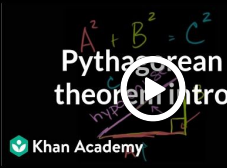
## LECTURE



## VIDEO ESSAY



## HOMEWORK HELP



### Bonus Tip:

Every format has advantages & obstacles.  
As you choose, be sure to consider...

What are your natural strengths?

What can your budget of time  
and finances sustain?

# Format Pros & Cons: Animation



## PROS

- Allows visuals that would otherwise be impossible.
- Highly versatile, inviting format that can cover many topics and tones.



## CONS

- Requires very specific artistic and technical skills.
- Often extremely time-consuming and labor-intensive to produce.





# Format Pros & Cons: Homework Help



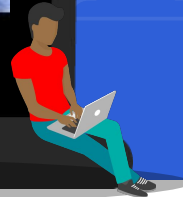
## PROS

- Encourages repeat viewership, especially for series/playlists that dive progressively deeper into topics.
- Can cover subjects that are broadly appealing to viewers (like World History), as well as subjects aimed more specifically to students (like Chemistry).



## CONS

- Risks losing audience interest if video and host aren't highly engaging.
- Requires relatively high time investment (research, etc.).





# Format Pros & Cons: How-To's



## PROS

- Among the most popular type of YouTube searches.
- Viewers don't necessarily expect a traditionally-schooled expert—only an accurate source of information.

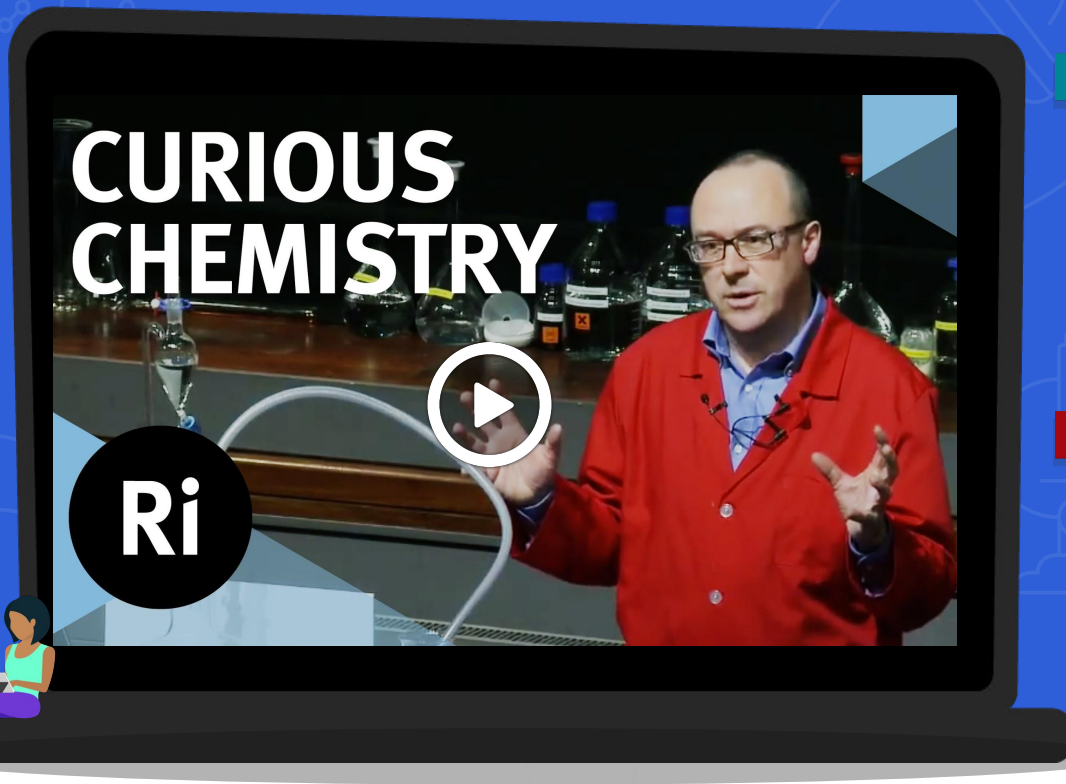


## CONS

- May lead to viewers who watch only a single video without subscribing.
- Without proper niche research and execution, can be difficult to rank high in search results.



# Format Pros & Cons: Lecture



## PROS

- Lecture videos are among the most popular YouTube learning content, and often shared cross-platform.
- Similarly, lecture videos have anecdotally been among the most impactful on viewers' lives.



## CONS

- With the format so closely associated with major established brands, it could be difficult to grow a new competing channel/brand.
- Often requires academic credentials and invitation to major speaking events.

# Format Pros & Cons: Video Essay



## PROS

- Since it does not focus on an on-camera host, video essays allow for stylistic, mixed-media experimentation.
- Viewers of this format seem receptive to creators covering a wider variety of topics, as long as the thoughtfulness and style remain consistent.



## CONS

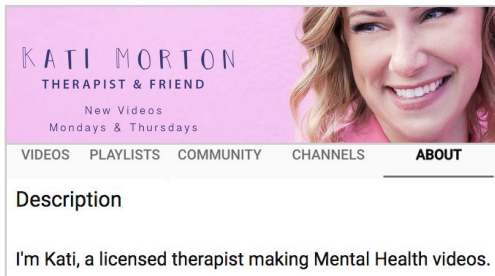
- Since many video essays examine (and show) cultural or artistic moments and ideas, there may be a greater danger of copyright issues.
- Like animation, extremely post-production heavy.

# Gaining & Keeping Audience Trust

As a learning creator, your audience's trust is your most precious asset.

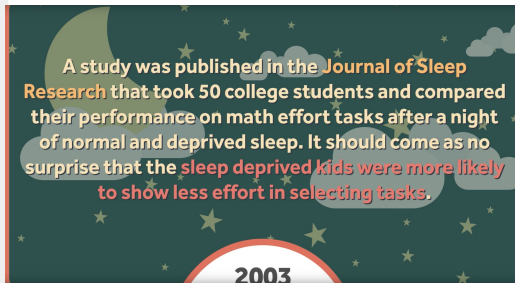
## To Keep That Trust, Be Sure To...

### Highlight Your Credentials



In her video descriptions, channel banner, and channel description, Kati Morton mentions her certification as a licensed therapist and mental health professional.

### Cite Your Sources



The Healthcare Triage often cites multiple authoritative sources, displaying them onscreen and including links in video descriptions.

### Maintain Your Credibility



Nobody's perfect, and audiences are receptive to corrections. If you make a mistake or if new information renders your video inaccurate, sincerely apologize and correct your error, whether in a new video or by using YouTube tools like cards.



# Engaging & Growing Your Audience

# YouTube Tools + Learning =

YouTube's amazing community and wealth of tools  
make it a perfect home for Learning Content.

**"The ABCs of Growth"**







# = Analytics

## Demographics & Playback Locations

### Age

Watch time · Lifetime

13–17 years	6.6%
18–24 years	44.8%
25–34 years	36.2%
35–44 years	8.0%

Geography	Views
<input type="checkbox"/> United States	4,824,062 57.2%
<input type="checkbox"/> Canada	527,464 6.2%
<input type="checkbox"/> United Kingdom	557,924 6.6%
<input type="checkbox"/> Australia	261,192 3.1%
<input type="checkbox"/> India	267,765 3.2%
<input type="checkbox"/> Germany	120,326 1.4%

**Demographics and Playback Locations in YouTube Analytics can strengthen your content strategy.** For example, they can guide you to make videos for engaged viewers in other countries, as well as help you determine the time of day to upload your videos when your primary viewers are most likely to be on YouTube.

## External Traffic Sources

Traffic source	Views
<input type="checkbox"/> Reddit	185,481
<input type="checkbox"/> getschooled.com	25,904
<input type="checkbox"/> unplugthetv.com	10,135
<input type="checkbox"/> mindful.org	10,201
<input type="checkbox"/> www.tumblr.com	8,260

External Traffic Sources displays the origin of your off-platform traffic, which can also inform your strategy. Proactively cultivate outside traffic sources: **Online communities dedicated to your channel's focus can be terrific sources of early viewers and encouragement.**



# = Branding: Learning Creator Case Study

## Marie Forleo

### Channel Description & Video Introduction



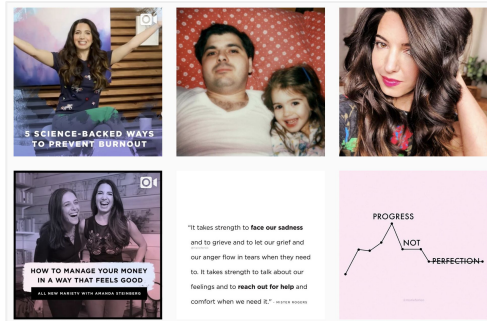
As her **channel description** shares, Oprah Winfrey called Marie “a thought leader for the next generation.” Yet Marie’s videos begin by showcasing her fun, relatable personality. **Studies** suggest we learn better when we can relate to those who teach us.

### Channel Banner



Marie’s **channel banner** communicates her content focus, and suggests a sense of lightheartedness not always associated with business education.

### Value Proposition & Personality



Finally, Marie’s value proposition and personality are **consistent across her social media**. Here, her Instagram shares insights into both her lessons and her life.





# = Connections: Three Examples You Can Try

## Creator & Viewer

- **Respond to comments** frequently and thoughtfully.
- **Like and pin** your favorite comments.
- **Appoint comment moderators and activate automated comment filters** to minimize offensive comments.



### Key Point To Remember:

YouTube is a social network driven by genuine and meaningful connections.

## Creator & Creator

- **Don't be an island.** Engage with other creators by leaving sincere YouTube comments and reaching out on other platforms.
- **Utilize collaborations.** Making "collabs" with other creators isn't just a great way to grow your audience; it's also a chance to connect with folks who understand what being a learning creator means.

## Viewer & Viewer

- **Be the change.** Especially as viewership increases, creators become leaders who set the tone for their community. By setting an example of enthusiasm for learning and kindness toward others, you encourage viewers to engage with each other using those same values.



# Beyond The ABCs: More Tools For Growth

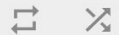
## Playlists

### Organize videos to optimize learning.

Learning creators like *Rachel's English* and *aBookUtopia* use playlists to guide viewers through their curriculum and/or related videos. **This seamless, step-by-step experience helps increase Watch Time and drive multisession viewing.**

The EE [i], IH [ɪ], and AY [eɪ] Sounds of American

Rachel's English - 1 / 7



American English - EE [i] Vowel - How to make the EE Vowel

Rachel's English



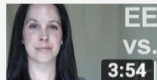
American English - IH [ɪ] Vowel - How to make the IH Vowel

Rachel's English



EE vs. IH, Long and Short Vowels - American English

Rachel's English



How to Pronounce EE vs. IH, leave vs. live -- American English

Rachel's English

ALL MY BOOK HAULS!

abookutopia - 1 / 46



HUGE Book Haul | 25+ Books!

abookutopia



JUNE BOOK HAUL!

abookutopia



July Book Haul

abookutopia



AUGUST BOOK HAUL!

abookutopia



HUGE September Book Haul



# Beyond The ABCs: More Tools For Growth

## End Screens

End screens are clickable elements that appear in the last 5-20 seconds of a video.

- **Consider pairing with verbal calls-to-action** for added impact.
- **Don't overwhelm audiences.** Choose the 2-3 most important links, buttons, etc., for each end screen.
- **Check your "end screens" reports** in YouTube Analytics to understand which ones perform best and optimize accordingly.

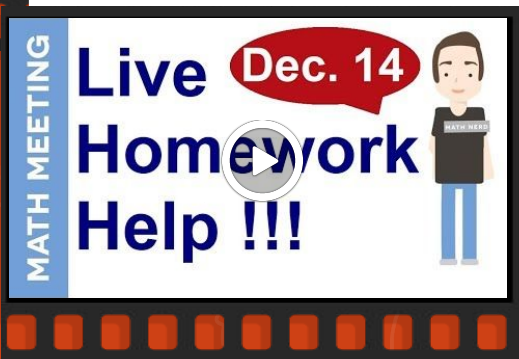


# Beyond The ABCs: More Tools For Growth

Amy Landino



Math Meeting



## Live streaming

Educational content might not be the first thing that comes to mind when you hear “live streaming,” but it can a powerful resource for learning creators.

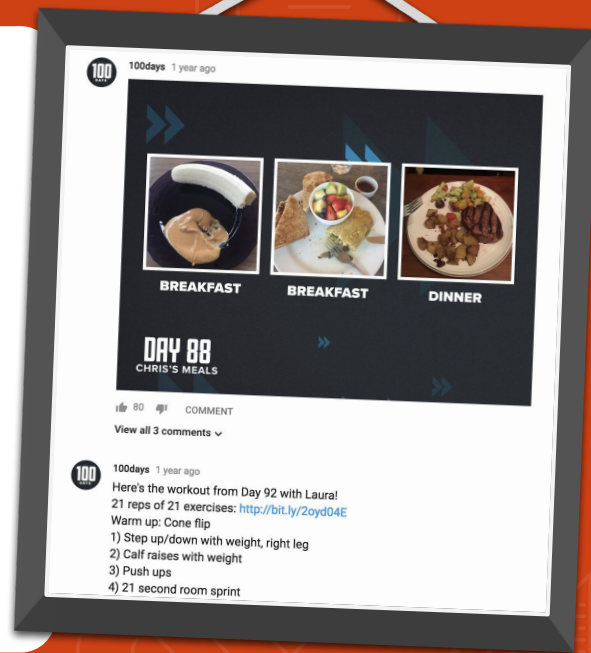
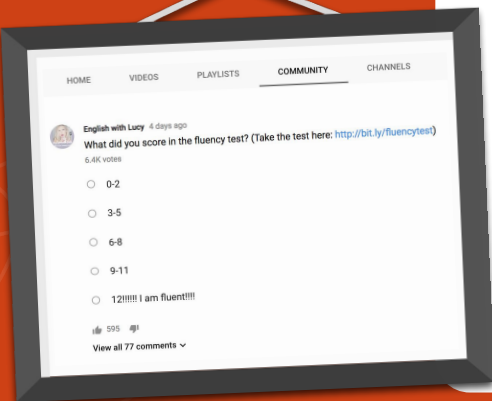
- **Live streaming facilitates personal interaction** with viewers, strengthening their connection to creators.
- **In between “regular” videos, live streaming can keep subscribers engaged.** Consider making Q&A streams a regular part of your schedule—you can even call them “Office Hours” for your “students.”
- **Live streaming allows you to teach lessons in real-time, answering viewer questions as they come up.** For example, *The Coding Train* regularly livestreams coding lessons.

# Beyond The ABCs: More Tools For Growth

## Community Tab

Like live streaming, your channel's Community tab is a great way to keep subscribers engaged between videos. It also has the power to add unique value to your viewers' lives.

- **Share relevant information that doesn't naturally fit into videos.** For instance, *100 Days* utilized the Community tab to share details on diet and exercise routines mentioned in their videos.
- **Use the community tab to strengthen what your viewers have learned.** *English with Lucy* makes quiz videos and then engages with viewers in the Community tab about their scores.

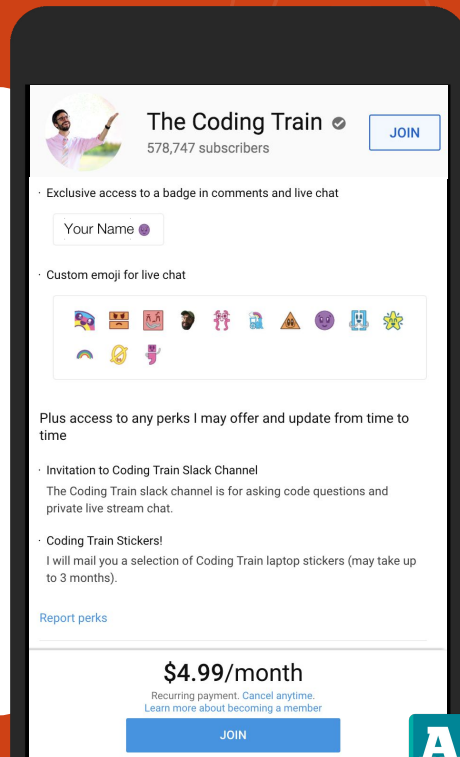


# Beyond The ABCs: More Tools For Growth

## Channel Memberships

To help continue creating great content, consider utilizing Channel Memberships, a way for viewers to support your channel financially. In exchange for a monthly payment, members receive perks such as custom emojis and exclusive live streams, and more. Here are some tips to make the most out of memberships.

- **Promote your memberships.** Creators who make announcement videos tend to gain more members. Also, continue spreading the word at the end of each video, just like you'd remind viewers to comment, like, and subscribe.
- **Keep it manageable.** A great perk doesn't cost you much, but is exciting to members because they can't get it anywhere else. Make sure the perks are also scalable: the time required to deliver them should remain the same, even as your number of members grows.





# Beyond The ABCs: Make Your Content Go Global

## Two Ideas To Try...

### Community Translations

#### Community contributions

Turn on or off community contributions for all of the videos you've uploaded. This will also turn on this feature by default for new videos.

You can turn this feature on or off for an individual video at any time from its settings page. [Learn more](#)

Turn off for all videos

Turn on for all videos

Enable community contributions to allow your fans to translate subtitles to different languages for you.



#### Did You Know?

YouTube's international audience grows every second, and 50% of YouTube traffic originates outside of the uploader's country. For learning creators, it's truly a world of opportunity.

### Content With No Language Barrier



Experiment with content that is visually self-explanatory and understandable without audio. For instance, *Primitive Technology* creates language-agnostic content and adds closed captions of key points in 17 different languages.



# Your Learning Content Study Guide

Thank you so much for being part of our incredible learning creator community. We're working on some amazing new projects we think will help learning creators grow their impact and audience to even greater heights. **Stay tuned.**

## 5 Key Suggestions

1

Choose a Channel  
Topic You Love

2

Use Data to  
Discover Your Niche

3

Find a Format  
That Fits

4

Earn and Keep Your  
Viewers' Trust

5

Utilize YouTube Tools  
to Make Your Channel  
Even More Awesome



*Class Dismissed*

The image features a dark gray background with the text "Class Dismissed" in a large, white, cursive font. Below the text is a thick white horizontal line. On the left side of this line, a woman with black hair, wearing a blue shirt and black pants, is lying down with her head on her hand, appearing to be resting or sleeping. On the right side of the line, a man with dark hair, wearing a red shirt and blue pants, is sitting cross-legged and working on a laptop. The background is decorated with various faint, light gray icons representing different fields of study: a bar chart, a lightbulb, a paint palette, a DNA helix, a globe, a compass, a brain, a microscope, a paperclip, a ruler, and a triangle.