



Podcasting on YouTube

Note: These best practices are tips to guide you that we have gathered from what has worked previously on the platform, but they are not a guarantee for success.

Topics



Planning



Packaging



Publishing



Promotion

Content Strategy



Channel
Management



Common
Questions

Channel Strategy



Audio vs. Video



Formats



How to Stand
Out



Hone in on
the Basics

Content Creation



Channel Strategy



Channel
Management



Common
Questions





CHANNEL STRATEGY

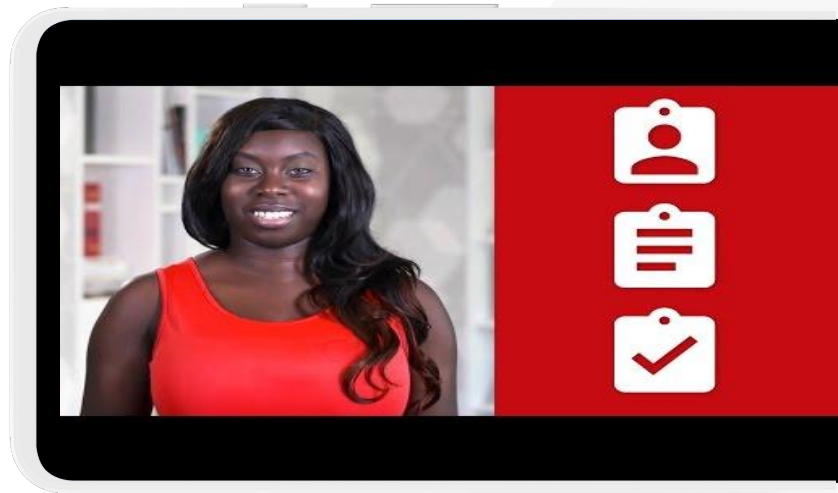
Channel Management

Find Your “Why”

Think about your mission on YouTube.

What is your goal for podcasting on YouTube? Are you seeking incremental audience from other platforms? Is this a new format you’ve been wanting to experiment with? After these questions, consider:

- Who is your “ideal viewer”? (e.g. age, demographic, lifestyle)
- What do you want your audience to get from your content? (e.g. general knowledge, entertainment, understanding of current events)
- What value can you uniquely offer?
- For inspiration, check out this channel trailer that breaks down the “why?” in compelling fashion.



Think About Branding

A channel banner can highlight your credentials, preview your content's style and tone, share your social links, and inform viewers of when you'll be posting content.

1

A channel avatar is a signature image or logo that represents your channel and will be visible when leaving comments, community posts, or live chats (among other things).

2

Your channel trailer is a short video displayed on your channel page to unsubscribed viewers. You can use this to give a sense of the style, flow, and feel of the content they will see on your channel.

3

Playlist shelves organize your content, giving viewers a direct source to playlists featuring content organized by theme or format.

4



TIP: For established Podcasts - use your current branding and imagery here to make it easy for audiences to recognize this as your official channel!




Playlists & Podcasts

Playlists are one of the most effective tools for podcasting successfully on YouTube. Here's why:


- **Playback.**, this will help audiences more easily start listening to your podcast and not have to worry about manually choosing the next episode.

 **TIP:** Have each of your full shows organized into show-specific playlists.

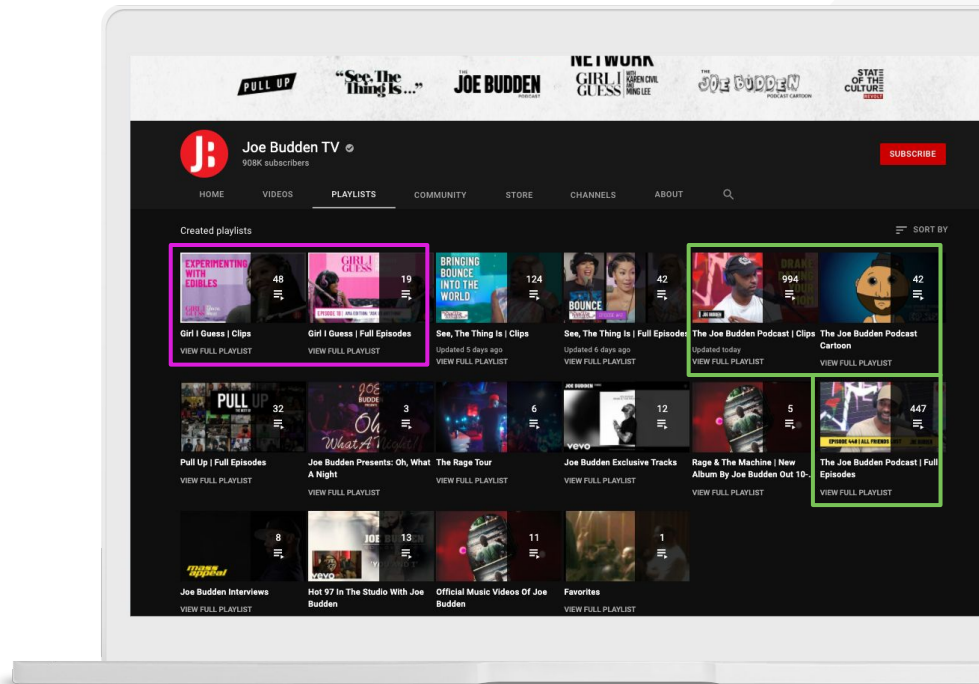
- **Discovery.** Have each of your shows organized into show-specific playlists, this makes it easier to add the show to your channel homepage & will help audiences find your shows via the playlist title as well as the video title.

 **TIP:** Use clear naming with your podcast show name and full episodes in your playlist titles.

- **Organization.** Leverage playlists to create the best experience for your audience.

 **TIP:** Keep full show playlists and clip playlists separate, to avoid confusion with your audience and help them easily navigate to the most recent episode. Be sure to keep playlists updated regularly!

- **Promotion.** Playlists also make it easier to promote your show in end cards at the end of your clips, share within community posts, and post on your social media channels!





CHANNEL STRATEGY

Common Questions

Podcast On An Existing Channel Or A New Channel?

Podcast on an existing channel

- Your **podcast is new, or relatively new** and doesn't have an established audience.
- Your **podcast audience and current channel audience are similar**.
- The **podcast is viewed as an additional piece or extension of your channel content strategy**, i.e. a new piece of weekly, recurring content.
- Podcasts are similar to your channel's current format & style.

Podcast on a new channel

- Your **podcast has an established audience** that would actively seek it out.
- Your **podcast audience and your existing channel audience are different**.
- Your **current channel is filled with content** and a podcast is seen as potentially too weighty for your current audience or is dissimilar to your current channel's usual content style/format.
- Your **existing podcast is struggling to reach a consistent audience on your channel** after a period of time and the data suggests that your current channel audience is different or uninterested in this format.



Separate Channels For Full Podcast And Clips?

One podcast channel: Full podcasts & clips.

- Because...you **want to drive easier promotional synergy via a single channel**, clips are more selected and targeted at reaching new audiences with a goal of pushing audiences to the full show.
- Because...one channel enables you to post updates to **one unified audience** more easily across full shows & clips.
- Because...full shows are packaged in a serial manner, clips are packaged in a topical/SEO manner enabling different discovery methods.

Two channels: One for full podcasts, one for podcast clips.

- Because...the **production style on your full show and clips is divergent** - such as your full show is just the hosts on camera, but in your clips you spice it up with b-roll for casual audiences.
- Because...you believe that **there are discreet audiences** that would consume your full show versus clips and thus separate channels can better meet the needs of those audiences.



Considerations For Multiple Channels

Reasons TO HAVE Multiple Channels

- **Multiple brands with established audiences.**
- **Content voice/style is different - targets different audiences (e.g. serious vs. humorous, adult vs. youth, etc.) or are divergent formats (e.g. action based vs. conversational based)**
- **To avoid oversaturation** due to a heavy content load. This works better if the content has distinguishable categories to divide by, otherwise you may be splitting an audience.

Reasons NOT TO HAVE Multiple Channels

- **Much more work!**
 - **Harder to maintain** two different but potentially related channels.
 - **Have to produce more content** to keep both channels consistently fresh & relevant for audiences.
 - **Harder to differentiate** two channels from the same creative mind, may cause confusion for you and your audience.
- You **could end up splitting your audience** between two channels.



Multiple Channels: Strategy Considerations

Strategy For Multiple Channels

- Craft a **unique voice and purpose** for each channel.
- **Channels should be identifiable** not indistinguishable.
- **Different content for different audiences** - have a purpose in mind.
- **Use similar, but distinguishable styles for packaging & titles** to link the overarching brand together while also differentiating content.

Promote New “Secondary” Channels

- **Utilize channel end screens to promote channel & subscription.**
- If launching a new series - **consider programming a teaser or first episode on an established channel** to promote newer channel.
- **Link to each channel in video descriptions.**
- **Verbally promote new channel & mission** on established channel.
- **Share videos from your new channel via the Community Tab** to promote content to your established channel.



Content Strategy



Planning



Packaging



Publishing



Promotion





CONTENT STRATEGY

Planning

Be Familiar With YouTube's Policies

[VIEW POLICIES](#)

Community Guidelines

Our Community Guidelines define what we do and don't allow on YouTube. They exist so that we can protect the community from things such as harmful content, harassment, and spam. They apply to everyone, and to all types of content on YouTube - such as videos, comments, links, and thumbnails.

[LEARN MORE](#)

Copyright

We have developed a set of resources to help Creators understand copyright, protect their own copyrighted content, and avoid violating copyright laws.

[LEARN MORE](#)

Monetization Policies

The YouTube Partner Program empowers Creators to make money through their channels. To become a YouTube Partner, Creators must follow our monetization policies. These policies are intended to reward Creators who contribute positively to the community with original content. Eligible Creators who want to monetize their content by running advertisements need to follow our Advertiser-Friendly Content Guidelines in addition to our broader Monetization Policies.

[LEARN MORE](#)

Legal Removals

Since YouTube is available across the world, we have processes in place to comply with local law.

[LEARN MORE](#)

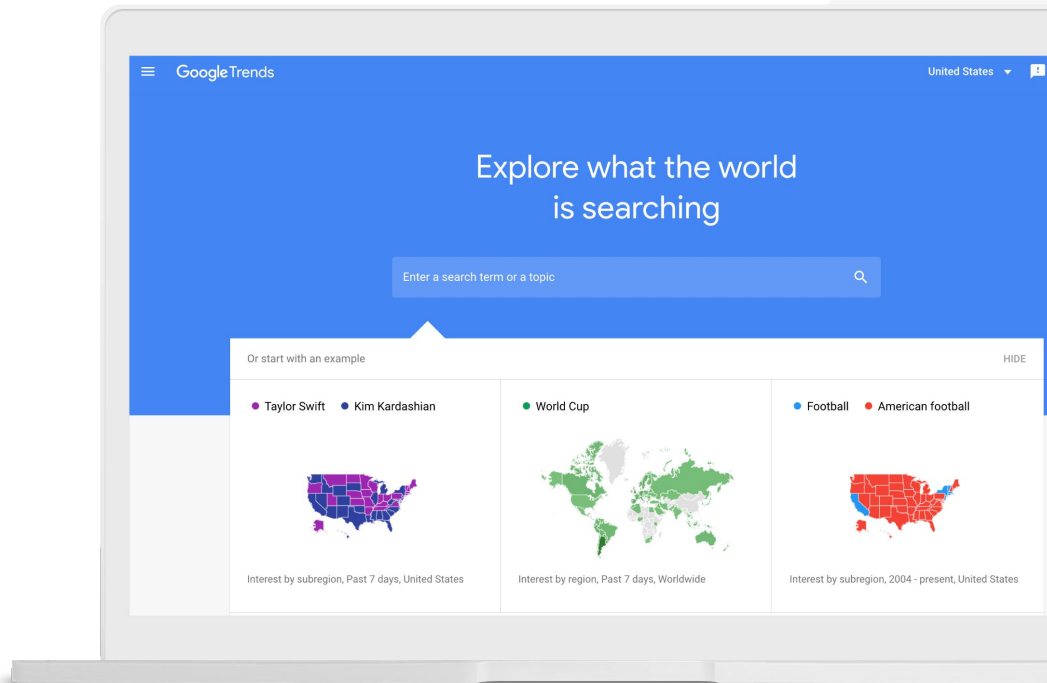
PLANNING

Research Ideas via Google Trends & YouTube Analytics

Unsure about what topics to cover in your content?

Here are some ways you can use data from your audience, and from Internet users generally, to help guide your decisions and title creation for your uploads.

- **YouTube Analytics.** Within [YouTube Studio](#), take a look at Traffic Sources > YouTube Search. There, you'll find what terms viewers are using to find you.
- **Google Trends.** [Google Trends](#) allows you to track the popularity of various search terms by time period and geography, and see related searches. Consider searching for your name, topics related to your policy, or government institutions and then reviewing related searches for additional insight into future video ideas.

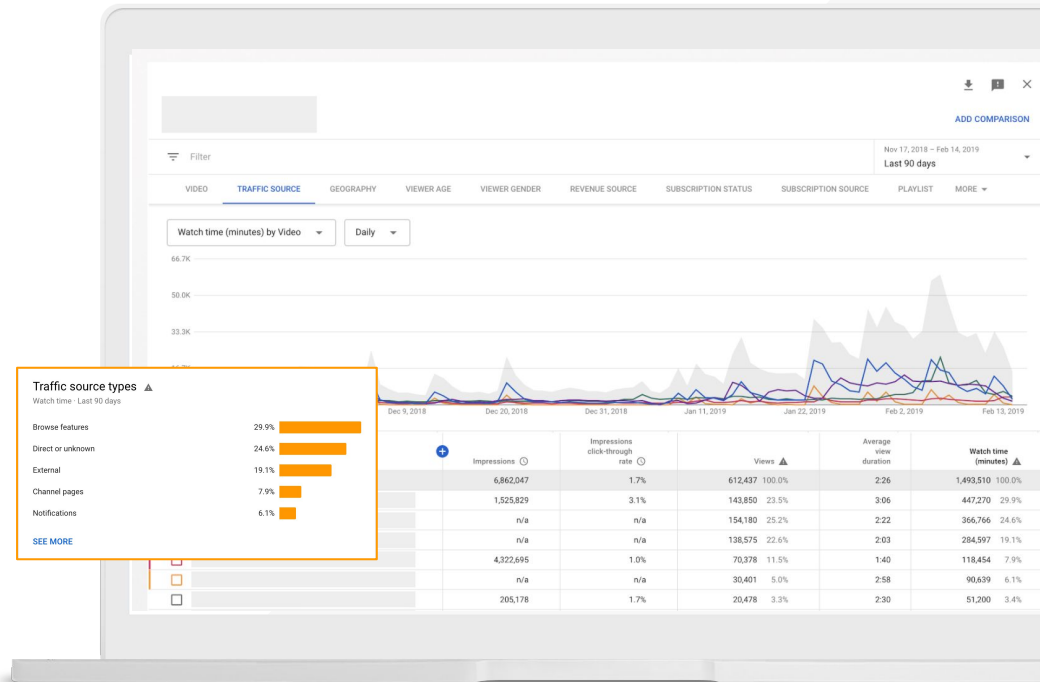


PLANNING

Consider How Audiences Find Your Content (Traffic Sources)

The data available in **Traffic Sources** breaks out the individual locations wherein your content is surfaced to viewers. Use this information to help in future planning, but digging into the methods in which viewers are finding your current content. Here are the major ones to know.

- **Suggested videos** are shown to viewers on the right side of the watch page under 'Up next,' below the video on the mobile app, and as the next video in autoplay.
- **Browse features** refers to traffic generated by the home, trending, and subscriptions feeds.
- **YouTube Search** looks at the search queries that directed viewers to your content.
- **Notifications** are alerts sent when a new video is made public. They can be sent via mobile push alerts or emails.
- Learn more about advanced YouTube Analytics [here](#).





CONTENT STRATEGY

Packaging

Create Effective Titles & Thumbnails

Titles and thumbnails can make a big difference in a viewer's decision to watch your video, especially when they work together. Let's take a look at some best practices.

- **Be accurate.** Make sure your title & thumbnail combination is a true representation of the video.
- **Be concise.** Try keeping titles under 70 characters and focusing on the most important words/ideas at the front.
- **Be searchable.** Whenever possible, include search-friendly keywords in your title, such as your podcast show name.
- **Be engaging.** Use the combination of your titles and your thumbnail to create an engaging tease of the content. For personality-rooted podcasts, featuring your face in the thumbnail can help this as well.
- **Be consistent.** For full show uploads, use the same title that you use across other podcast platforms on YouTube as well. This helps users know if they've consumed the show elsewhere and affirms it as the official podcast.



Considerations for Building Thumbnails

Branding should
**ideally be situated
in corners.**



Tips for main image:

1. Accurately represent content
2. Be bright
3. High contrast
4. Clear at all sizes

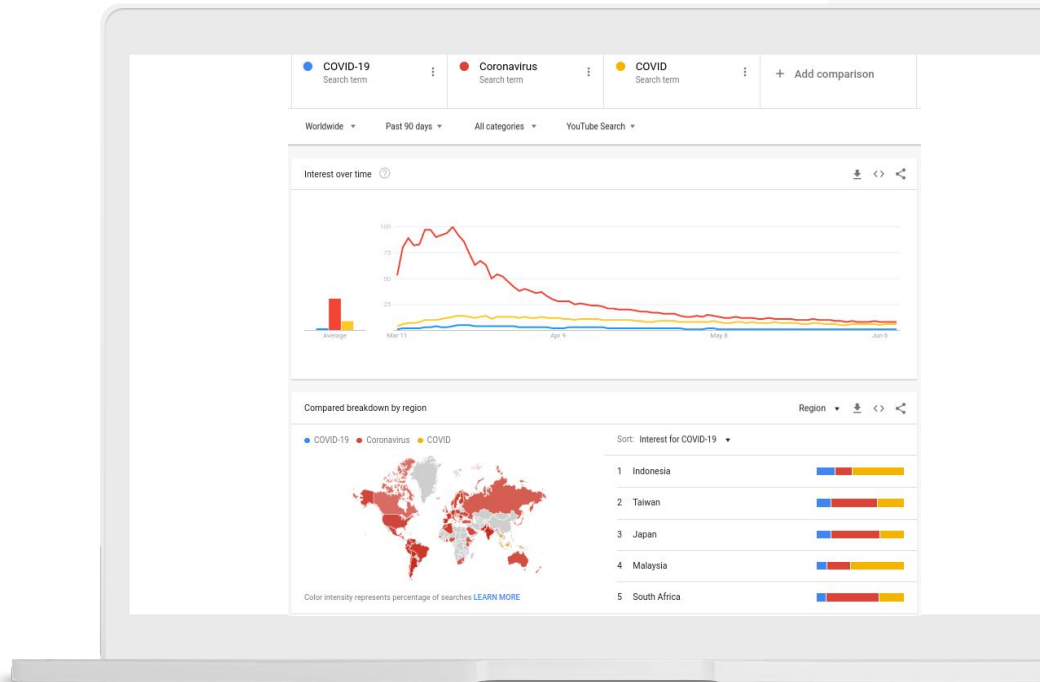
16:9 aspect ratio // 1280 x 720px // file size less than 2MB

Follow Keyword Choices & Trends

Google trends can help you with:

- Which keywords are most popular.
- Where keywords are popular.
- How keyword interest is trending over time.
- How trends differ across Web, News, or YouTube search.

Consider carefully the terms you use for the audience you want to reach & the timing of your uploads.



PACKAGING

Full Podcasts

Thumbnails trends: Themed to the episode's broad focus or using a recurring image updated with the episode number to highlight newness. Feature your host's/talent's face in the thumbnail to help increase effectiveness!

Title trends: The podcast show title. Usually an episode number. Sometimes a broad topic for the particular episode.



TIPS:

- **Be consistent with the use of your show name in all of your full episode titles.** It can be easy to just use the same title that you use across platforms, but you may find that optimizing your titles for search will be the most beneficial to growing your audience.
- Think of recurring themes that you can implement in both the thumbnail and title to help audiences more readily identify your full podcasts on their YouTube Homepage. Additionally, **make sure you always update your full episode, show specific playlist each time you upload a new episode!**
- **If audio-only, consider how you can ensure audiences are aware that the experience is audio-only.** Some partners use a speaker emoji in the thumbnail or title. Others will just write audio or sound only in the title either as another method of awareness.



Chapters

Chapters is a great tool to help users navigate long-form content to find the topics they want. Chapters are easy to add, simply type in the time for each segment using a standard 00:00 format within your video description. **Chapters can be a great way to provide users the experience of consuming specific topics (similar to clips), but also funnels more of your audience to your full episode content.**

- **Requirements:**

- To opt into video chapters, make sure that the first timestamp you list starts with 00:00.
- Your video should have at least three timestamps listed in ascending order.
- The minimum length for video chapters is 10 seconds.
- **This allows fans who watch full shows to jump to the moments they want and can help increase audience retention on your long-form content.**
- Learn more [here](#) about creating chapters with timecodes.



PACKAGING

Podcast Clips

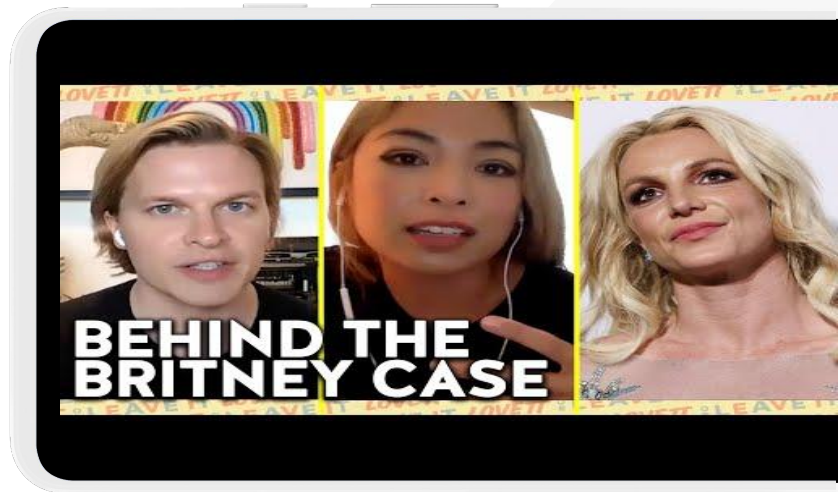
Thumbnails trends: Focused on specific topic. Styled more in general YouTube style versus serialized. Feature your face in the thumbnail as well to increase effectiveness as well.

Title trends: Engaging titles, but not clickbait, that focus on the specific topics or personalities that comprise the focus of the clip. Consider featuring the title of the podcast show later in the title field as well.



TIPS:

- **Treat your clip packaging more like any other upload** that you're selling your audience on.
- **Consider how clips can also meet the needs of your audience** that may want to consume your show, but have limited time to do so.
- **Focus your packaging** around search and discovery.
- **Separate clips from your full shows**, don't place them in the same playlist as this can cause confusion among your audience.





CONTENT STRATEGY

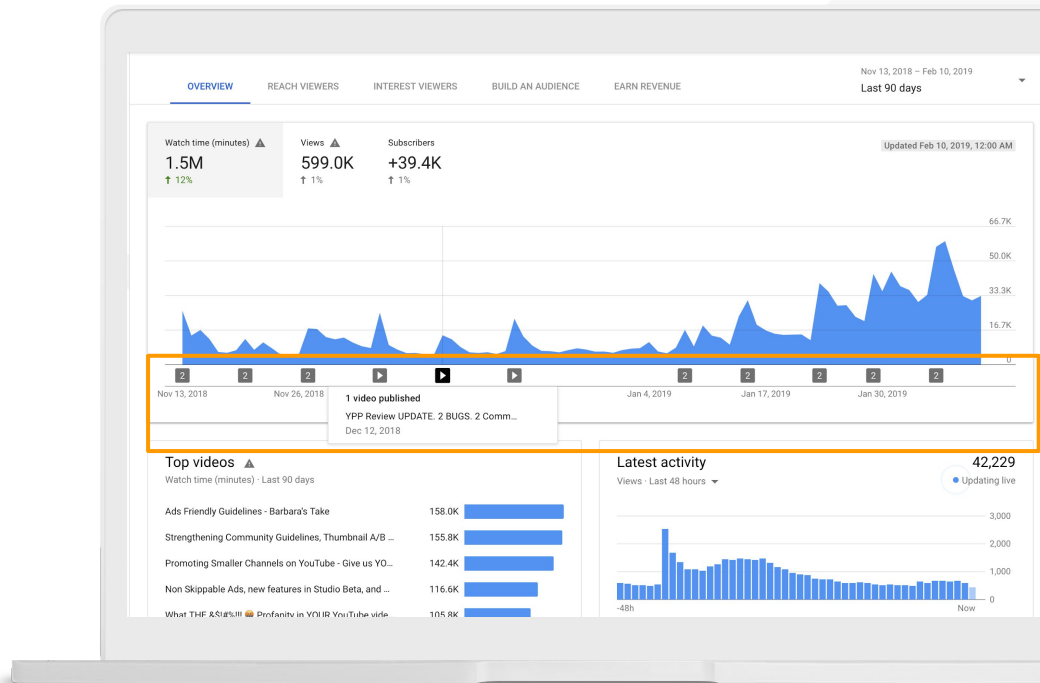
Publishing

Be Consistent

You want to set expectations for your audience, so it's crucial that you reliably express them either through your channel banner or a consistent publishing cadence.

Stick to a consistent release schedule and communicate content breaks in advance.

- **Consistency doesn't equal volume.** It's far less important that you post frequently than it is that you post on a reliable schedule.
- **Keep your content manageable.** High production videos are great, but can be very difficult to sustain. Find a balance between content quantity and quality that you can maintain over the long term.



Live vs. Premieres

Live When to use:

- For videos in which you want to have an active engagement with your audience that directs what you are doing in the video.
- When you want to provide an update in real time on a topic or issue to your audience.

Premieres Publish a pre-recorded video that upon publishing streams like a live video. When to use:

- On broad-reach, pre-recorded videos. A Premiere will let you simulate a 'live moment' where your audience members are watching the video all at the same time, with a live chat experience alongside it for interaction (if enabled).
- Be choosy for Premieres. Use it on videos where you want to create a special moment for your community.

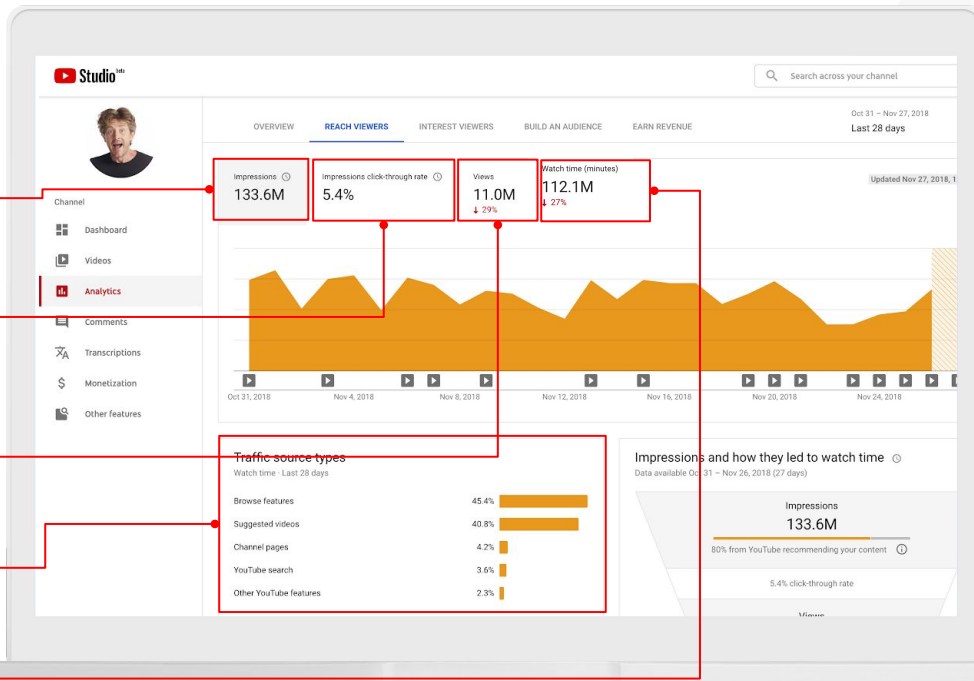
Live chat moderation: YouTube provides a variety of tools you can use to moderate live chat.



Understand Your Content Performance

*Learn more about using YouTube Analytics [here](#).

- 1 **Impressions** highlight how many times your video thumbnails are shown on YouTube.
- 2 **Click-through-rate** shows you what percentage of your impressions on YouTube turned into views.
- 3 **Views** - we want to make sure that videos are viewed by actual humans and not computer programs. This is why your public and internal facing view counts can be delayed as our systems verify the legitimacy of the views.
- 4 **Traffic Sources** give you a sense of how viewers are discovering your content.
- 5 **Watch time** refers to the amount of time that viewers have spent watching your content and gives you a sense of what is actually being watched (as opposed to clicked on and then abandoned).



Understand Your Audience via Analytics

In YouTube Studio, you can uncover helpful information about your audience via the Audience tab. Here are a few helpful items you can find there:

- **New and returning viewers** - You can use the returning & new viewers metric to plan content strategy for your channel. For example, you can build loyalty by creating consistent content or you can experiment with new topics to attract new viewers.
- **When your viewers are on YouTube** - This report shows you when your viewers are online across all of YouTube in the last 28 days. You can use it to help build your community, understand when to schedule a Premiere, or to plan your next live stream.
- **Other videos your audience watched** - This report shows you what other videos your viewers watched outside your channel over the past 7 days. You can use it to find topics for new videos and titles. You can also use the info for thumbnail ideas and collaboration opportunities.

These are just a few areas you can find covered in the Audience tab within YouTube Studio.





CONTENT STRATEGY

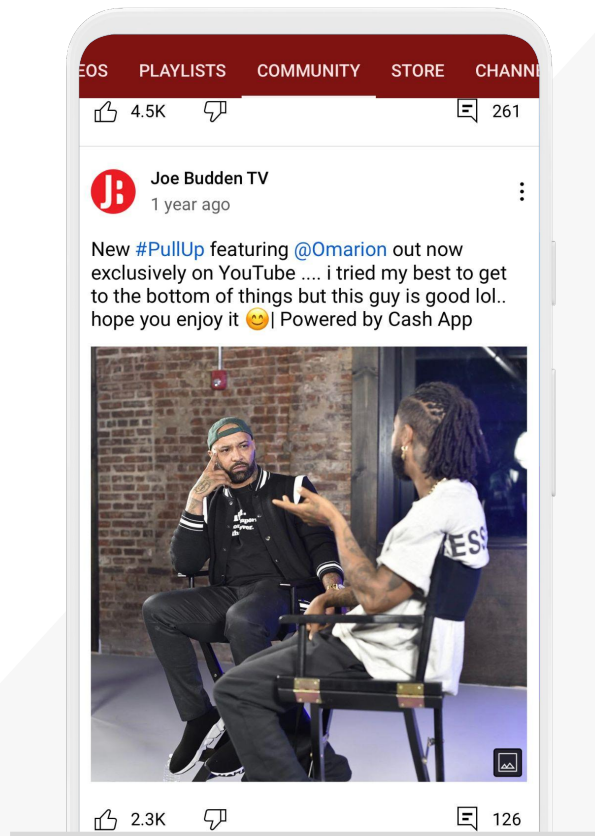
Promotion

PROMOTION

Cross Promotion Strategies

Consider leveraging your social media handles and different YouTube features to further promote yourself and new content.

- **Leverage your social presence:** Lean into promotional features on platforms like Snapchat and Instagram such as “swipe up” to help promote your content to your already existing social audience.
- **Strategize across YouTube products:** Consider how you would leverage and create content to drive viewership to your uploads across YouTube Stories & Community. Strategize which uploads are worthy of being a Premiere or Live.
- **Calls to action are key:** While promotional clips or trailers of your YouTube content can be effective, posting videos where you speak directly to your audience is one of the best ways to motivate them to check out new content.



PROMOTION

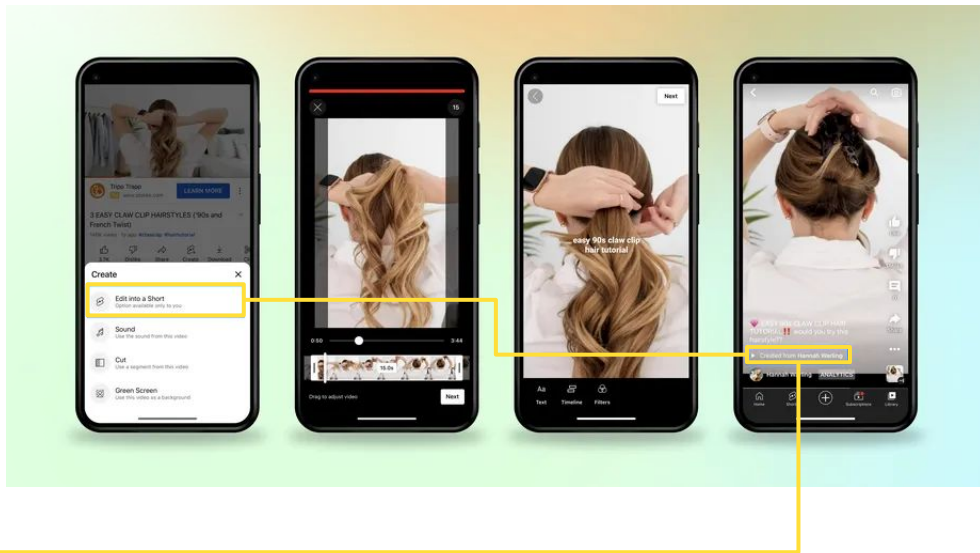
Shorts

Create Shorts from your full episodes & provide Shorts audiences with a one-click journey to your full episode.

We've recently launched a new feature that makes it easier for channels to clip their videos into a Short and attribute their original video.

This feature is only available to the owner of the content and allows you to seamlessly edit your videos into Shorts within YouTube while **crediting & linking to your original video.**

This helps to ensure viewers are able to **easily find and watch the source!**

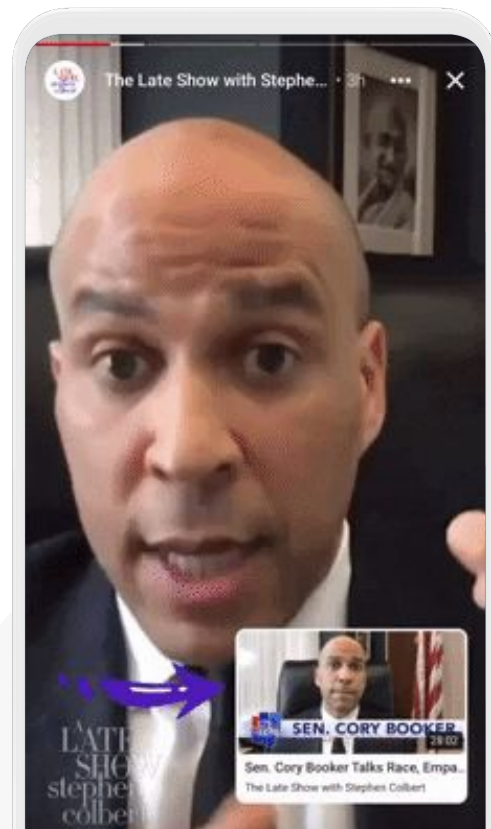


PROMOTION

Stories

YouTube Stories is a light touch, low effort place to communicate with your audience. Here are some ways you can leverage Stories to build your audience:

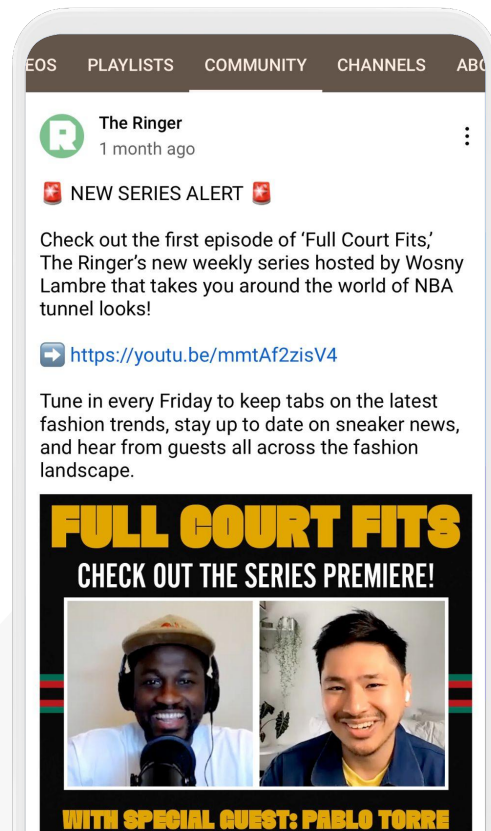
- **Experiment with new ideas.** If you're looking for a different way to test new ideas that you have without having to fully produce a new upload, consider doing a light-touch version of your idea via Stories for a few weeks and ask your audience what they think! This can help you pre-build an audience for a new series before you go all in.
- **Provide a behind-the-scenes peek.** When creating content, consider how you can capture content for your story to engage fans in the lead up to publish day. It's an easy way to promote your clips while connecting with your audience in this intimate manner.
- **Communicate with your audience.** A final way to engage and promote content can be through replying your audiences comments by providing more context and showing your audience you care about what they have to say to your content.



Community

The Community Tab is another low effort method to communicate and engage with your audience. Here are some popular formats to consider for your Community Tab posts:

- **GIFs.** Use GIFs as part of your Community posts to excite, engage, and humor (if you want) your audience. Often the most engaged with posts on Community are ones that contain a GIF!
- **Polls.** Polls can be a great way to understand your audience, use them to ask your audience about potential video topics.
- **Videos.** While promotional clips or trailers of your YouTube content can be effective, posting videos where you speak directly to your audience is one of the best ways to motivate them to check out new content.



PROMOTION

Use Related Uploads to Give Viewers Somewhere to Go

End screens give you the opportunity to extend watch time on your channel by directing viewers to up to four different elements during the last 20 seconds of your video. This can be an effective way to leverage your podcast clips to drive viewers to other clips or the full podcast!

- **Maximize impact.** End screens can be paired with an in-video “end card” that visually houses links and features a call-to-action directing viewers to additional videos and to “like, share, and subscribe.”
- **Use YouTube cards.** Cards are notifications that appear in the top right corner of your videos. Try pairing cards with relevant moments in your video.
- **Choose wisely.** End screens are most successful when they give your viewers something relevant to watch. Consider using them to drive traffic between episodes of your formats or series.



Content Creation



Audio vs. Video



Formats



How to Stand Out



Hone in on
the Basics





CONTENT CREATION

Audio vs. Video

YouTube Audiences Show A Preference For Video Podcasts Over Audio Podcasts*

2x

More views for videos with the word "podcast" in the title and 15 minutes in length featured hosts on video compared to those that used a static visualization.

80%

Of the top watched videos with the word "podcast" in the title and 15 minutes in length feature hosts on video.

Source: Google data, U.S., Jan 2020 - June 2021. Based on the top 10% of videos by watch time with "podcast" in their title. Classification as podcast videos was based on public data such as headlines. As such, it may not account for every such video available on YouTube.



Audio-first Or Video-first Production?

Audio-first production

- Your resources are limited.
- You are just seeking awareness or incremental reach via YouTube at this time.
- Your podcast adheres to timely needs and without resourcing to build a studio, video would impede your time to publish.

Video-first production

- It fits in more natively to YouTube and thus can potentially perform better than an audio-first version on YouTube.
- Adds value:
 - Your audiences can't find your video podcasts elsewhere.
 - Allows more intimacy as audiences get to know your hosts better through visual means.
 - Added benefits of body language & lip reading for communication purposes. Which can heighten [accessibility](#).
 - Gives the opportunity to leverage broll and other visual elements for storytelling when desired.



Video Podcast - Quality?

If I do a video podcast, won't I need to produce it with the traditional video production bells and whistles (graphics, broll, makeup, etc.) in order for it to succeed?

Not necessarily! Podcasts, by nature, are more casual in nature and tone than other pieces of content.

Many of the most successful podcasts on YouTube today feature simple camera cutting between talent. Take a look at other podcasts on the platform to get a sense of what audiences may expect from yours.

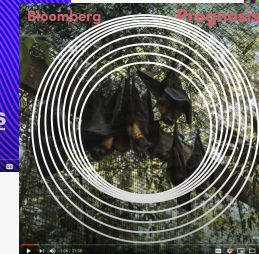
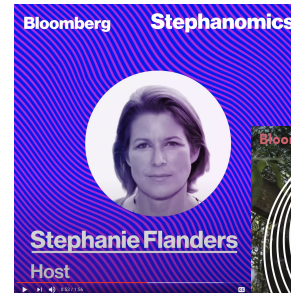
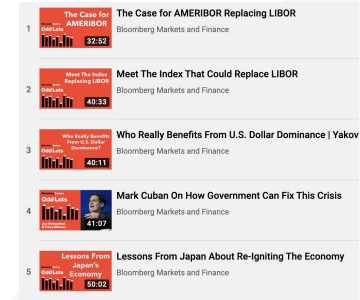
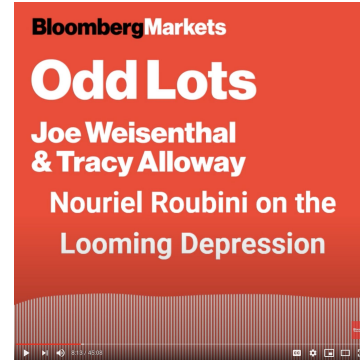


AUDIO VS. VIDEO: AUDIO PODCAST

Bloomberg

Bloomberg has taken an audio-first approach to podcasts on YouTube. Instead of offering video of hosts or broll, they feature an image and a waveform graph as the only visual with the podcast. Yet, through June 2020 they had over 500k views across their shows.

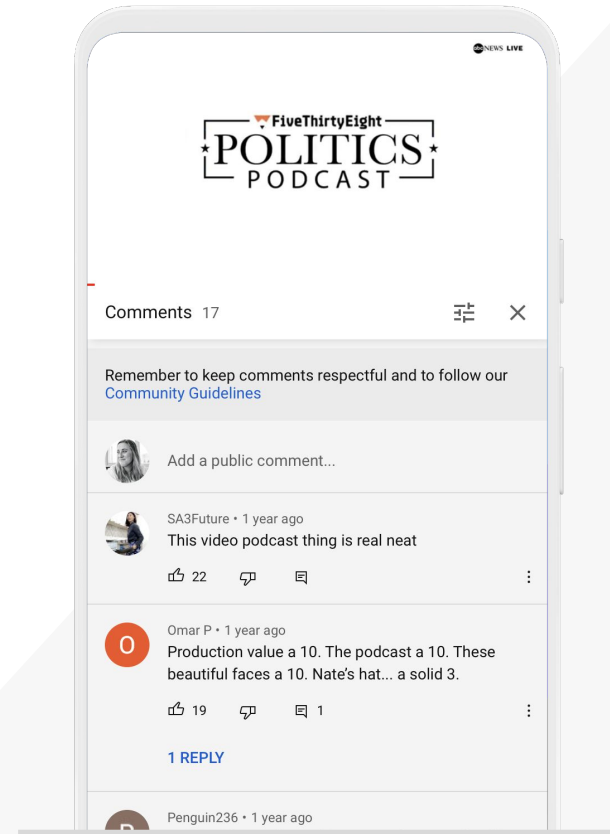
- **Clips can help drive discovery.** Bloomberg uses a method of posting short segments from the podcast to enhance discovery and give audiences a tease of the content with the purpose of driving audiences into the full podcasts.
- **Substance over style for visuals.** Audiences were more interested in visual accompaniments to their audio experience when it was additive compared to superfluous or distracting.
- **SEO & descriptions are key.** Using informative and SEO-focused titles, Bloomberg elevates the discovery of their podcasts on YouTube, the world's second-largest search platform.
- **Playlists are a great way to share and organize podcasts.** Bloomberg also uses a variety of podcast playlist organization methods to help viewers discover more podcast content and even by sharing podcast content in playlists across various channels.
- **Use YouTube's chapter tool to help audiences find specific topics.** With YouTube's new chapter tool, channels can help audiences quickly find the content they seek by adding timecodes into their description which automatically tags the video with chapters.



FiveThirtyEight

FiveThirtyEight leaned into video podcasts on YouTube heading into the 2020 U.S. presidential election and saw their podcast content account for 30% of their channel views and drove over 50% of their channel subscribers in 2020.

- **Timeliness is important.** Ensure that your podcasts achieve the goal of consistency of upload - so audiences know when they can get the latest episode - but also consider timeliness around trending news stories, as you'll want to tie into the traffic around big moments.
- **Editorial quality matters more than video quality.** FiveThirtyEight employs a simple style that cuts between a visual of all the hosts, for facial reactions, to solo shots when one person enters into a monologue. In addition, FiveThirtyEight occasionally sprinkles in photos for topical context and color. At the end of the day, audiences are there for the discussion.
- **Tease the video podcast through the audio podcast.** Finally, promote the availability of the video podcast within the podcast itself. This ensures that audiences across platforms who would be interested in this more intimate form of content know it exists (and where to find it)!



AUDIO VS. VIDEO

Common Video Podcast Production Styles On YouTube

Generally, video podcasts have been relatively simple in their execution.

Simple camera setup in one location (see top example).

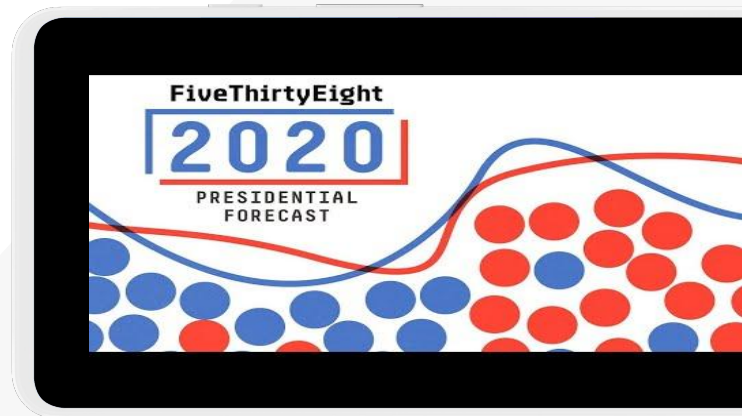
- Wide shot for the hosts.
- Single shot for each individual host when speaking.

Video setup for remote production (see bottom example).

- Establishing shot of all hosts in “video conference”.
- Single cameras for each individual host when speaking.

Graphic usage?

- Often none.
- If present, simple name fonts or something to further brand the show identity.

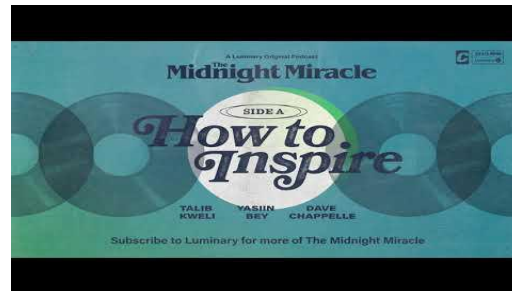


Lighter-Lift Visual Formats

Static Image



Simple Movement



Waveforms and Text Overlay



Advanced Visual Formats

“Memoji”



Animation



On Camera with B-Roll

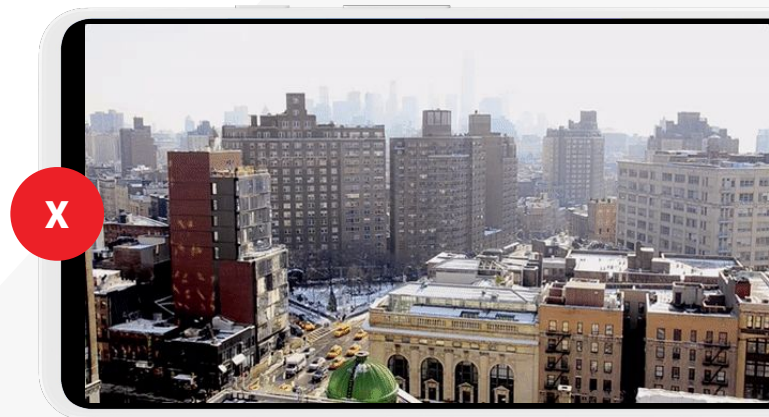
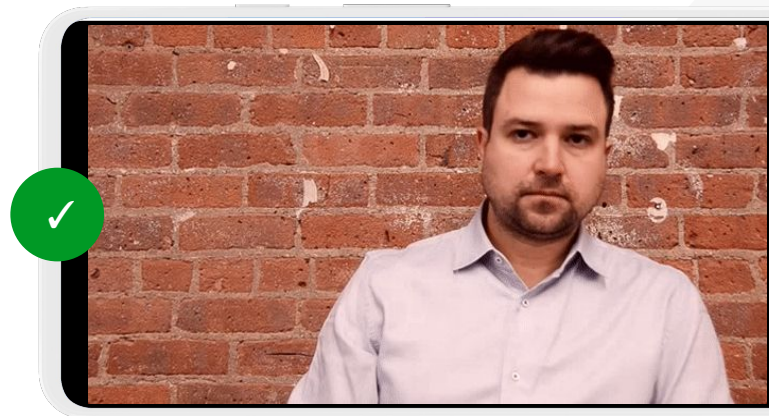


AUDIO VS. VIDEO

Connect With Your Audience By Featuring A Face

Generally, audiences on YouTube connect more with a person than with a brand or company.

- Through some A/B tests, we've seen that **a human face is one of the more powerful "signs" you can start a story with.**
- **Having a person at the center of your content can create deeper connections between the audience and the content.**
- Consider how in particular, podcasts often revolve around a specific personality(ies) and how featuring them, can help further develop a connection between your content and its audience.

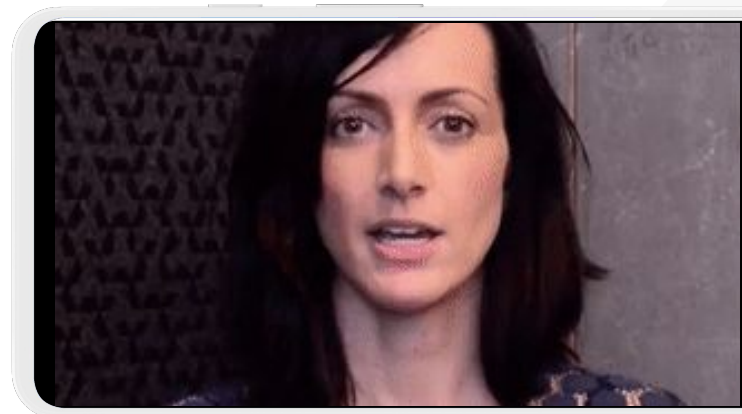


AUDIO VS. VIDEO

Consider How Framing Can Affect The Audience's Perspective And Connection

How you frame your host(s) in production can also impact the sense of connection formed with the audience.

- A direct, front-facing camera framing can give the audience a sense of being part of the conversation.
- Whereas a side or angled view, can make the audience can feel more like they are “watching” a conversation.
- Consider which framing may work best for your audience based on if your format is [solo/monologue](#), [co-hosted](#), or [interview/panel](#) style production.
- Also, take note of the tight framing in the top example, this is not an overly wide shot, but a **close up that works well with a mobile-first world**.
- Learn more about framing [here](#).





CONTENT CREATION

Formats

FORMATS

Learn the Format(s)

Especially early in your YouTube journey, consider leaning into existing formats that online audiences already know. Below are a few of the popular formats that may suit your YouTube mission.



FICTIONAL STORYTELLING



REACTION



EVENT



LIVE



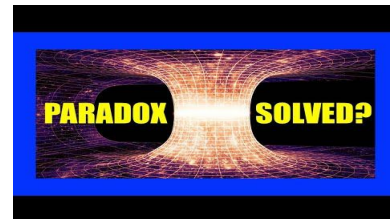
NON-FICTIONAL STORYTELLING



INTERVIEW



WATCH ALONG



Q&A



~Monthly

HERO

HERO

HERO

Hero Content

Highly produced videos or collaborations with YouTube Creators and other public figures.

~Weekly

HUB

HUB

HUB

HUB

Hero Content

Regularly scheduled episodic formats and Live streams that make viewers come back & subscribe.

Evergreen, Less Frequent

HELP

Hero Content

Evergreen content aimed at answering FAQs, explaining ideas, or diving into topics that hold resonance over time.



FORMATS

HERO Content

Frequency: Rare. Usually built around a major event, moment, personality or idea.

Content: Mass appeal videos that lean into increased interest in the general public at a particular time.

Audience: Hero Content attempts to cast as wide a net as possible and be accessible to viewers who may be unfamiliar with your channel.

Goal: Provide a moment of significant visibility for your content, converting a large amount of casual viewers into long-term subscribers.



TIPS:

- Use YouTube Premieres, Stories, and Community to build hype and awareness.
- Collaborations can drive viewership. It's important to optimize the video title, but also promote through other social media.



FORMATS

HUB Content

Frequency: Your regular chosen cadence. Think of Hub Content as your channel's "bread and butter."

Content: Sustainable, targeted content that appeals directly to your subscribers' tastes and expectations. (Lean into your formats!)

Audience: Your existing subscriber base, plus those viewers who've been watching but haven't subscribed.

Goal: Keep your audience coming back with steady, consistent content that appeals to their expectations and desires. Secondly, provide a bank of content for new viewers to explore after subscribing.



TIPS:

- Schedule weekly episode uploads on a fixed day of the week and time of day to encourage consistent viewership.
- Use consistent packaging & titling to help audiences recognize the latest upload within the series.
- Share this schedule within your hub content uploads to ensure audiences are aware of when to come back for more.



FORMATS

HELP Content

Frequency: More often than Hero, but less than Hub.

Content: Evergreen uploads, often based on topics or persons or stories that holds audience interests over a longer period of time.

Audience: Broad and targeted appeal, typically this type of content can appeal to more casual viewers who do not normally engage with your channel.

Goal: Provide evergreen videos that continuously gain viewership and convert subscribers at a steady rate.



TIP:

- “Help” content doesn’t mean the content is helpful, in a traditional sense, **think of help content as content that has a longer shelf life**, content viewers may be willing to watch 6 months to a year later with little loss of interest or context.





CONTENT CREATION

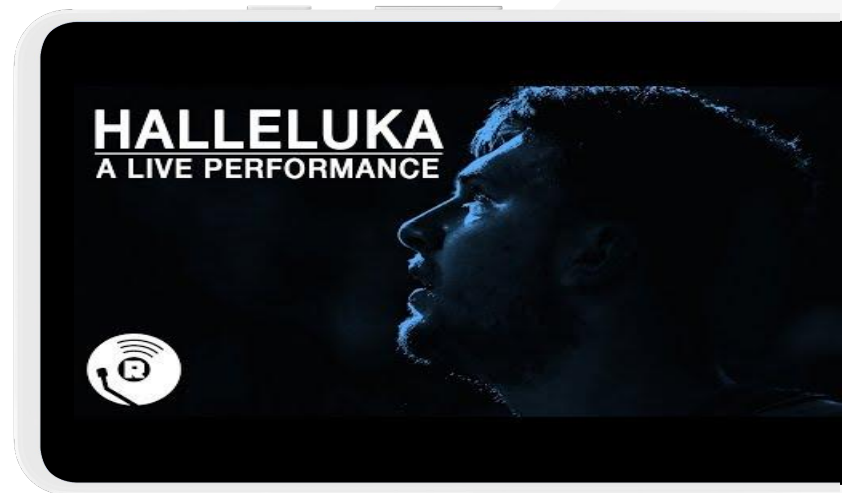
How to Stand Out

HOW TO STAND OUT

Focus on Your Uniqueness

One of the most effective ways to stand out among your peers is to lean in to your specialty, your personality, or other areas in which you can provide a unique perspective to showcase what makes your channel unique.

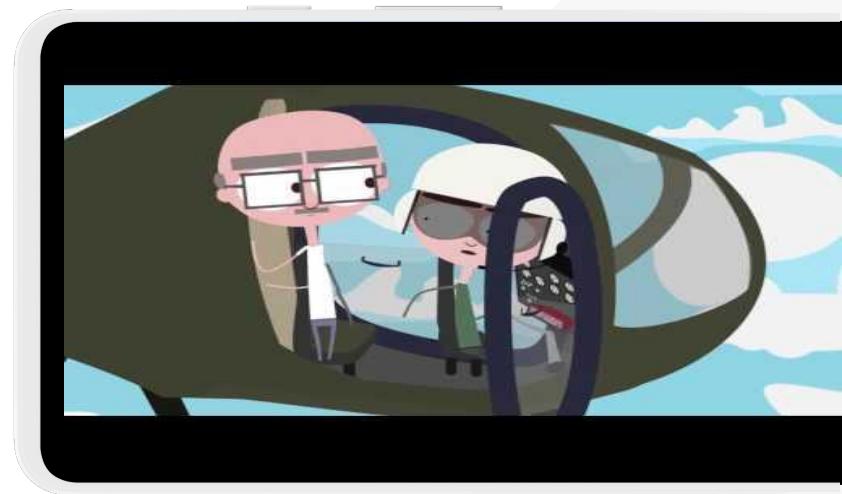
- **Specialty.** One of the easy ways to lean in on your uniqueness is through your specialty. A specialty can be anything that provides you a unique point of view on a popular topic. That way when you comment on that topic, you're providing something additive to the conversation that can help compel viewers to consume your content.
- **Personality.** Another way to stand apart from your peers is via your personality, this can come through in particular through shoulder content offerings these channels may offer, if they're comedic in nature or productivity focused, using your skills and interests outside of your standard podcast focus can help you grow an audience most effectively.



Shoulder Content

Many YouTube channels will supplement their main content with shoulder content to great success. This is a great way to showcase not only your personality, but to experiment with new ideas and concepts. Here are some ideas to help you get started.

- **Animation.** One way to stand out from your peers is to take excerpts from your podcast and leverage animation to tell the story in a more unique fashion. This can be a great way to capture new audiences and showcase the content within your full podcast show.
- **Made for YouTube.** Consider this a catch all for experimenting with content outside your standard podcast. Some podcast-first channels, have created other content formats common on YouTube - like explainers, challenges, etc. - to provide shorter-form or different audience-targeted content to broaden their audience base. This content can be used to build up your personality and funnel viewers back towards your podcast show.

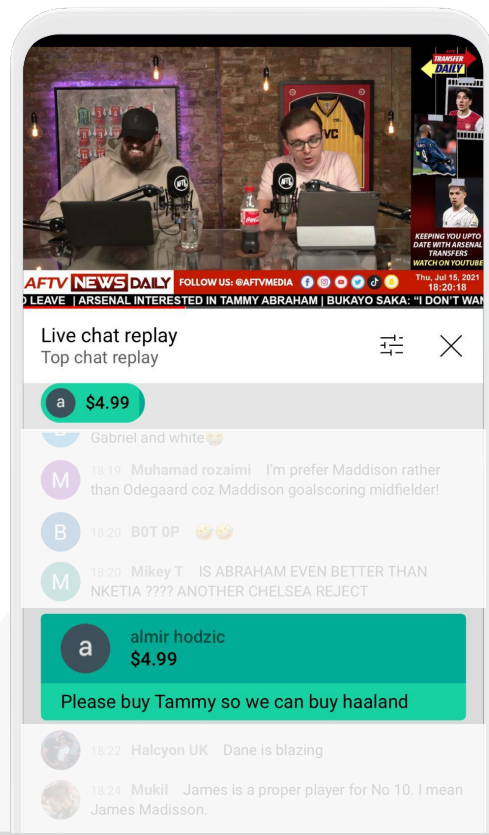


HOW TO STAND OUT

Curate a Conversation

As you think about if and how your YouTube presence will interact with viewers, keep the following in mind.

- **Engage while live.** Consider turning on Super Chat or engaging with your audience, especially while live. This can help you not only raise additional funds, but help you connect deeper with your audience.
- **Cultivate community.** Outside of Comments, features like Stories and Community are a great way to maintain consistent, lightweight engagement.
- **Be active in the comments.** Use pins to start conversations with your audience on your uploads and also reward good commentators with a thumbs up!
- **Leverage YouTube's tools** to help you manage **comments** & **live chat** to keep the conversation more focused and clean of spam.





CONTENT CREATION

Hone in on the Basics

Video Production

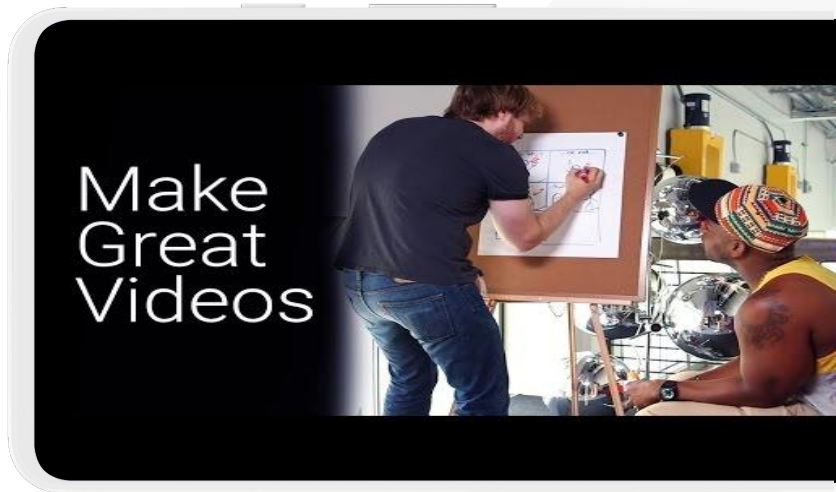
Good production design includes:

- **Bright Colors** (and good lighting)
- **High Contrast**
- **Depth of Field**
- **Interesting visuals**

You'll probably be using the same set again and again, so make it interesting and versatile. Additionally, creators often use interesting visuals for their direct-to-camera intros, with wide shots, and close-ups of their guests.

The equipment you use - and the quality of the video captured by the equipment - can have an impact on the audience's response to your video uploads. Go [here](#) to learn more.

Ask your partner manager if you would like to discuss potential production agencies that you could consult with.



Capture Good Audio

Good sound can significantly impact how viewers experience your video. Audiences are typically more forgiving of camera and lighting mistakes than they are of poor audio. Let's look at how to avoid sound missteps.

- **Keep audio in mind when choosing locations.** Consider how ambient noise or the acoustics in a room (such as an echo) can negatively impact your audio capture.
- **Use external microphones.** While something as simple as a smartphone can film incredible video, you'll want to use external (not in-camera) microphones to record audio of the same quality.
- To help you get started, this Creator Academy video explains the basics of creating a fantastic audio and video experience.



Looking for an overview of making YouTube content? Check out the ["Production Skills: From Ideas to Video"](#) playlist, brought to you by [YouTube Creator Academy](#).

Captions and Transcripts

Subtitles, captions and transcripts allow you to share your videos with a larger audience, including deaf or hard-of-hearing viewers and viewers who speak another language. On average, videos that are captioned see an increase in watch time compared to videos that don't have captions.

There are a few methods for adding captions that can take place during or after the upload process:

- **Caption files**, which are defined as files that contain not only the text of what is said, but also the timestamp information. Learn more about which caption file types are accepted [here](#).
- **Transcripts** can be uploaded and are automatically synchronized with your video as long as the language is supported. Learn more about transcript files [here](#).
- **Manual** entry can also be done within YouTube Studio.
- **YouTube auto captions** - if you lean on YouTube's auto captions, we recommend that you review and edit any errors that may occur in the automated process. You can do that within YouTube Studio after upload and processing, which can vary from video to video.

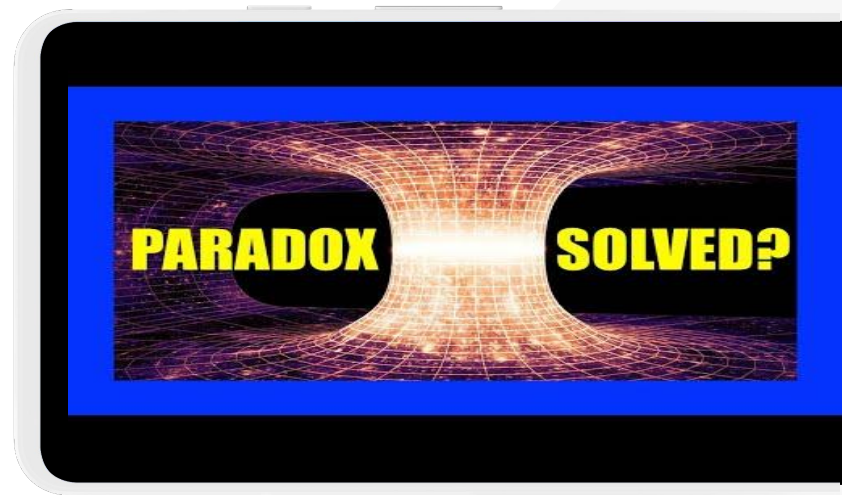
More information on captions can be found [here](#).



Be Accessible

Audiences want to see the real you.

- **Personal content is best.** Distance and mystique are not your friends here. Don't be afraid to talk directly to your audience.
- **Imperfections are your friend.** While it may seem counterintuitive, don't be afraid to keep your videos rough around the edges. This is especially true with podcasts, where tangential conversations may be what your audience finds the most interesting.
- **Be open to conversing with your audience** through live streams and in comments to deepen the communal connection.



Create in Bulk

Creating videos takes time and resources, so it's always smart to try to maximize the output of your production days.

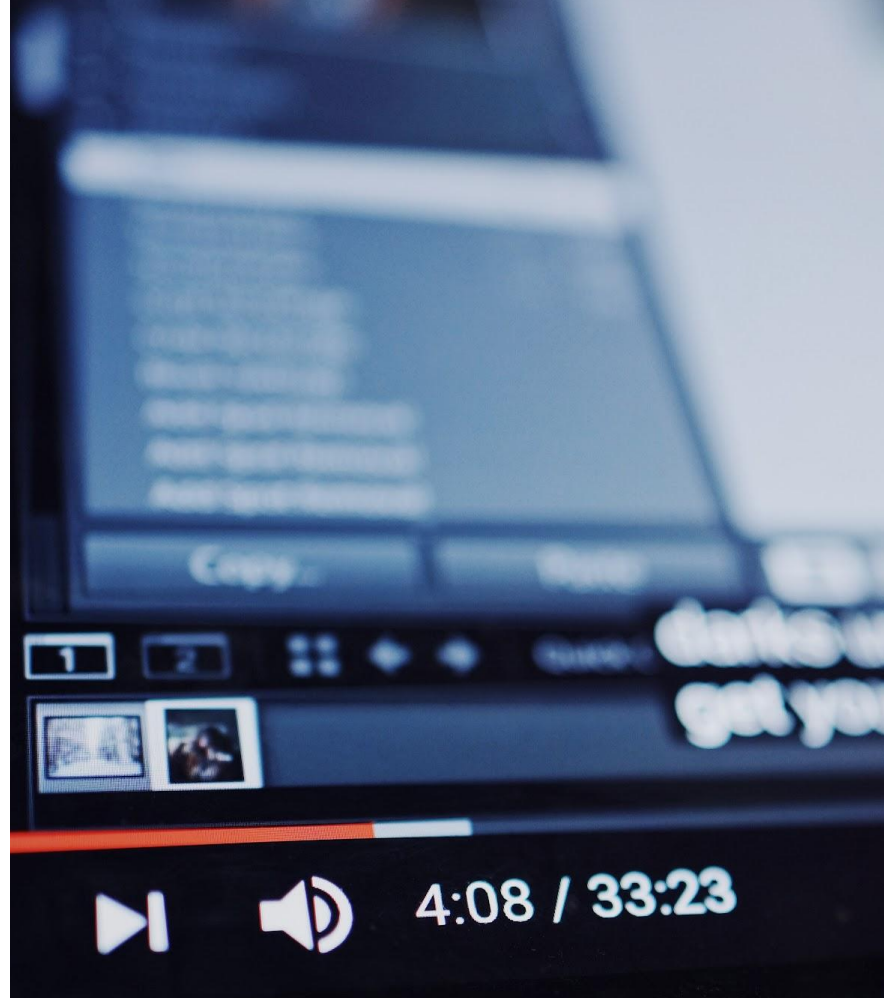
- **Batch shoot.** Whenever possible, get multiple videos out of each shoot you do. For instance, if you're interviewing experts within your organization, is it possible to schedule two or more in the same day?
- **Think flexibly with your footage.** Be creative with the extra footage you may capture at different events you go to and consider how that can be packaged to give you more content to share.



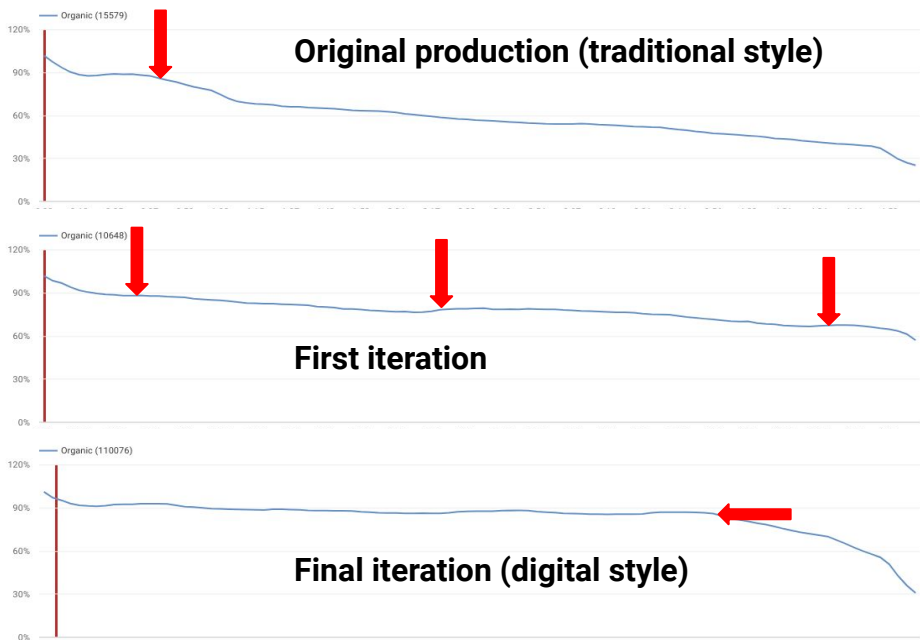
Experiment on YouTube

YouTube is a great place to test out new pieces of content and to find what works for you. Here is a framework to get you started in your content and publishing experiments.

1. Think sustainably
2. Scout YouTube
3. Be Authentic
4. Test
5. Iterate
6. Final iteration
7. Repeat



Experiment on YouTube: Audience Retention



These graphs show **the evolution of a content series over a few years**. Using these audience retention graphs, the team was able to iterate on production of the series leading to vast performance improvements:

- 25% increase in audience retention** per upload.
- 8x increase in views** per upload.
- 7x increase in watchtime** hours per upload.



Appendix

REACH: CASE STUDY

I AM ATHLETE Season 2

I AM ATHLETE is a weekly unscripted and uncensored discussion hosted by former NFL players Brandon Marshall, Chad Johnson, Fred Taylor and Channing Crowder. From an athlete's point of view, the crew tackles important and controversial topics around sports, culture, and society. Listen, laugh and learn with the guys as they don't hold back expressing their opinions and sharing never-heard-before experiences on and off the field.

YouTube channel started April 13, 2020.



50M+

Total channel views on YouTube¹

970k

Average views per episode of
I AM ATHLETE season 2 on YouTube¹

1. As of 7/25/21

