**Green-Screen**

JiNE made use of the green screen function to cut herself into a different environment.

**Collaboration**

New Hope Club and ENHYPEN demonstrated perfectly how easy it is to collaborate with the use of Shorts.

**Behind-The-Scenes**

Do you have a pre-show ritual? Follow Ayase / YOASOBI’s lead and share it with your audience!

Gorillaz compiled different clips of behind-the-scenes content and took fans through the journey of new exciting collaboration!

**Pro Tip:** Did you know that trending tracks are displayed in order of popularity in Shorts Music Picker? Check in often to see what sounds are being used and put your spin on them.

**Pre Tip:** Be sure to use the official audio track in Shorts Music Picker for your Shorts as it links directly to your Official Artist Channel!

**Teasers**

Tom Odell teased unreleased music and asked his audience if the release is not what they had expected. The common sentiment speaks for itself.

**Pre Tip:** Did you know that you can use up to 5 seconds of your favorite YouTube videos (both Shorts & long-form) in your Shorts? When inspiration hits, simply tap the “Create” button underneath any eligible long-form videos, or “Cut this video” button on Shorts to get started!

**Pro Tip:** Did you know that captioning is key? Viewers are more likely to watch the entire video if there’s a clear and relevant caption!

**Pro Tip:** Don’t underestimate the power of selfie performance videos. They are common successful strategy we see artists employing to promote their music on Shorts.

**Behind The Song**

JAX told Chelsea, the kid she babysits, the story of why she released her record “Victoria’s Secret”!

**Pro Tip:** Did you know that selfie performance videos are the common successful strategy we see artists employing to promote their music on Shorts?

**Example and Inspiration**

- **JAX faced a problem:** Chelsea, the kid she babysits, was unhappy with her music.
- **JAX realized:** The music was not the problem, the story behind it was.
- **JAX decided:** She would release a new song that Chelsea would be happy with.
- **JAX released:** “Victoria’s Secret”.
- **Chelsea’s reaction:** She loved the song and was happy.

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FAQs for Artists

Q: Should we create a Shorts shelf for our artists?
A: We recently launched separate tabs for Shorts, live streams, and longform videos on all channel pages, including Official Artist Channels. Moving forward, you will no longer see Shorts or live streams in the Videos tab. Read more about this update here.

Q: Can we search a song in Shorts to find all the creations made on this track?
A: Not at the moment, but you can find the number of creations made with a song by searching for it in the Shorts Music Picker. Simply tap the "Add a Sound" button and insert the song name. We are working to make it easier to see all Shorts creations so stay tuned for more updates!

Q: Can we use more than 15 seconds of the song in Shorts Music Picker?
A: Yes, you can use more than 15 seconds of audio from many audio tracks within the Shorts Music Picker! When choosing your sound in the audio picker, the duration time will tell you how much you can use from a specific track. You will also need to change your video recording duration to 60 seconds in the Shorts camera in order to use more than 15 seconds of audio. This update will gradually roll out starting from Nov 2022.

Q: What type of content should we focus on creating? Is high production video necessary?
A: In a YouTube research on Shorts performance, we found that selfie performance videos are the most common successful strategy we see artists employing to promote their music on Shorts. High production videos can help Shorts engagement, but generally aren't critical. *Data source: YouTube Internal Data

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Q: What are the best practices for artists if their songs are used in users’ Shorts?
A: Engage with them using our engagement tools, such commenting on their Shorts, sharing their Shorts as Community posts on your channel. If the Shorts Remix features (Cut & Green screen) are available, get creative by creating reaction videos with their Shorts, or incorporating fans’ Shorts in your next video content. Learn more about the Remix features here.

Q: How soon should artists post Shorts after premiering a video?
A: We encourage you to incorporate both long and short form video formats in your release strategy. Uploading more content, including Shorts, increases your chances of being seen and increases engagement. Check out the Shorts playbook on https://artists.youtube/ to learn more about the best practices in each stage of the release cycle.

Q: Do Shorts hurt a channel’s Average View Duration (AVD)?
A: No, there won’t be any negative impact. AVD at a channel level is not used for recommendations of individual videos. Given that Shorts are shorter, they lead to a lower channel level AVD, but it’s just an indicator of the mixed formats on your channel and doesn’t necessarily result in less viewership. *Data source: YouTube Internal Data

Q: Why do some of my shorts have large variances in views?
A: Our recommendation system is designed to match viewers with Shorts they will love and find entertaining or useful. Shorts are ranked based on performance and relevancy to each viewer, and it’s normal for Shorts to have varying view counts video to video even if they are from the same channel.

Q: Is there a way to see within YouTube studio how many fans go from the Shorts form to the long-form video?
A: Not at the moment but that’s something we’re actively considering. Stay tuned for more updates from us!

Want more resources for Artists?
Subscribe to this community forum for the latest Shorts feature updates & check out the YouTube for Artists website for latest best practices playbooks, success stories from artists.