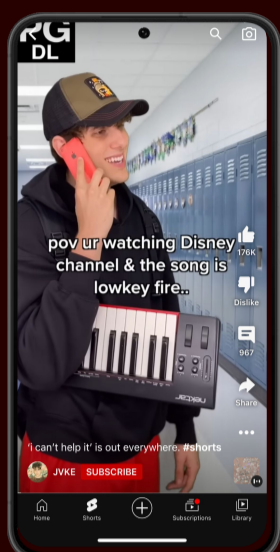


# Shorts: For artists, by artists

**Inspiration ignites creativity:** This resource provides examples of how artists across the world are using Shorts as a promotional release strategy on YouTube, and answers all of your latest FAQs.

## Examples and inspiration

### Green Screen



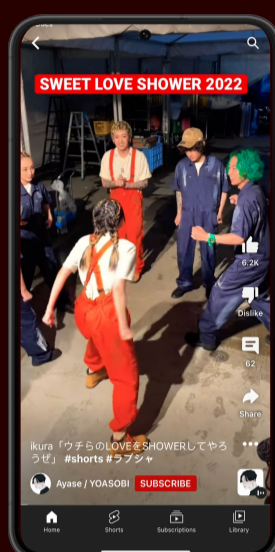
JVKE made use of the Green Screen function to cut himself into a **different environment**.

### Collaboration

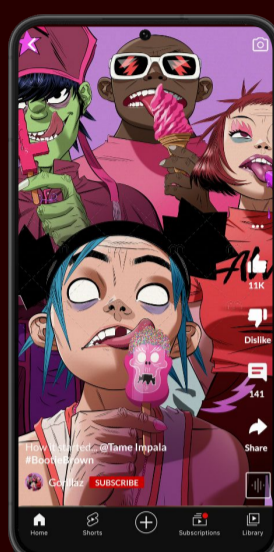


New Hope Club and ENHYPEN demonstrated perfectly how easy it is to **collaborate** with the use of Shorts.

### Behind the scenes



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



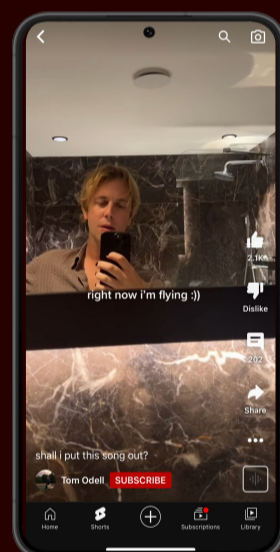
**Gorillaz** compiled different clips of behind-the-scenes content and took fans through the journey of new exciting collaboration.

**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.

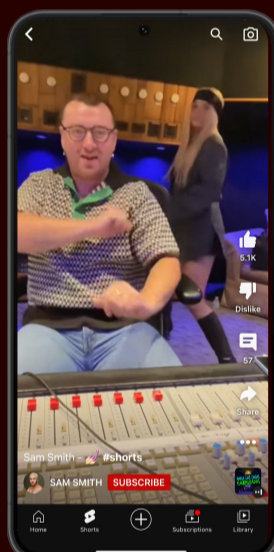
**Pro tip:** Did you know that **selfie performance videos are the most common successful strategy** that we see artists employing to promote their music on Shorts?

*\*Data source: YouTube internal data*

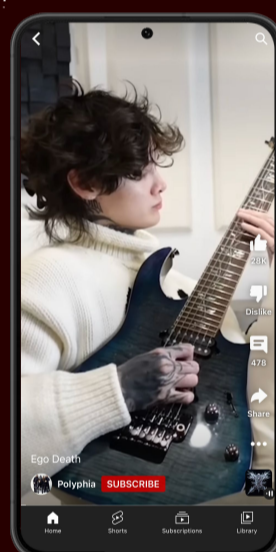
## Teasers



Tom Odell teased **unreleased music** and asked his audience if he should release. The comment section speaks for itself!



Teasing upcoming music as it's **being created** is an excellent way to create a stronger bond between the track and the fan.



**Polyphia** sharing an instrumental cover of **Ego Death**, and the strings are on fire!

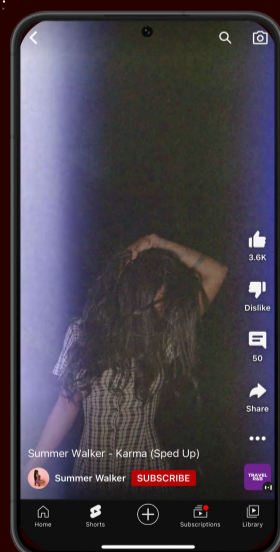


**Bava** covers Lana Del Rey's part in Taylor Swift's latest release, pairing it with the lyrics for higher retention.

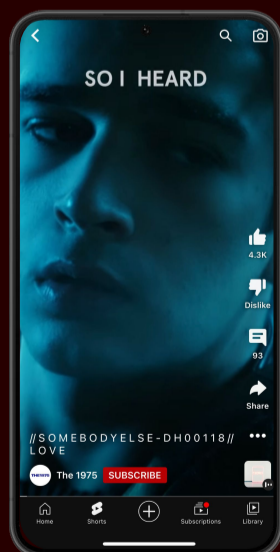
**Pro tip:** Don't underestimate the power of captioning. Viewers are more likely to watch the entire video **if there's a clear and relevant caption!**

**Pro tip:** Make sure that you **use the official audio track in Shorts Music Picker** for your Shorts as it links directly to your Official Artist Channel!

## Catalogue strategy

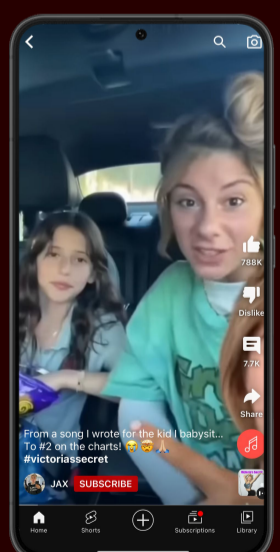


Speeding up or slowing down a snippet through Shorts is an excellent way to **give new life** to a track, as done by Summer Walker.



The 1975 **repurposed** their old music videos by creating Shorts lyric videos to promote their catalogue, and the fans were all there for it.

## Behind the song



**JAX** told Chelsea, the child she babysits, the story of why she released her record 'Victoria's Secret'.



What is the actual meaning behind the song? Follow **SEB's lead** and share the story through Shorts!

**Pro tip:** Did you know that you **can use up to five seconds of your favourite YouTube videos (both Shorts and 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.





# FAQs for artists

**Q Should we create a Shorts shelf for our artists?**

**A** We recently **launched separate tabs for Shorts, live streams and long-form videos on all channel pages, including Official Artist Channels**. Moving forwards, you will no longer see Shorts or live streams in the Videos tab. Read more about this update [here](#).

**Q Can we search for 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 be gradually rolled out 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 that 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

**Q Should we do long-form and short-form videos at the same time?**

**A** **Yes**. Our data shows that artist channels that **upload both Shorts and long-form videos are seeing better overall watch time and subscriber growth, relative to those only uploading long-form content**. We encourage you to experiment with different types of content and incorporate both formats in your YouTube growth strategy.

**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 as commenting on their Shorts, sharing their Shorts as Community posts on your channel. If the Shorts Remix features (Cut and 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. Take a look at 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 that 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 and take a look at the [YouTube for Artists website](#) for the latest best practices playbooks, success stories from artists.