



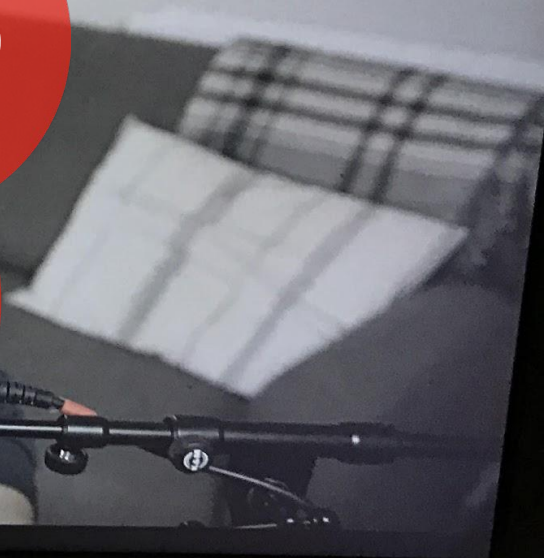
EXPLORING EDU: CREATING ENRICHING CONTENT

Case Studies and Best Practices

February 2017



The EDU landscape



Why EDUtainment?

YouTube isn't just a place where people come to be entertained. YouTube has a thriving learning community, educating the world in a huge range of subjects.

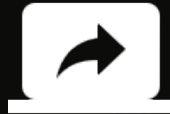


Half a billion

*views of learning-related
content occur on YouTube
every day*

1 million

*learning videos are shared
every day*



Over 50%

*of learning videos are
uploaded outside of the US*

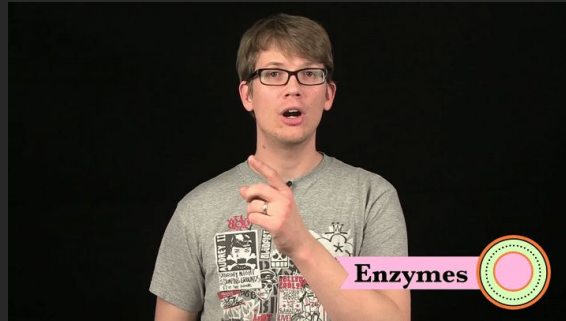
▶ How has EDU changed on YouTube?



2011

Educational videos started off simple, often just a creator with a pen, paper and an idea

Some of YouTube's biggest creators created educational channels that comprehensively covered whole curricula, from Biology to American History



2012



2016

What was once heavily science-skewed, we're starting to see a wider range of creators and topics break through in education



Getting Started

Interested in Making EDU Content: Where to Start?

Experimenting with enriching content doesn't necessarily mean making academic videos. Uploading videos on subjects you are passionate about - from academics to practical knowledge - can be a great way to keep your programming varied and help viewers learn more about a particular subject.



Test the waters by collaborating with EDUTubers


Filmmaker and Comedian TomSka brought EDU Tuber and Psychotherapist Kati Morton onto his vlog channel to discuss recognizing, treating, and living with depression.

Finding the Right Fit for Your Voice

Brainstorm in your brand: but don't be afraid to push yourself

-  Try SOME of what your audience expects, plus your interests and passions.

Think about your variables: generally the further away the content is from your usual style, content and tone, the harder it will be for your audience to embrace your new uploads.

-  If you change the content - consider keeping your regular style/format/tone

COMMENTS LEFT ON /STACYPLAYS 'MINECRAFT FIELD TRIPS' SERIES

Doggy 2 weeks ago
When I heard she was doing this I was like "OMG MINECRAFT IN REAL LIFE COOL :D" who else was like this?? Also good luck Stacy and keep up the good work!!

MGryffindor :3 2 weeks ago
This series is not only really cool to watch, but you can also actually learn something! Loving this series!

Jamie Robinson 2 weeks ago
I absolutely LOVE this series!! It is so educational!!
And the best thing about it is my favorite youtuber is doing it, Stacy!!!

so cool how minecraft, a fantasy game, is based on real things.

"I was surprised at how incredibly positive the fan reaction was for my educational content. It's been something I've been thinking about doing for a while, and before I launched the series I was gradually adding in more educational elements to my videos. It helps differentiate me so I'm not someone who just plays games" - /StacyPlays

Types of Formats: Teach along

One of the most common YouTube EDU formats is 'creator as teacher'. Think about your audience and the level you'd like to create your content.

Are you making videos for viewers which require no prior knowledge of the subject, or are you starting from a higher level?

What to consider:

- ▶ Your audience demo (age/country)
- ▶ Similarities/differences with existing content
- ▶ Your depth of knowledge of the subject you're covering



ENTRY-LEVEL



PRIOR KNOWLEDGE REQUIRED

Types of Formats: Learn along

It's not necessary to be an expert in a subject in order to create content about it. 'Learn Along' is an increasingly popular format where you take your audience on a journey to learn together.



TEACHING AS LEARNING



FOLLOWING THE JOURNEY WITH THE CREATOR

In *Open the Happy's* channel Martina aims to learn Japanese by walking her viewers through her learning process. She asks for feedback in order for her community to learn together.

Popular vloggers *Brooklyn and Bailey* focused on non-academic content by taking their fans on a journey of them learning to drive, including the drama of both failing and passing their tests!

Types of Formats: Learn along

Instead of just learning one subject, consider building the act of discovery into the content itself.

For Glozell Green, it was important to be relatable and not a 'teacher type'. In her series *'Icky Karaoke'*, she **collaborates with experts** and learns about subjects at the same time as her audience.

Playing off of her challenge videos, in each episode she receives 3 mystery items around a theme from an EDUtuber that she has to touch, taste and feel. Then she **sings a song about them (in Glozell's unique style)!**

LEARNING SEGMENT

KARAOKE SEGMENT



Do I Need to Start a New Channel?

When creating nutritious content, creators have kept their videos on the same channel and even started new channels. There's no one right answer: finding the right strategy for you means thinking about sustainability and your audience.

🕒 Audience Reaction: Have you tried similar content with your viewers?

🕒 Sustainability: How much content will you create? Are you producing alone or with a number of people?

🕒 Maintenance: Can you see yourself maintaining two separate channels for the long term?

SCIENCE SERIES ON NEW CHANNEL

Crash Course Introduction
7,153,347 views 1 year ago
You can directly support Crash Course at <http://www.patreon.com/crashcourse>. If you can afford to pay a little every month, it really helps us to continue producing great content.

Crash Course DVDs
Biology:
<https://store.dftba.com/products/crash-course-biology-dvd>

World History:
<https://store.dftba.com/products/crash-course-world-history-dvd>

Other Cool Channels

- Crash Course Kids [Subscribe](#)
- vlogbrothers [Subscribe](#)
- SciShow [Subscribe](#)
- SciShow Space [Subscribe](#)
- The Art Assignment [Subscribe](#)
- explanations [Subscribe](#)
- Healthcare Triage [Subscribe](#)




EDU Production: What Creators Say

▶ How to Plan the Production of EDU Content

EDUCATIONAL CONTENT

Things You Might Not Know



The World's Most Famous Teapot: The Utah Teapot
Tom Scott
300,989 views · 6 days ago
CC


3D Printing Stainless Steel with Giant Robot Arms
Tom Scott
200,303 views · 1 week ago
CC

The Spider Dress That Reacts To Personal Space Invaders
Tom Scott
243,421 views · 1 week ago
CC

The Grave of the Man Who Never Was: Operation
Tom Scott
331,351 views · 2 weeks ago
CC

The Bizarre Plan to Drain the Mediterranean: Atlantropa
Tom Scott
460,647 views · 3 weeks ago
CC

Citation Needed, from the Technical Difficulties
Facts, tangents, and mystery biscuits.



The Ice Block Expedition and Chainsaw Licenses: Citation
Tom Scott
66,049 views · 1 month ago
CC

Ruth Belville and Time Balls: Citation Needed LIVE, Part 1
Tom Scott
67,291 views · 1 month ago
CC

Classic Trivia Question Cards: Citation Needed LIVE, The Encore
Tom Scott
55,013 views · 1 month ago
CC

Camille Flammarion and a Spiritualist Story: Citation
Tom Scott
89,769 views · 4 months ago
CC

Camp Bonifas and Yorkshire Scouting: Citation Needed 5x04
Tom Scott
95,374 views · 4 months ago
CC

ENTERTAINMENT CONTENT




Tom Scott's channel focuses on both educational & entertainment content

"The editing of educational content is easier, but the research time is so much longer. You trade off edit time for research time" - Tom Scott

Thinking Like an EDUTuber

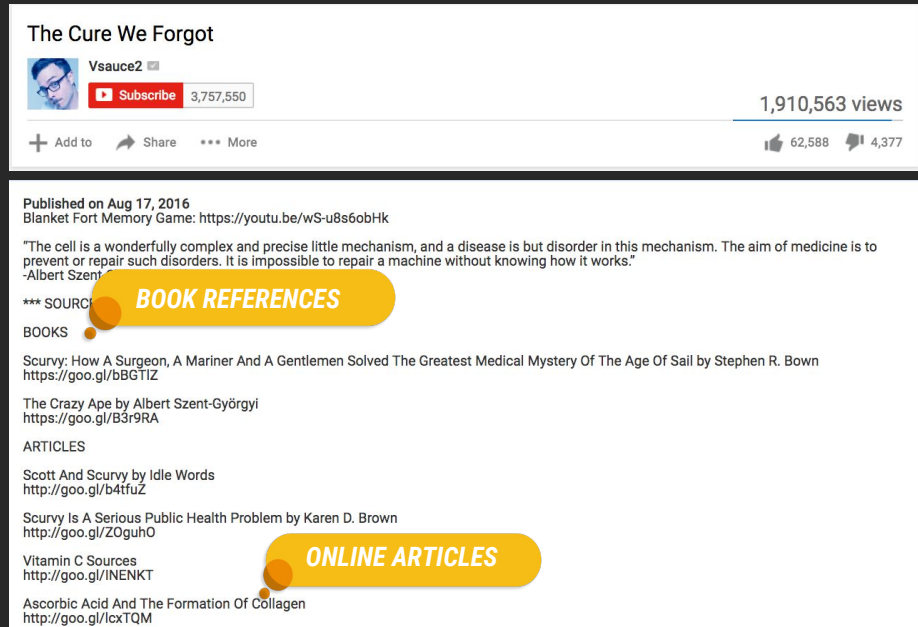
With most learning videos, you may wish to consult a number of sources when creating your content.

There are plenty of reliable sources online that can be a good place to start. Stick to:


-  Reputable publications
-  Primary sources
-  Peer reviewed journals

"I usually reach out to two experts to verify sections that line up with their particular expertise. Books and online articles are great but nothing beats communicating directly with experts"
- Kevin /Vsauce2





"Sources not only support the information but allow the audience a portal to verify and continue researching the information on their own. Sources are the trail of bread crumbs that lead to discovery" - Kevin /Vsauce2



The Cure We Forgot

Vsauce2  3,757,550

1,910,563 views

+ Add to  Share  More  62,588  4,377

Published on Aug 17, 2016
Blanket Fort Memory Game: <https://youtu.be/wS-u8s6obHk>

"The cell is a wonderfully complex and precise little mechanism, and a disease is but disorder in this mechanism. The aim of medicine is to prevent or repair such disorders. It is impossible to repair a machine without knowing how it works."
-Albert Szent-Györgyi

*** SOURCES

BOOK REFERENCES

BOOKS

Scurvy: How A Surgeon, A Mariner And A Gentlemen Solved The Greatest Medical Mystery Of The Age Of Sail by Stephen R. Bown
<https://goo.gl/bBGTIZ>

The Crazy Ape by Albert Szent-Györgyi
<https://goo.gl/B3r9RA>

ARTICLES

Scott And Scurvy by Idle Words
<http://goo.gl/b4tfuZ>

Scurvy Is A Serious Public Health Problem by Karen D. Brown
<http://goo.gl/Z0guh0>




Vitamin C Sources
<http://goo.gl/INENKT>

Ascorbic Acid And The Formation Of Collagen
<http://goo.gl/lcxTQM>

ONLINE ARTICLES

Lead with Entertainment

'If you want your YouTube videos to be successful you have to play by the YouTube rules. My most successful educational videos have a strong hook and cover topics that aren't often talked about and may even be taboo" - /RoomieOfficial




-  Mix the medicine in with the candy
-  Go in with the intention of creating content that viewers want to watch
-  If you're creating a series, plan a combination of 'headline hits' combined with deeper, more complex videos to draw the audience in and keep them hooked



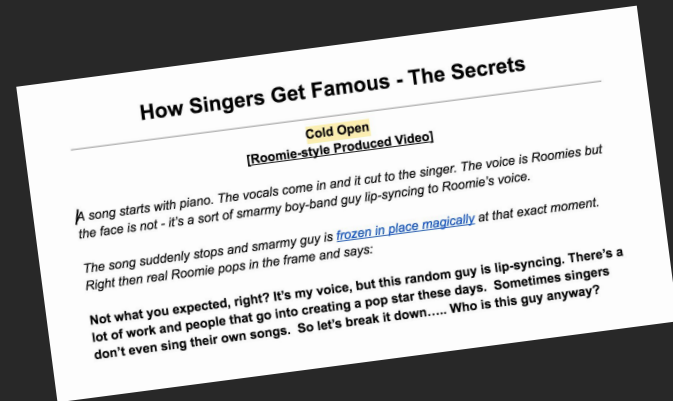
RoomieOfficial's *Pop Theory* video on Autotune begins by hooking the viewer in straight away, placing a mysterious (and terrible) 'singer' in the vocal booth to record a track

Script. Everything.

Scripting is a smart way to keep your educational videos on track:

-  Being thorough with scripting your videos means that you can use it for checking research and to help come up with ideas in the process.
-  You'll also realize quickly what ideas aren't working. If it doesn't make sense on the page it will probably not make sense on the screen.
-  When shooting, try keeping an improvised feel whilst discussing the research you know is correct.

"Talking straight to camera is very effective for educational content. If you want snappy, dense & entertaining videos, I recommend scripting." - /RoomieOfficial



"I script - because once you do that, the edit is much faster" - Tom Scott

Keep it Snappy

Don't get bogged down in information. Use visual aides like illustrations, animated graphics, sound effects and upbeat music to keep the edit moving.



Stacyplays' *Minecraft Field Trips* needed to find a balance between entertaining real life moments, learnable takeaways and relation to the Minecraft world all without getting bogged down in too much information.

"I made sure my key facts and educational soundbites were saved for my animated 'Minecraft Moments' and not delivered straight to camera. The combination of the two helped strike the right balance between fun and learning" - /StacyPlays



Launching Your Content

🎬 How Should I Launch My Content?

These are options to give your show a great start - none are mandatory, but each can help.

Pre-launch:

- 🎬 Decide on the upload schedule and communicate this in your vlogs and video metadata
- 🎬 Upload a trailer promoting the show
 - 🎬 Promote live 'watch-along'
- 🎬 Decide on cross-promotion strategy with like-minded creators
- 🎬 Refresh your Channel Banner advertising the new show

The screenshot shows the YouTube channel page for 'stacyplays'. At the top is a channel banner featuring a wolf and a woman, with a yellow callout 'NEW CHANNEL BANNER' pointing to it. Below the banner is a navigation bar with 'CHANNEL TRAILER' highlighted in a yellow callout. The main content area shows a video titled 'MINECRAFT IRL! - THE MEGA TAIGA' with 199,675 views. The video description includes production credits and a link to 'Read more'. Below the video is a 'Minecraft Field Trips : Season 1' section with a yellow callout 'PROMINENT SECTION' pointing to it. This section contains a short description and three video thumbnails, each with a 'FIELD TRIPS' logo.

▶ How Should I Launch My Content?

Creators have found success using many of the following strategies:



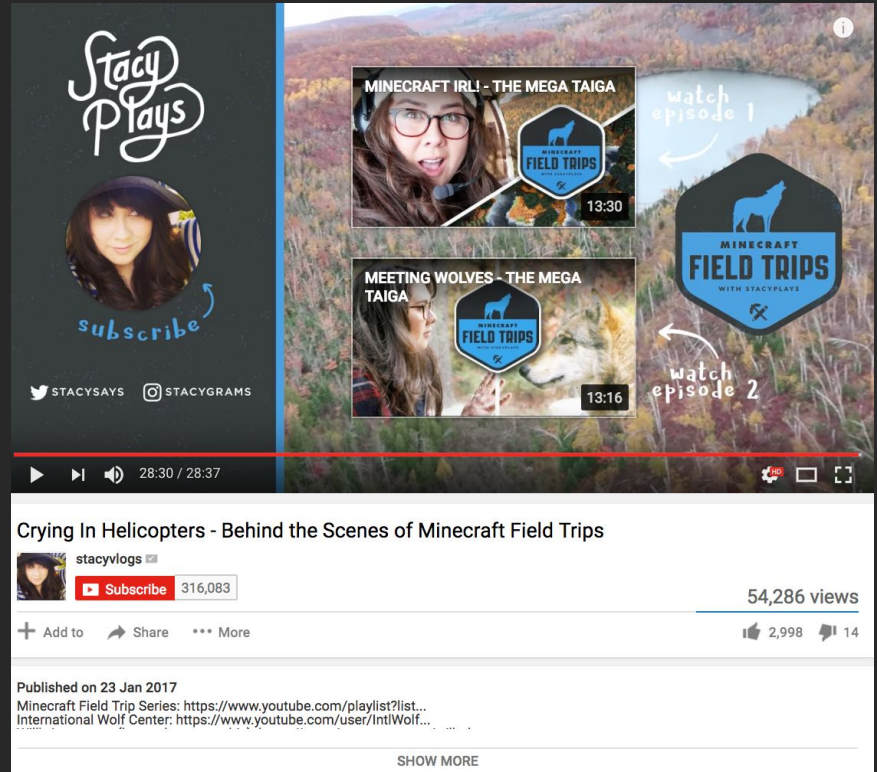
Launch:

- ▶ Ensure each new release is set as the Channel Trailer
- ▶ Promote new show on the top line of your description metadata (on all new regular uploads)
 - ▶ Draft a 'boilerplate description' about your series. Include: additional context about the show, what viewers can expect and the upload schedule
 - ▶ Write a playlist description for the section
- ▶ Add End Screens on latest uploads to your new uploads, pushing to next in series
- ▶ Launch live 'watch along' to accompany launch

▶ How Should I Launch My Content?

Post-Launch:

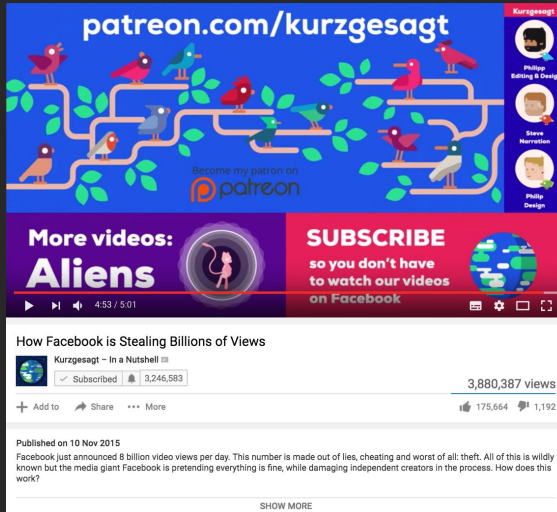
- ▶ Continue to promote with End screens and video descriptions post-launch on content uploaded afterwards in order to continue driving traffic
- ▶ Consider creating additional material from the series, e.g:
 - ▶ Comment commentary (on vlog channel - best from the show)
 - ▶ Q&A - Answer smart questions from the comments
 - ▶ Behind The Scenes / Outtakes



The screenshot shows a YouTube video player interface. The video is titled "Crying In Helicopters - Behind the Scenes of Minecraft Field Trips" by the channel "stacyvlogs". The video has 316,083 subscribers and 54,286 views. The end screen features two video thumbnails: "MINECRAFT IRLI - THE MEGA TAIGA" (13:30) and "MEETING WOLVES - THE MEGA TAIGA" (13:16). Both thumbnails include a "MINECRAFT FIELD TRIPS WITH STACYPLAYS" logo. To the right of the thumbnails is a large blue hexagonal logo with a wolf silhouette and the text "MINECRAFT FIELD TRIPS WITH STACYPLAYS". Arrows point from the thumbnails to the logo, with the text "watch episode 1" and "watch episode 2" next to them. The video player shows a progress bar at 28:30 / 28:37. Below the video player, the video title, channel name, subscriber count, view count, and engagement icons (likes, dislikes, shares) are visible. The video was published on 23 Jan 2017. Links for the Minecraft Field Trip Series and International Wolf Center are provided. A "SHOW MORE" button is at the bottom.

How Can I Make My Content Sustainable?

CROWDFUNDING



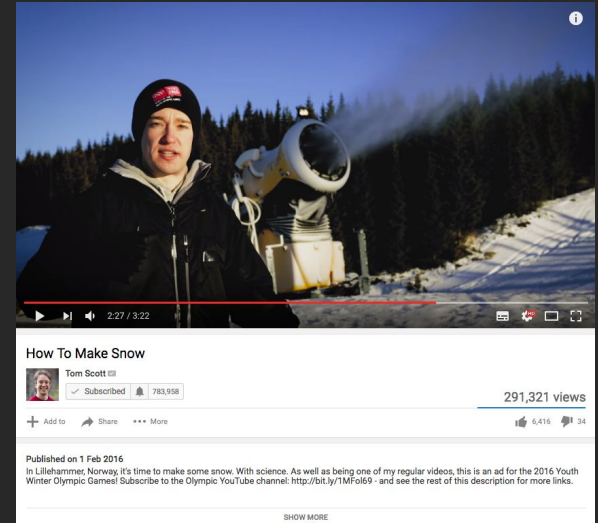
The screenshot shows a YouTube video player with a Patreon overlay. The overlay features the text 'patreon.com/kurzgesagt' and 'Become my patron on patreon'. Below this, there are three video thumbnails: 'Aliens', 'SUBSCRIBE so you don't have to watch our videos on Facebook', and a globe. The video title is 'How Facebook is Stealing Billions of Views' by 'Kurzgesagt - In a Nutshell'. The video has 3,880,387 views, 175,664 likes, and 1,192 comments. It was published on 10 Nov 2015. The description states: 'Facebook just announced 8 billion video views per day. This number is made out of lies, cheating and worst of all: theft. All of this is wildly known but the media giant Facebook is pretending everything is fine, while damaging independent creators in the process. How does this work?' There is a 'SHOW MORE' link at the bottom.

KURZGESAGT

Many EDUTubers rely on recurring crowdfunding as an important additional revenue stream.

Brand collabs are also a popular way of financing your videos, with certain companies being regular sponsors of educational content.

TOM SCOTT & THE YOUTH WINTER OLYMPIC GAMES



The screenshot shows a YouTube video player for a video titled 'How To Make Snow' by Tom Scott. The video has 291,321 views, 6,416 likes, and 34 comments. It was published on 1 Feb 2016. The description states: 'In Lillehammer, Norway, it's time to make some snow. With science. As well as being one of my regular videos, this is an ad for the 2016 Youth Winter Olympic Games! Subscribe to the Olympic YouTube channel: <http://bit.ly/1YMF619> - and see the rest of this description for more links.' There is a 'SHOW MORE' link at the bottom.

BRAND COLLABS



Questions?