

# Build Your Brand on Google+

Integrate Your YouTube Channels with Google+

## Now, Highlight and Share your YouTube content on Google+

With **one identity** you'll build **deeper connections** with your **customers and fans**.



## Benefits of YouTube and Google+ Integration

### Better Identity

Choose your YouTube channel name through Google+. Using your business name allows your customers to find you, and your content easier.

### Broadcast Google+ Hangouts on Air

Live Stream your hangout publicly on Google+, your YouTube channel, and your website ([details here](#)).

### Google+ Auto Sharing

Your YouTube uploads can be auto-shared to Google+, Facebook, and Twitter with updates sent automatically to your friends and followers ([details here](#)).

### Annotations Link to Google+ Page

Annotations are text, hotspots or links layered atop your videos. Annotations are just one more way to engage your audience.

### YouTube Tab on Google+

Public uploads automatically populate the YouTube tab of your Google+ page ([details here](#)).

### Multi-user Management

YouTube channels linked to a Google + page can be managed by multiple-users, without sharing passwords. Learn more about [adding managers](#).

# Making the Transition

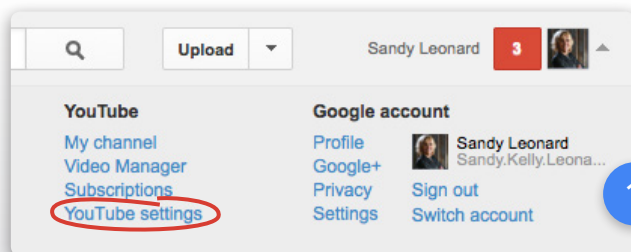
## YouTube Channel and Google+: 2 Sites, 1 Identity

Updating (changing) your YouTube username to match your Google+ page name helps create a consistent identity across all of Google.

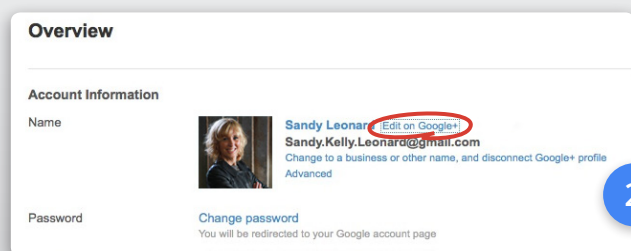
If you haven't already you'll need to [create a Google+ page](#).

## To Merge YouTube and Google+ Identities

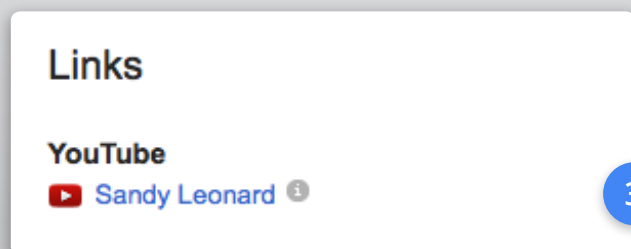
You need to be the manager or owner of your Google+ page to merge your YouTube channel with your Google+ identity.



First, click on your name in the upper right-hand corner and go to your [YouTube settings](#).



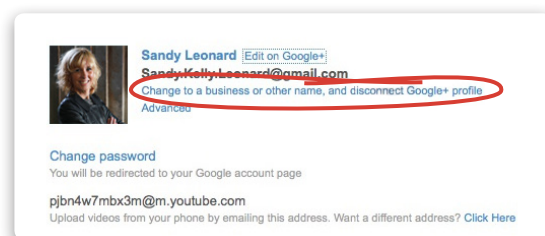
Beside your name, click on Edit on Google+.



Under the Links and beneath YouTube, click on your name.

## Congratulations!

Your YouTube channel is now linked to your Google+ page. If you want to change the name of your YouTube channel – for example, your YouTube channel is listed under your name but you want it branded with your business name – you can change it in your [YouTube settings](#). Please see our other articles on [using a Google identity on YouTube](#).



## Limitations of a Google+ Page Account

An account that is associated with your Google+ page operates like a normal account once a user has switched into it. However, there are some limitations, which over time we hope to remove. Those limitations are [listed here](#).