

Thomas Nelson Community College **YouTube**

■ Distance & Distributed Learning



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What is YouTube

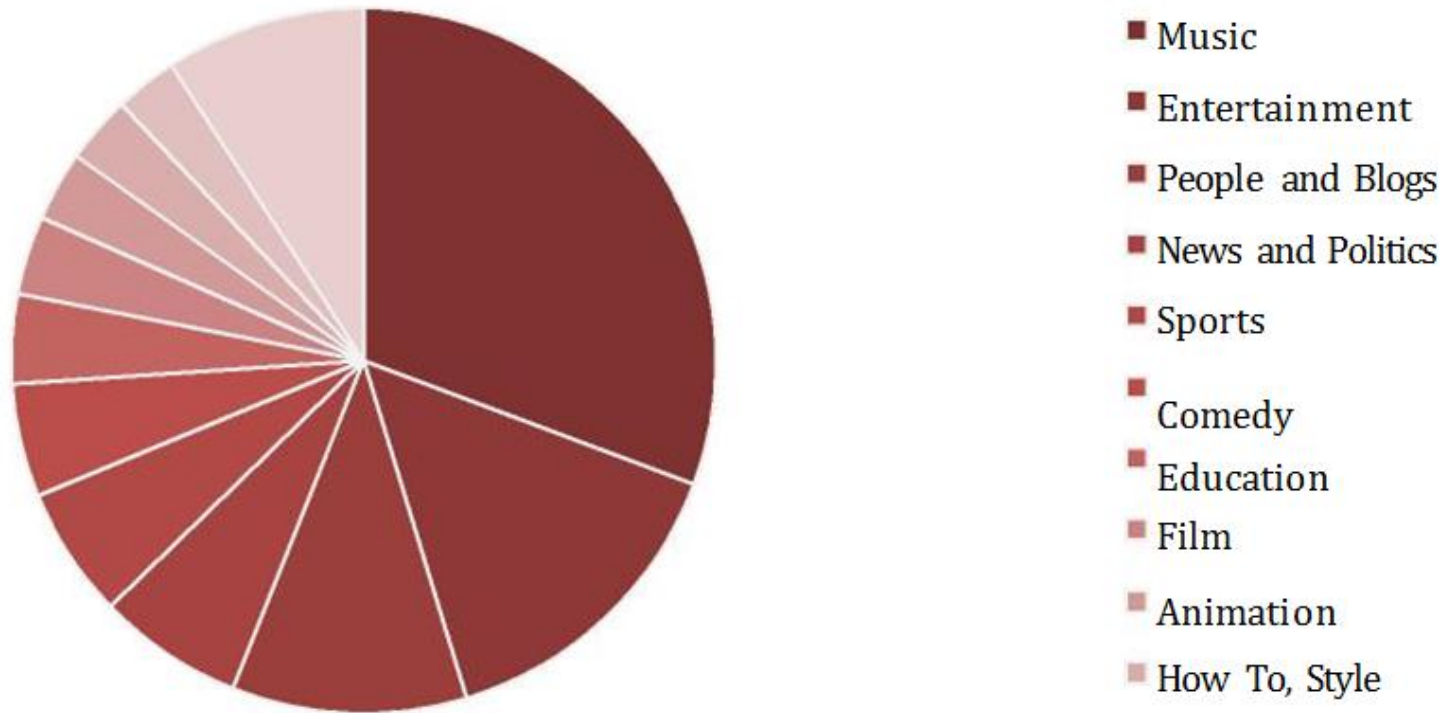
- ❖ **YouTube is an online video sharing website used by millions.**
 - It provides a free service to share and view video content.
 - Both individuals and organizations utilize YouTube to upload, watch, promote, share and embed online videos.

Facts & Numbers

- ❖ **The third most popular site in the Web behind Google and Facebook**
 - YouTube enjoys more than 90 million unique visits per month.
- ❖ **24 hours of video are uploaded to YouTube every minute.**
- ❖ **More people view videos on YouTube than all other television, cable and social media networks combined.**

Facts & Numbers

Share of Views By Category



Source: Sysomos, February 2010

Features

- ❖ ***Video embedding*** -- Users can insert a YouTube video into Facebook and MySpace accounts, blogs, or other Web sites where anyone can watch them.
- ❖ ***Public or private videos*** -- Users can elect to broadcast their videos publicly or share them privately with friends and family upon upload.
- ❖ ***Subscriptions*** -- Users are able to keep track of their favorite users' new videos.
- ❖ ***Record from Webcam*** -- Users with a webcam and Flash software are able to instantly record video responses or normal videos onto the site rather than having to prerecord and then upload the video.

YouTube Layout: Part 1

- ❖ 1. **Video Title** – Use a simple title that includes search keywords if possible.
- ❖ 2. **Videos by Creator** – A link to other videos from this account holder’s Channel.
- ❖ 3. **Subscribe** – An option to subscribe to this person’s videos. New videos will appear in your YouTube account inbox when they are created.
- ❖ 4. **Video Play Options** – Play and pause the video and adjust volume controls .
- ❖ 5. **Video Time/Length** – Numeric and visual display of where you are in the video.
- ❖ 6. **View Controls** – Expand or contract your view of the video on your screen.



YouTube Layout: Part 2

- ❖ 7 . *Video Creator* – The account name of the person who created this video.
- ❖ 8 . *Video Description* – Provide descriptive text to explain the video content.
- ❖ 9 . *Views* – The number of times this video has been viewed on YouTube
- ❖ 10 . *Review* – Give feedback for the video with a “thumbs up” or “thumbs down” rating.
- ❖ 11 *Share & Save* – Share or send the video to friends and colleagues. Save the video to your favorites, or include it in a playlist of videos you enjoy.
- ❖ 12 . *Embed Option* – Access code to copy and paste on a website or blog so that the video can be shared outside of YouTube.

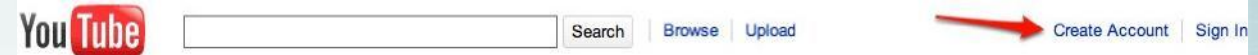


Creating an Account

- ❖ If you already have a Google account then you already have a YouTube account.
 - If not these steps will help

Steps: Create Account

- ❖ 1. Select the “Create Account” link at the top of the page on YouTube.com.



- ❖ 2. Select a username & indicate your location, postal code and date of birth.

- ❖ 3. From here you will be able to assign this YouTube account to an existing account or create a new Google account.

Username:
 Username available!
 Your username can only contain letters A-Z or numbers 0-9
 Check Availability

Location:

Postal Code:

Date of Birth:

Gender: Male Female

Let others find my channel on YouTube if they have my email address

I would like to receive occasional product-related email communications that YouTube believes would be of interest to me

Terms of Use: Please review the Google Terms of Service and YouTube Terms of Use below:

Terms of Service
 1. Your Acceptance
 A. By using and/or visiting this website (collectively).

Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account will be deleted.

By clicking 'I accept' below you are agreeing to the YouTube Terms of Use, Google Terms of Service and Privacy Policy.

Do you already have a Google Account? [Why do we ask you?](#)

Yes. Add YouTube to my Google Account.
 Enter your Google Account email and password to add YouTube to your Google Account.

No. I need a new YouTube Google™ Account.
 Enter your current email address and create a password.

Create New

Use Existing

Google Account
 Email:
 Password:
 Stay signed in

[Can't access your account?](#)

Your current email address:
 e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:
 Minimum of 8 characters in length.
 Password strength:

Re-enter password:

Enable Web History. [Learn More](#)

Word Verification:

Steps: Create Account

- ❖ 4. After step 3, you have successfully created your YouTube account. At this point, you can customize a YouTube Channel, upload new videos, and refresh account settings.



You are now registered with YouTube!

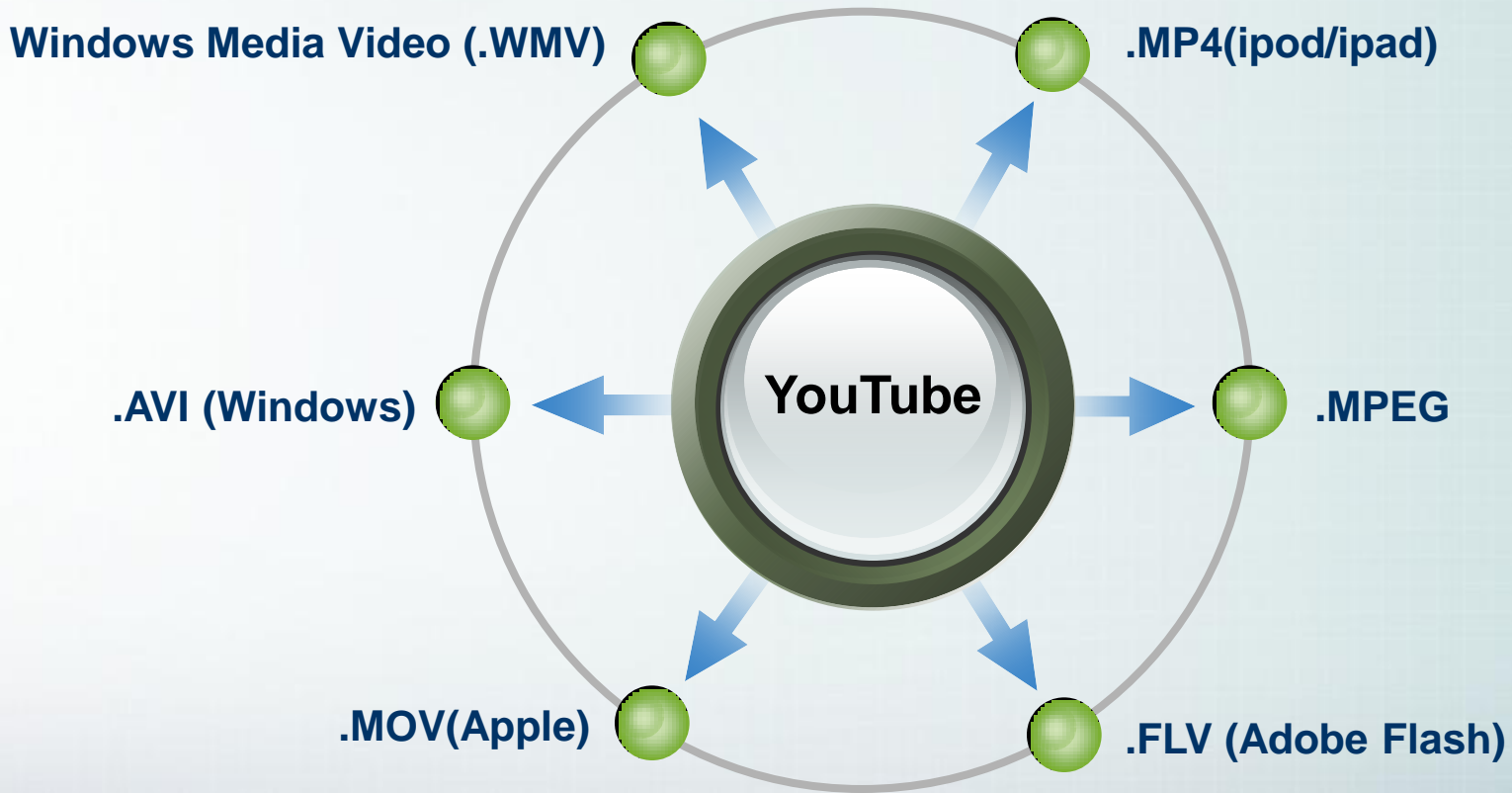
Account information

- YouTube username:
~~TheCompanyXYZ~~
- Google Account email address:
~~myaccount@gmail.com~~

Get started using YouTube

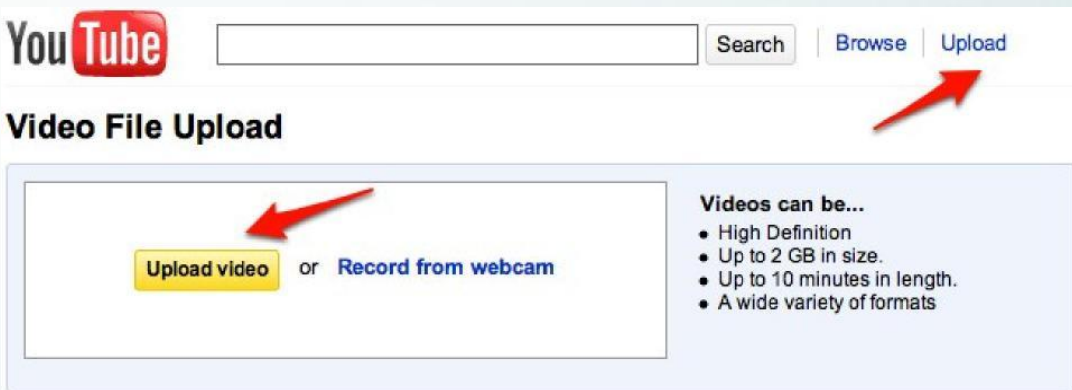
- [Customize](#) your channel page
- [Upload](#) and share your video
- Set your [account preferences](#)

Uploading Formats



Uploading & Steps

- ❖ YouTube places a size limit on videos that can be uploaded.
 - No video can be greater than 2GB in file size or 15 minutes in length.
- ❖ Once you have a video that is suitable for uploading, follow these steps:
- ❖ **1. Click the upload button**



- ❖ **2. Select a movie from your computer or record a video from your webcam.**

Uploading & Steps

- ❖ 3 . Name the video – use a descriptive title and helpful description
- ❖ 4. Use tags – these are keywords that indicate what the video contains
- ❖ 5. Select a video category
- ❖ 6. Decide to make the video public or private
- ❖ 7. Choose sharing and publishing items to allow/disallow comments, ratings, embedding, etc.
- ❖ 8. Save your video settings

The screenshot shows the 'Video Information' section of the YouTube upload interface. It includes the following fields and annotations:

- Title:** A text box containing 'XYZ Concrete is "Setting" Construction Sales Records'. A red arrow labeled '3' points to this field.
- Description:** A text box containing 'Notes from our annual report and conference held at XYZ Concrete Headquarters.'. A red arrow labeled '3' points to this field.
- Tags:** A text box containing 'XYZ concrete, concrete provider, concrete services, concrete contractor'. A red arrow labeled '4' points to this field.
- Category:** A dropdown menu with 'People & Blogs' selected. A red arrow labeled '5' points to this field.
- Broadcasting and Sharing Options:** A section containing a 'Privacy' dropdown menu with 'Public (anyone can search for and view - recommended)' selected. A red arrow labeled '6' points to this field.

Save Changes or [cancel](#)

Record Directly to YouTube

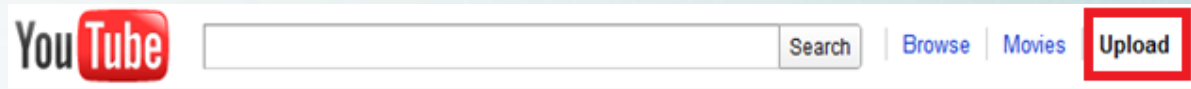
❖ Requirements

- Webcam
- Headset



❖ Steps

- Select Upload
- Select Record from Webcam



Video File Upload

Upload video
or
Record from webcam

Drag and drop videos anywhere on the page.

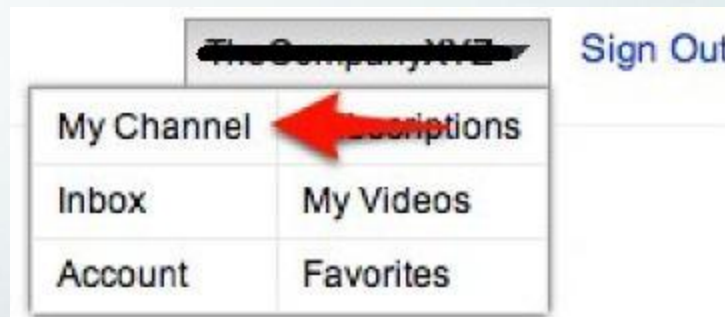
Videos can be...

- High Definition
- Up to 15 minutes in length.
- A wide variety of formats

YouTube Channel

- ❖ **By having a YouTube account and uploaded video, you have a YouTube Channel.**
 - This is where you and others can view and share all the videos you have uploaded to YouTube.
 - People can subscribe to your Channel to receive updates when new content is created.
 - Channels can be customized to your personal preference or to match your brand look and feel.

- ❖ **First, you must go to your YouTube channel. Click on your account name in the upper right-hand corner of any YouTube page and select “My Channel.”**



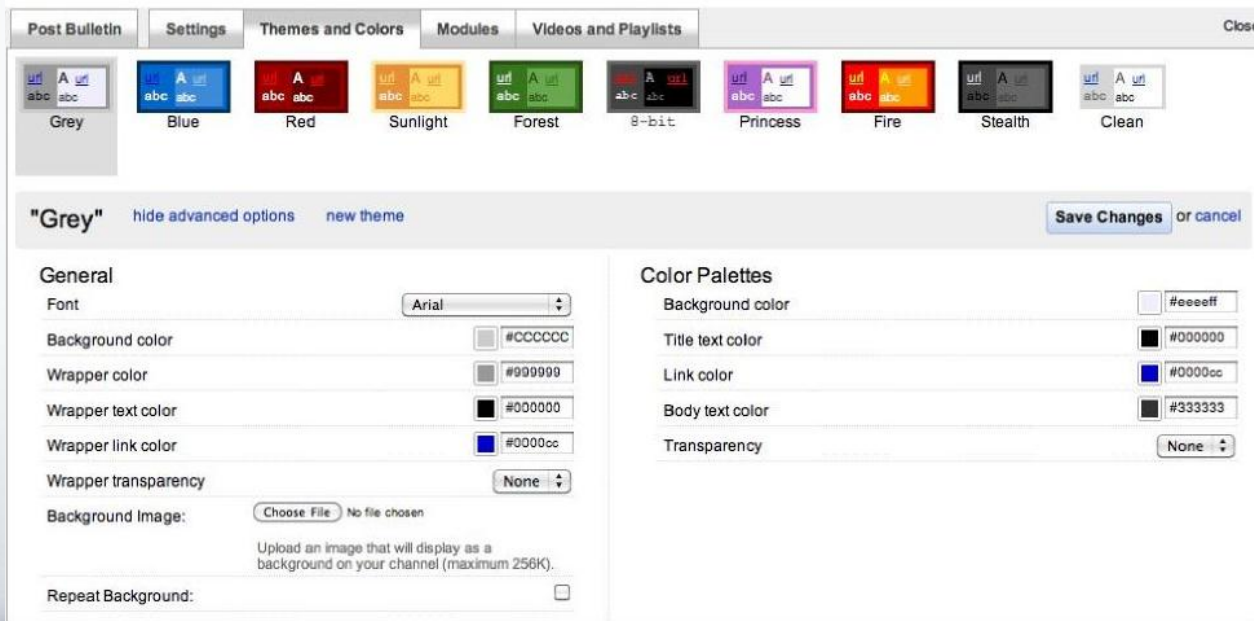
YouTube Channel

- ❖ **Bulletins:** Post messages or status updates to alert subscribers of new content, relevant alerts and promotions. Bulletin messages will appear on your Channel and be sent to your Channel's subscribers.

- ❖ **Settings:** On the settings tab, Channel owners can edit the Channel's title and tags. Tags contain meta data that help visitors understand what your Channel is all about.

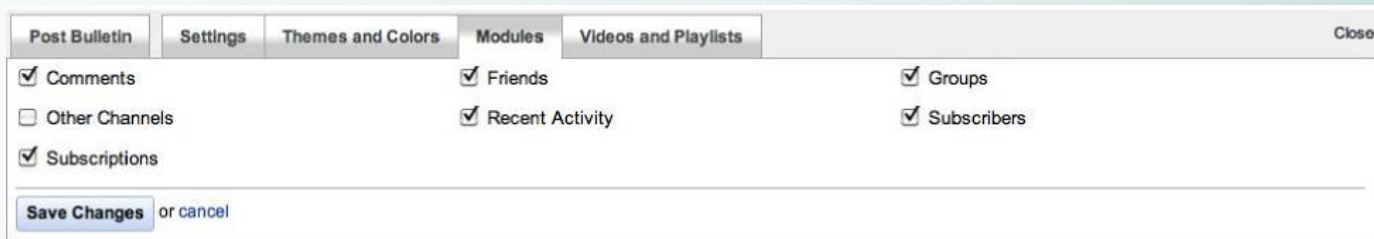
YouTube Channel

- ❖ **Themes and Colors:** Customize the appearance of your YouTube channel with Themes and Colors. You can select from several available color schemes or create your own.
 - By hitting the “show advanced options” link, you can select specific colors for backgrounds, wrappers and text on your Channel.
 - Save each different theme you create by clicking the “new theme” button.
 - You can also upload custom background images to further align your Channel with your personal or corporate brand standards. Hit “Save” to apply your changes.

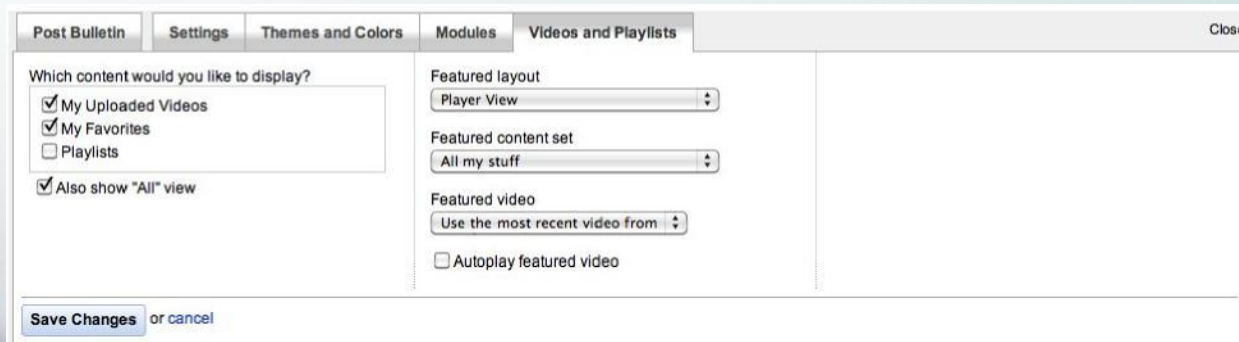


YouTube Channel

- ❖ **Modules:** This tab gives you the control over what specific pieces of content you would like to appear on your channel. Determine what specific information you would like to share with Channel visitors and subscribers.

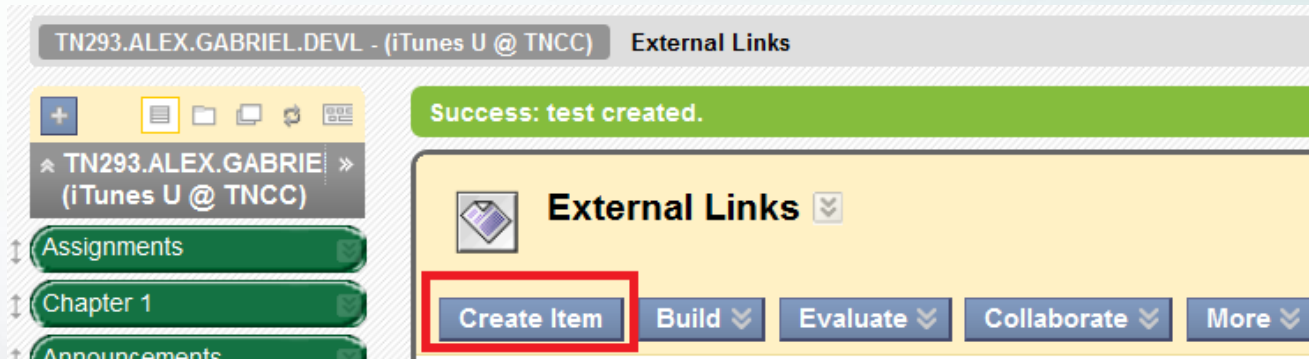
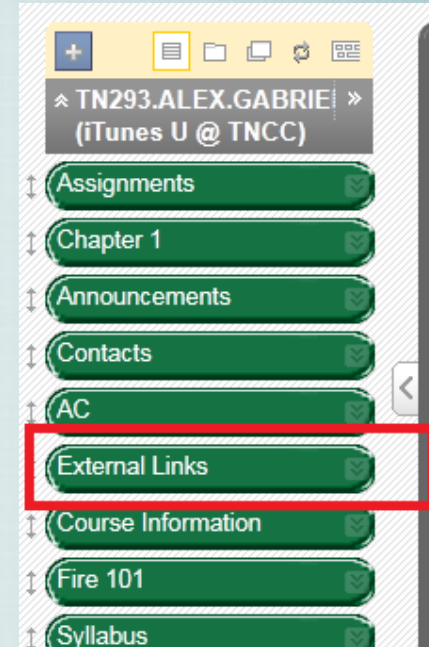


- ❖ **Videos and Playlists:** Similar to modules, this tab allows Channel owners to decide what video content should appear on the Channel. Choose to show your own videos and/or the videos you have selected as favorites. You can also show your playlists on your Channel. Playlists can be used to group videos in thematic lists. Within this tab, you can choose to show a featured video or list them all in a grid layout.



Embed YouTube in Blackboard

- ❖ 1. Login to your Blackboard account
- ❖ 2. Select which content area to add embed YouTube Video
 - For Example External Links
- ❖ 3. Click Create Content Area



Embed YouTube in Blackboard

❖ Select YouTube Video

- Go To Youtube.com
- Copy Name into Blackboard
- Click Share
- Click Embed
- Check “Use old embed code”
- Copy HTML Code in Blackboard text box editor

```
<object width="425" height="349"><param name="movie" value="http://www.youtube.com/v/i3lkcnycKfA?version=3&hl=en_US&rel=0"></param><param name="allowFullScreen" value="true"></param></object>
```

After making your selection, copy and paste the embed code above. The code changes based on your selection.

- Show suggested videos when the video finishes
- Use HTTPS [?]
- Play in HD
- Enable privacy-enhanced mode [?]
- Use old embed code [?]

SDV 100 COLLEGE SUCCESS SKILLS

kellent123 2 videos Subscribe

Embed YouTube in Blackboard

❖ Textbox Editor

- Click “Toggle HTML Source Code”
- Copy HTML in Textbox Editor
- Click Submit

Text

Visual Editor: ON

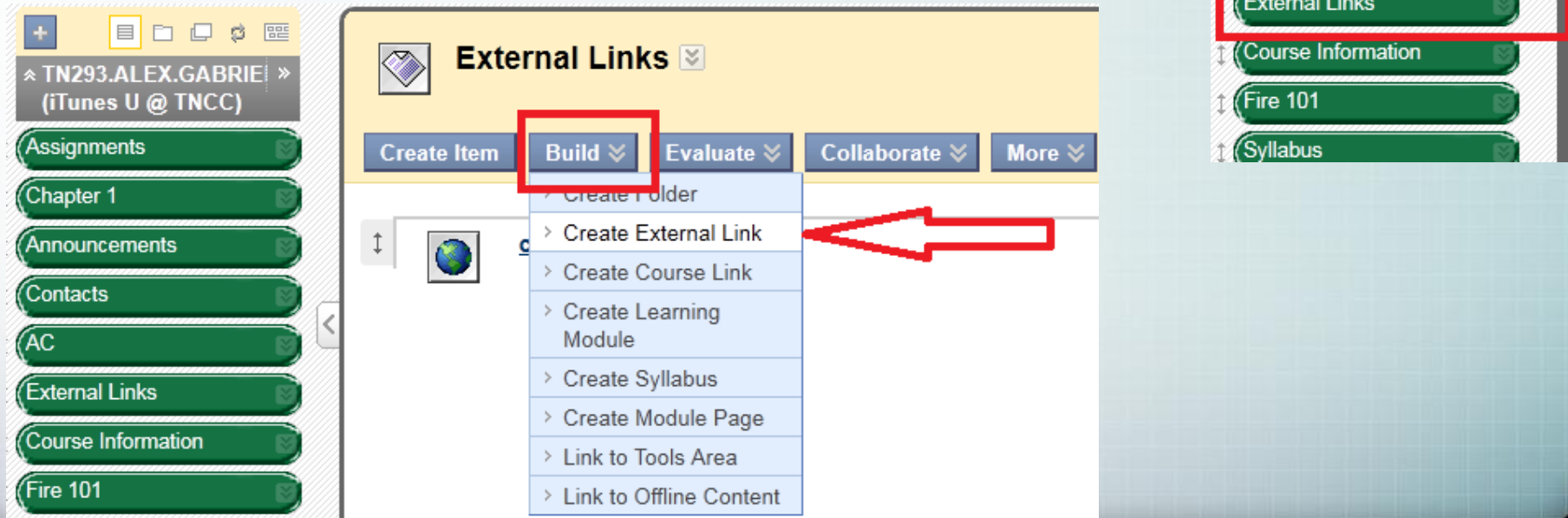
Normal 3 Arial B I U abc x₂ x² [HTML Source Code Icon]

You are in HTML Source mode. Use the [<>] button to switch back to normal mode.

```
<div style="height: 349px; width: 425px;" class="previewDiv"> <object width="425" height="349"><param
name="movie" value="http://www.youtube.com/v/i3lkcnyckfA?version=3&hl=en_US&rel=0" /> <param
name="allowFullScreen" value="true" /> <param name="allowscriptaccess" value="always" /> <embed
width="425" height="349" src="http://www.youtube.com/v/i3lkcnyckfA?version=3&hl=en_US&rel=0"
type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" /> </object></div>
```

External Link in Blackboard

- ❖ 1. Login to your Blackboard account
- ❖ 2. Select which content area to add embed YouTube Video
 - For Example External Links
- ❖ 3. Click Build then select External Link



External Link in Blackboard

❖ Select YouTube Video

- Go To Youtube.com
- Copy Name into Blackboard
- Click Share
- Copy URL into Blackboard

1. External Link Information

* Name

* URL
For example, http://www.myschool.edu/

- Select Open in New Window
- Add Options if Need
- Click Submit

The screenshot shows a YouTube video player interface. At the top, the video title "Introducing Google Cloud Connect for Microsoft Office" is highlighted with a red box. Below the title, the channel name "Google" and "1,346 videos" are visible, along with a "Subscribe" button. The video player itself shows a placeholder image of a smartphone. Below the video, the "Share" button is highlighted with a red box. To the right of the "Share" button, the view count "356,468" is displayed. At the bottom of the player, the "Link to this video:" section is shown, with the URL "http://youtu.be/H12teRzulW0" highlighted in a blue box and "Copy Link" text next to it.

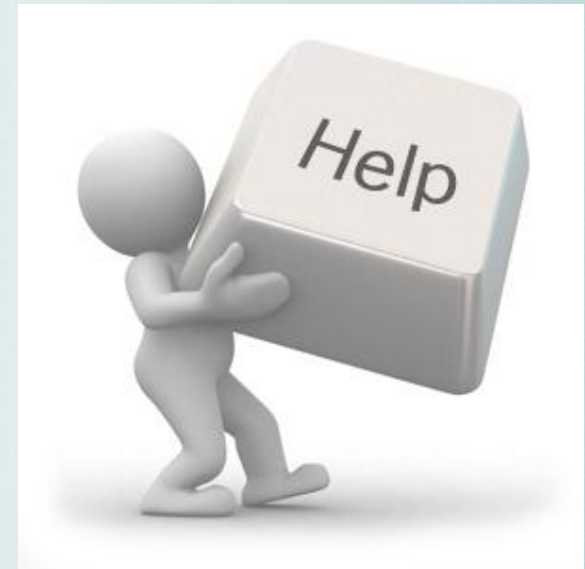
YouTube Support

❖ YouTube Privacy

❖ YouTube Help

❖ YouTube Help Forum

❖ YouTube Video Support



Thank You !

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Distance & Distributed Learning**

