



Experience Authentic Transformation

SOCIAL MEDIA QUICK GUIDE



YOUTUBE

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How To Create a YouTube Account

On Desktop

1. Go to YouTube.com
2. In the top right, click Sign in.
3. Click Create Account.
4. Choose For myself or To manage my business.

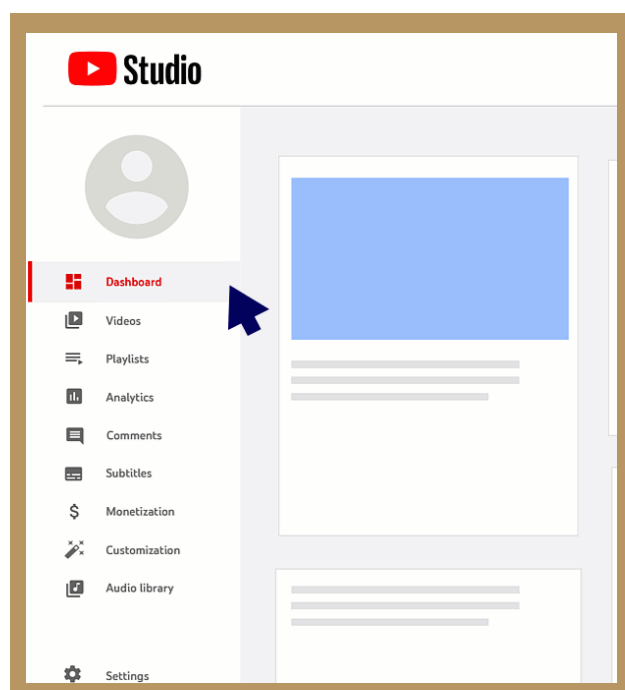
On Android & Iphone

1. Open the YouTube app.
2. In the top right, tap the profile picture 
3. Tap Sign in.
4. Tap Add account 

Customization

Change Your Profile Picture in YouTube Studio.

1. Sign in to YouTube Studio.
2. From the left-hand menu, select Customization and then Branding.
3. Click Upload and select an image. Adjust the size of your image, then click DONE.
4. Click PUBLISH. It may take a few minutes for your profile picture to be updated across YouTube.



Profile Picture Guidelines

Your profile picture must follow our Community Guidelines and meet the following criteria:

- JPG, GIF, BMP or PNG file (no animated GIFs)
- 800 x 800 px image (recommended)
- Square or round image that is rendered at 98 X 98 px

Change Your Banner Image in YouTube Studio.

Your banner image is shown as a background at the top of your YouTube page.

- Sign in to YouTube Studio.
- From the left-hand menu, select Customization and then Branding.
- Click Upload and select an image. To make changes, select a preview and change the crop, then click DONE.
- Click PUBLISH.

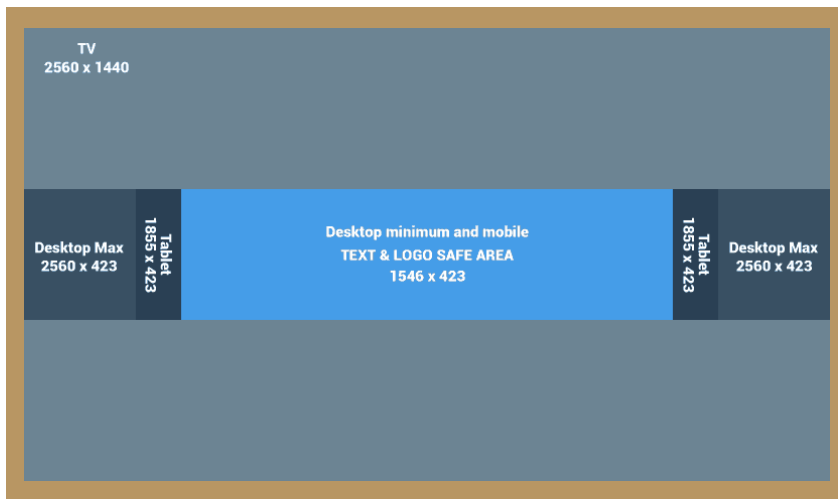
Note: Your banner image looks different on the computer, mobile, and TV displays – larger images may be cropped.

Banner Image Guidelines

Your banner image must meet the following criteria:

- Minimum dimension for upload: 2048 x 1152 px with an aspect ratio of 16:9.
- For the minimum dimension, the safe area for text and logos: 1235 x 338 px. Larger images may get cropped on certain views or devices.
- File size: 6 MB or smaller.
- How to resize images

You can use your computer's image editor or an online image resizer to resize the images. For example, you can use Preview on an Apple computer or Microsoft Photos on Windows.



Watermarks

You can encourage viewers to subscribe to your channel by adding a video watermark to your video. When you add a video watermark, viewers can directly subscribe to your channel when using YouTube on a computer.

- Sign in to YouTube Studio.
- From the left-hand menu, select Customisation and then Branding.
- Click UPLOAD and select an image. Adjust the size of your image, then click DONE.
- Select your display time:
 - End of video: The video watermark will be shown for the last 15 seconds of the video.
 - Custom start time: The video watermark will begin showing at a time of your choice.
 - Entire video: The video watermark will show throughout the entire video.
- Click PUBLISH.

Note: Video watermarks aren't available on videos set as Made for Kids. If you previously added a video watermark, but your video is now set as Made for Kids, viewers won't see the watermark.

Video Watermark Guidelines

Your video watermark must meet the following criteria:

- Minimum 150 x 150 pixels.
- Square image, less than 1 MB in size.

Availability

The channel watermark is available in landscape view on computers and mobile devices (not clickable on mobile). Channel watermarks do not show on custom YouTube chromeless players or Adobe Flash.

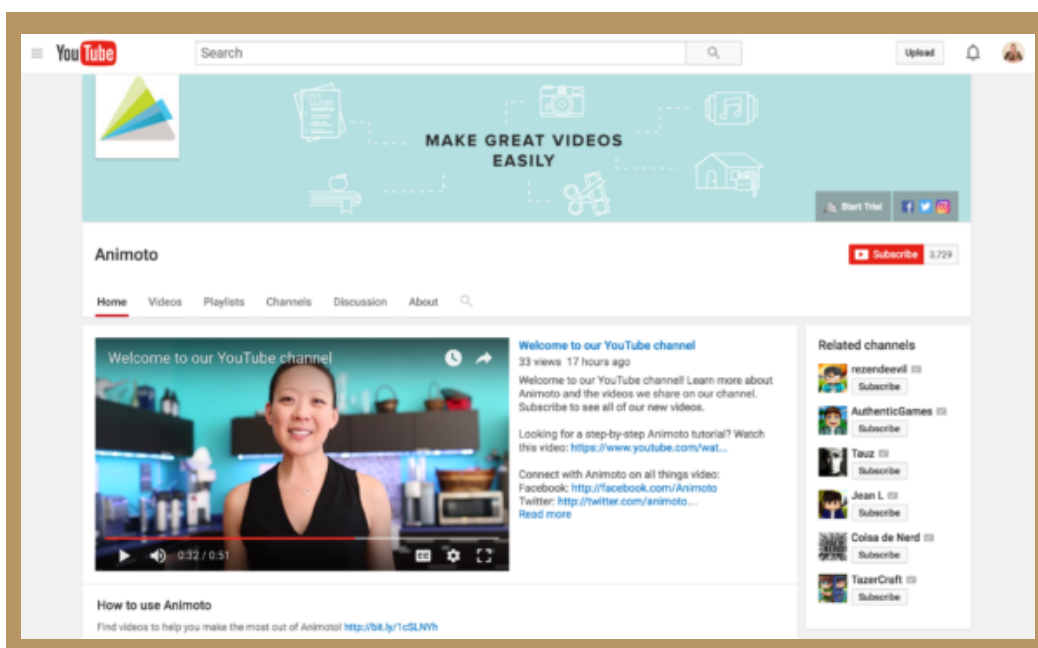
Video watermark metrics

You can get metrics in the Subscription source report in YouTube Analytics.

Channel Trailer

Your channel trailer offers a preview of your channel so viewers can learn more and subscribe. By default, ads won't show on your channel trailer, unless your video contains third-party claimed content. If the viewer is already subscribed to your channel, they'll see your featured video.

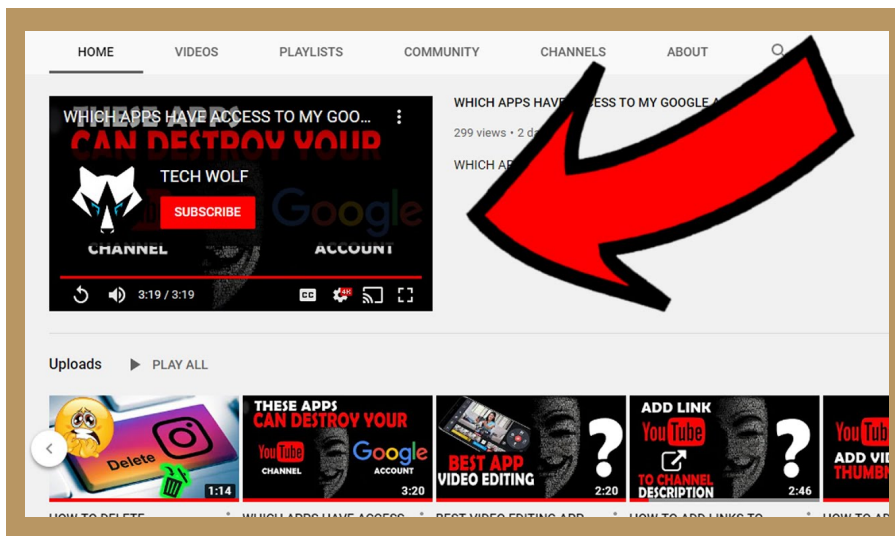
- Sign in to YouTube Studio.
- From the left menu, select Customization and then Layout.
- Under Video spotlight, click ADD and select a video for your channel trailer.
- Click Publish.



Featured Video

You can highlight your video or any video on YouTube for your subscribers to watch when they visit your channel homepage.

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Layout.
- Under Video spotlight, click ADD and select a video to feature.
- Click Publish.



Featured Section

You can customize the layout of your channel homepage with up to 10 sections. Your layout will default to display 3 pre-populated sections: Uploads, Created playlists, and Subscriptions you've made public.

Create a section

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Layout.
- At the bottom, click ADD SECTION.
- Use the Down arrow to select your content.
- Videos: Choose to highlight posted videos.
- Popular uploads: Choose to highlight your live, past, and upcoming live streams.
- Playlists: Choose to highlight single, created, and multiple playlists.
- Channels: Choose to highlight subscriptions and featured channels.
- Click Publish.

Edit a section

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Layout.
- At the bottom, click Options on the section you want to edit and select Edit section contents.
- In the edit screen, change the content of the section.
- Click Publish.

Reorder sections on your channel

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Layout.
- At the bottom, click the vertical bar on the section you want to move, then drag-and-drop to reorder.
- Click Publish.

Change your Channel's Name or Description

You can make changes to your channel name and description to keep viewers informed. Changes you make to your channel name will also show on your Google Account.

Note: If your school or business manages your account, you can get in touch with your system administrator to change your channel name.

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Basic info.
- Click Edit to update your channel name.
- Enter your new channel description.
- Click Publish.

Use a different name on YouTube than Google

To use a different name on YouTube than your Google Account, you can create a Brand Account and connect it to your channel. Learn how to create a Brand Account. Then, connect your YouTube channel to a Brand Account.

Translate Channel Name & Description

You can add translations for your channel name and description to help your videos reach a global audience.

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Basic info and then ADD LANGUAGE.
- Select the Original language, then select the Translation language.
- Enter the translations for your channel name and description.
- Click DONE.

Channel Url

Your channel can have more than one URL that directs your audience to your channel homepage. These URLs can look different from one another, but all point your audience to the same place - your channel.

Find your channel URL

To find your channel's URL:

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Basic info.
- Under Channel URL, you can view and copy your Channel URL.
- ID-based URL

Example: youtube.com/channel/UCUZHfZ9jIKrLroW8LcyJEQQ

This is the standard URL that YouTube channels use. It uses your unique channel ID, which is the numbers and letters at the end of the URL.

Custom URL

Example: youtube.com/c/YouTubeCreators

A custom URL is a shorter, easy-to-remember URL that you can share with your audience. These can be based on your current display name, legacy username, or your linked and verified web domain. You can check if you've claimed a custom URL in your basic info setting.

You can share a shorter version of your custom URL by removing “/c”, such as youtube.com/YouTubeCreators.

Legacy username URL

Example: youtube.com/user/partnersupport

Depending on when your channel was created, it may have a username. Usernames are no longer required for channels today, but you can still use this URL to direct to your channel — even if your channel name has changed since you chose your username. Existing usernames can't be changed.

You can share a shorter version of your legacy username URL by removing “/user”, such as youtube.com/partnersupport. This is not possible if another channel has claimed a custom URL with the same name.

Custom Url

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Basic info.
- Under Channel URL, click Set a custom URL for your channel.
- In the box, you'll see your custom URL. You can add extra letters or numbers to make your custom URL unique.
- Click PUBLISH, then Click CONFIRM to confirm your custom URL.
- Note: Once a custom URL has been set up, you can't change it or transfer the URL to someone else.

Add Links (Such as Social Media) to your Banner Image

You can highlight up to 5 site links on your channel homepage. Your links will show on your banner image for viewers to see from a computer.

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Basic info.
- Click Add link and enter the title and URL of your site.
- Select Links on the banner and choose which links you'd like to display.
- Click Publish.

Add Contact Information

You can add contact info to your channel to let others know how to contact you for business inquiries.

- Sign in to YouTube Studio.
- From the left menu, select Customization and then Basic info.
- At the bottom, enter your email address.
- Click PUBLISH

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