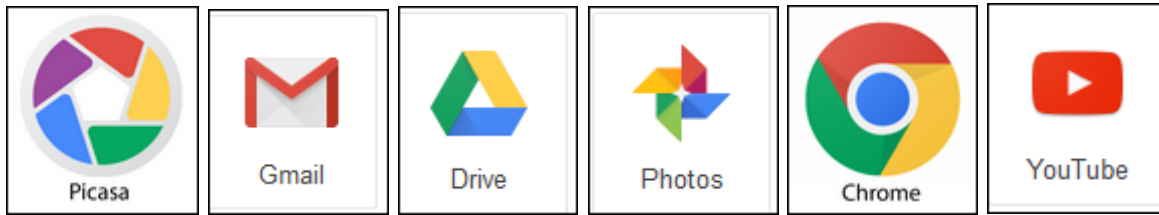


Using YouTube

The Google Ecosystem



If you have a Gmail account you have access to all of the above free services.

What is YouTube?

First of all YouTube is owned by Google. This means if you already have a Gmail account you can log into YouTube. You don't need a YouTube account to watch or download videos but for most other features you do need one.

YouTube is a website designed for sharing video. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Every minute of every day, more than 35 hours of video is uploaded to YouTube.

Video files can be very large and are often too big to send to someone else by email. By posting a video on YouTube, you can share a video simply by sending the other person a url 'link' – that is, the 'address' of the relevant internet site.

When YouTube was created in 2005, it was intended for people to post and share original video content. But since then it's also become both an archive for storing favorite clips, songs and jokes, as well as a marketing site for companies to promote their products.

Nowadays the term 'viral video' is common. This refers to a video clip that people have liked so much that they've shared its link by email with millions of others around the globe – in effect, it's spread like a virus. Companies have realized that they can harness this ability to reach potential customers and have created their own YouTube accounts for posting advertisements and other marketing videos.

Film and television companies maintain a tight control over their own content and block illegal sharing of their programs. However, several now use YouTube to allow fans to see high-quality trailers or repeats of recently aired shows.

What can you do with YouTube?

- Search for videos on any subject
- Upload videos
- Download videos from any user
- Create Playlists
- Subscribe to other YouTube users
- Create Channels
- Add videos to Watch Later

- Review you watching History
- Share videos
- View in Theatre or Full Screen mode
- Embed a Playlist in a Web page
- Create a Photo slideshow
- Capture video from a Webcam
- Edit videos

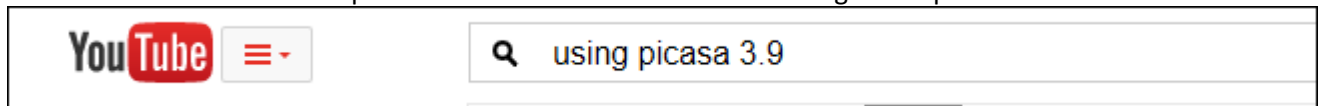
Supported YouTube file formats for uploading videos

- .MOV
- .MPEG4
- MP4
- .AVI
- .WMV
- .MPEGPS
- .FLV
- 3GPP
- WebM

Exercise 1 – searching for tutorials

For this exercise let's assume we have an account.

1. Sign in to YouTube
2. Enter a search term at the top as shown below. In this case I'm looking for help with Picasa



3. You will see many results including those with **AD** listed. Avoid those.
4. Use the filter at the top to narrow your search, you can use more than one filter at a time.
5. Select one that looks good and click it.
6. You can play it and if you like this person's video you can subscribe by click the red Subscribe button below the video. You are now at this person's YouTube site.
7. Now – return to your site by clicking the red YouTube icon at the top.



8. Next – click My Subscriptions at the upper left to view all of your subscriptions.
9. Click Manage subscriptions at the lower left. You will see all of your subscriptions.
10. To unsubscribe from any subscription just click Subscribed on the right and it will change to subscribe.
11. Use the F5 function key on your keyboard to refresh the screen and the item you just unsubscribed from will disappear.

Exercise 2 – creating a Playlist and adding to it

Playlists make it easy for you or viewers to lean back and watch multiple videos with minimal effort. Playlists can increase watch-time. They are merely a group of videos usually all related to a specific subject but not necessarily.

Note - playlists can contain videos as follows:

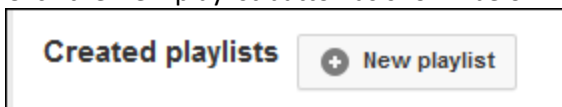
- From other sites
- From you uploaded videos
- A combination of both of the above

When should you make a playlist?

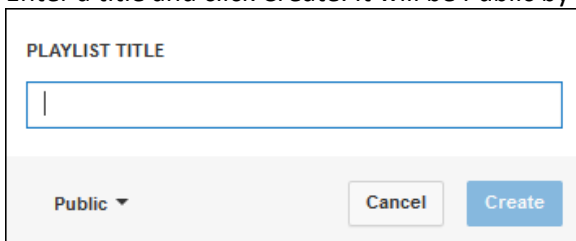
- To group a set of videos that you want viewers or yourself to enjoy in a single session or in a particular order
- To group videos around a theme or an event.
- To separate multiple shows into playlists and feature on your site
- To combine your most-viewed videos with new uploads.
- To create “Best of” playlists to lure (and entertain!) potential subscribers

Here’s how make a Playlist:

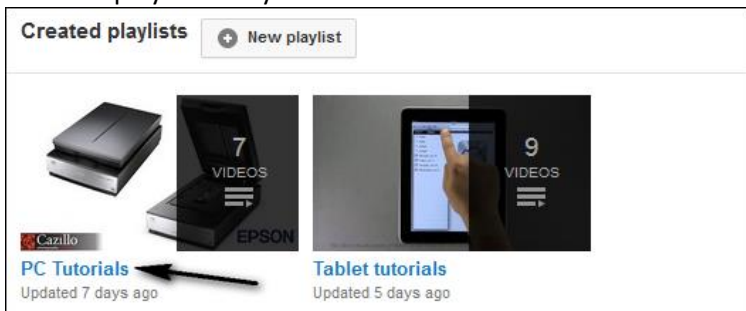
1. Click My Channel on the left
2. Click the Playlists tab at the top
3. Click the New playlist button as shown below



4. Enter a title and click Create. It will be Public by default



5. To add one of your uploaded videos to a playlist click My Channel on the left and then click Video Manager at the top.
6. Select one or more videos and then click the Add to button.
7. You will get a choice of which playlist to add it to
8. To add a video from another user start with clicking My Channel
9. Click Playlists at the top
10. Click the playlist that you want to work with

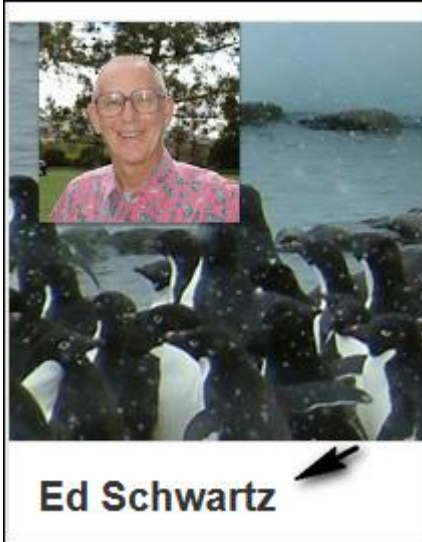


11. Click Add videos on the top right
12. Enter a search term in the box and click the search icon
13. Click one or more videos and then click Add videos at the bottom

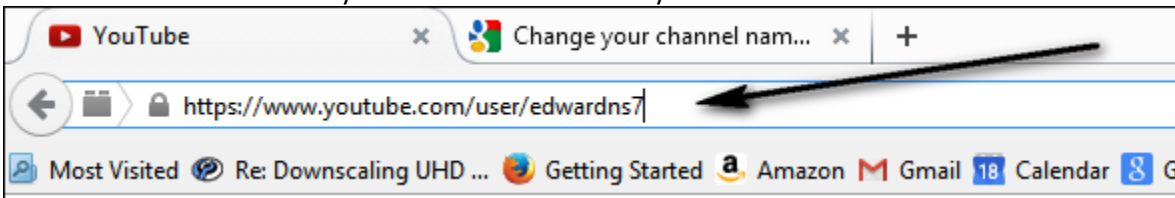
Note: With a playlist open you can rearrange videos by hovering on the right and using the Move choice or you can also delete videos. With a playlist open you can click Playlist settings at the top where you can change the privacy, the ordering or even delete the playlist entirely.

How to determine your user name

1. Log into YouTube
2. Click My Channel
3. Click your Channel Name as shown below



4. The address bar now shows you user name which in my case in edwards7



5. This means that if you go to www.youtube.com/edwards7, you will go to my YouTube site.

How to find user name of others

1. Search for a topic
2. When you find a video you may be interested in click the video title to go to the video or click the user to see the user name in the address bar.

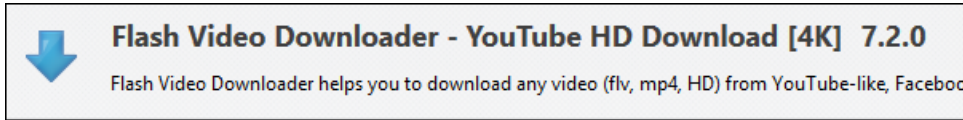


3. In this case the user name is digitalrevcom. YouTube will insert the word user in the address bar. You don't need to use this when going to a user's site.

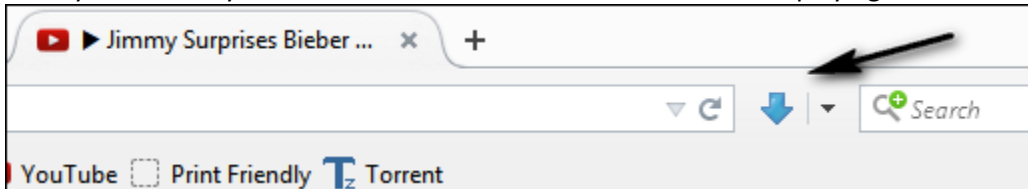
Downloading YouTube videos

The best way to do this is to use a Firefox plugin. Here's how to get it:

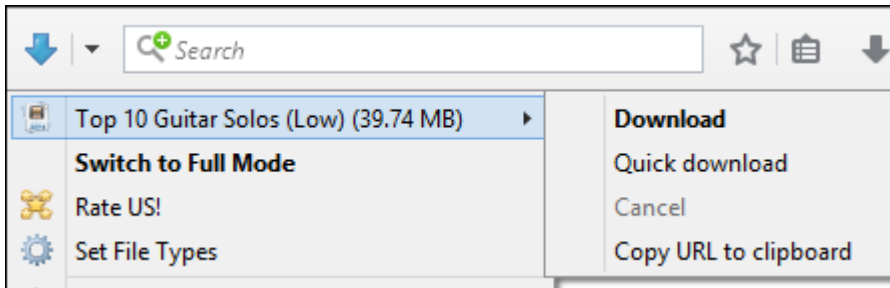
1. Click on Tools, Add-ons
2. Search for "flash video downloader"
3. Here's what it looks like below



4. After you install it you will see a blue arrow as shown below while playing a video



5. Click the drop-down arrow before using it to configure the file types. I use only .mp4 files.
6. To download a video click the blue arrow and hover over the video and click the Quick download link.



Uploading videos to YouTube

1. Go to YouTube and log in
2. Click My Channel
3. Click upload in the upper right
4. After the uploading is complete click Publish
5. It might take several minutes for the video to be available since it has to be processed