



 YouTube

K-12 Schools Getting Started Guide

YouTube Terminology

As we begin, here are some key YouTube terms to remember.

Channel: The hub of your presence on YouTube, your YouTube channel is where you compile video content such as original videos and Playlists.

Channel Manager: The person or persons who have full access to making changes to the channel, such as uploading or deleting content. This is often the same person as the Creator, but doesn't necessarily need to be. (More information on adding or removing access [here!](#))

Creator: On YouTube, "Creator" refers to the person or persons who produce and post original content on a YouTube channel.

Playlist: A collection of videos put together by the Channel Manager(s).

YouTube Studio: Found at studio.youtube.com, YouTube Studio is where you manage your channel. (More information on YouTube Studio [here!](#))



An Important Note

As you shape your YouTube plans, please keep in mind the information below.

YouTube.com and the YouTube app are for viewers thirteen and older. If YouTube channels or videos are considered **Made For Kids**, certain features may be restricted or turned off to protect young viewers' privacy.

- **If YouTube is for 13+, how should younger viewers watch YouTube content?** While YouTube is built to allow parents to watch family content together with their kids, we built YouTube Kids for younger viewers to explore on their own.
- **What determines if content is “Made For Kids”?** A combination of factors, explored [here](#).
- **What if some of my content is Made For Kids and some is not?** When uploading your videos, you'll be able to mark each individual video accordingly.
- **What features are restricted for Made For Kids content?** Please visit [this page](#) for a full list of both video-level and channel-level restrictions.

Update for All Creators

Complying with COPPA



Welcome, Class

K-12 education has never been more **important**.
Engaging with your students and community has never been so **complex**.

That's why we created this resource: to **guide your amazing learning institution** through the many ways YouTube can help meet the **unique challenges** of today.

This guide covers the main **three paths** institutions just like yours take to make the most of YouTube:

1
Educating
Their Students

2
Empowering Their Staff's
Professional Development

3
Engaging With
Their Community

Though you're welcome to explore the entire resource, we designed each section to be a self-contained "study guide": Reading the section dedicated to your chosen path will equip you with everything you need to begin your YouTube journey.

School is in session. Let's get started!

Path One

Educating Students

Educating Students

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- 1 **Overview**
- 2 **Using YouTube With Your Learning Management System**
- 3 **Curating With Playlists**
- 4 **Video Production 101**



Overview

With distance learning playing an ever-increasing role in K-12 education, YouTube can be a powerful asset for your institution, particularly when used in conjunction with your chosen Learning Management System*.




*Since the mechanics of each LMS are unique, this resource will cover principles rather than step-by-step instructions. For more on Google Classroom, please visit [Teacher Center](#).

Using YouTube With Your Learning Management System

While Learning Management Systems and situations differ, we've put together **four powerful ways** educators have integrated YouTube with their LMS to reach their educational goals.

The wealth of incredible educational content already on YouTube is perfect for many of the approaches we'll explore. For some, you may also consider creating videos yourself.

We'll cover the basics of creating videos soon. For now, each slide also features an **example video created by amazing K-12 educators specifically for this resource!**



Getting started with Google Classroom

Google for Education

Creative Writing
Class code 3ty4xvb

Posting
Upload, or work that you've

View all

Share something with your class...

Communicate with your class

Create and schedule announcements

Respond to student posts

Many remarkable educators share their teaching adventures and advice on their own YouTube channels, such as Pocketful of Primary above!

Using YouTube With Your LMS

1. Preview Upcoming Class Topics

Whether you're about to teach the ABCs or the finer points of AP Calculus, videos covering your upcoming topics can get your students engaged and excited about what they'll soon learn.

Examples:

- ❑ [Numberblocks: All the Sums | Learn to Add and Subtract](#)
- ❑ [SciShow Kids: Where Does Water Come From? | Ecology for Kids](#)
- ❑ [Crash Course: What Is Organic Chemistry?](#)
- ❑ [Oversimplified: Henry VIII](#)



In this wonderful example, Dr. Desiree Alexander lets her students know how much she enjoyed their recent lessons about the U.S. Constitution and shares a custom Playlist of videos to help them review the topic.

Using YouTube With Your LMS

2. Review Recent Material

The Internet calls brief, easy-to-understand summaries of complex topics “[tl;dr.](#)” We call them a wonderful way to review and reinforce what students recently learned, and supplement their learning journeys.

Examples:

- ❑ [Bri Reads: Learn to Write the ABCs | Handwriting Practice for Kids](#)
- ❑ [Heimler's History: AP World History UNIT 1 REVIEW \(1200-1450\)](#)
- ❑ [AsapSCIENCE: The Periodic Table Songs | SCIENCE SONGS](#)



Warm, encouraging, and engaging, Mr. Vacca commends a student for their recent math work and provides inspiration and guidance for continuing to grow.

Using YouTube With Your LMS

3. Share Videos For Supplemental Support

We all learn in our own time and ways. For students who could benefit from additional guidance in particular areas, sharing high-quality educational videos could make a real difference. You can do so using whatever method you choose, including making a video of your own like the example on the right.

Examples:

- ❑ [Jack Hartmann Kids' Music Channel: Count by 2 | Dancing 2's | Educational Songs](#)
- ❑ [Thomas Frank: How to Take Notes in Class: The 5 Best Methods](#)
- ❑ [O & U Learn: Maths Made Easy! Pythagoras theorem](#)



Using YouTube With Your LMS

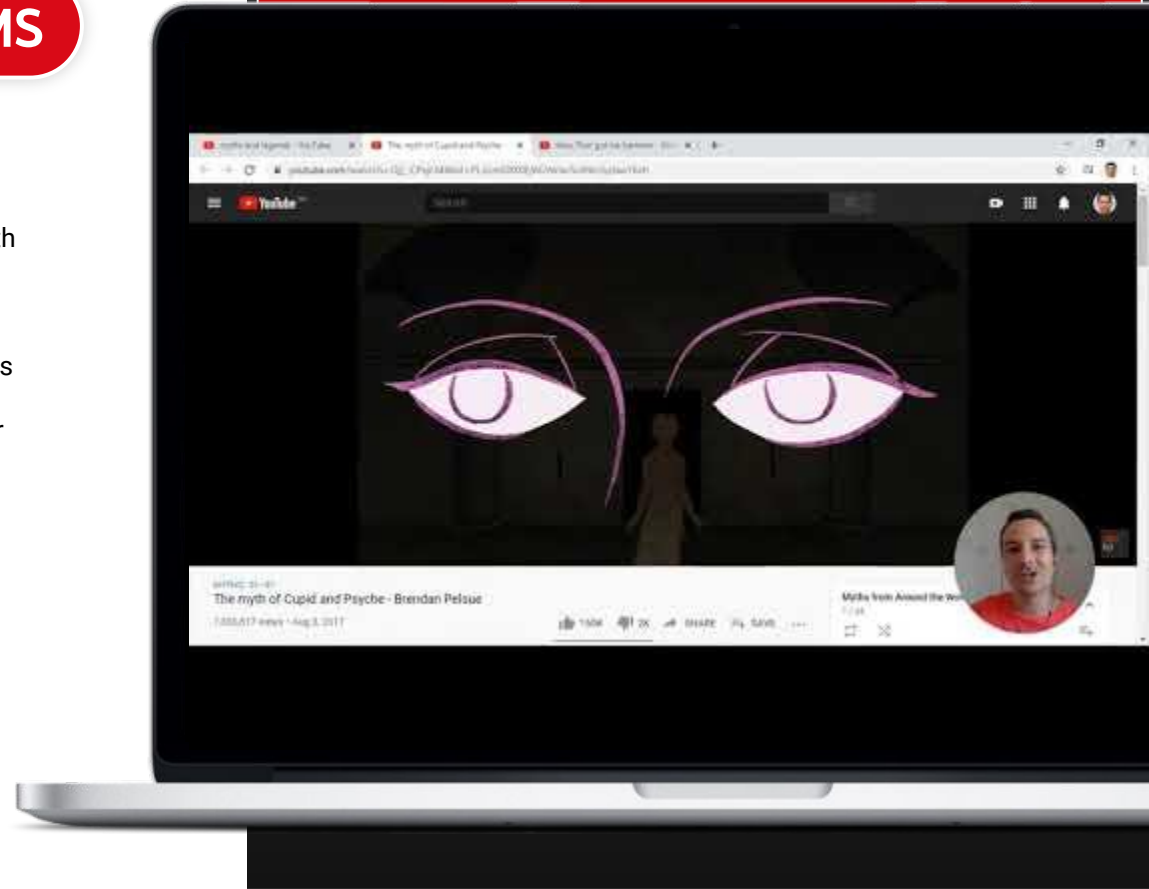
4. Update & Empower Parents

Keeping parents current on what their children are learning, and suggesting ways they can expand on those subjects with their kids, has the potential for big impact in educational outcomes.

To do so, you can either create an original video covering this information (as shown on the right) or send a written message with updates, links to videos or Playlists, and other supplemental content parents can explore with their kids.

Speaking of Playlists, let's explore how you can make your own!

With updates on students' recent enthusiastic studies and suggestions for how parents might keep that educational momentum strong, Michael Braun's terrific video is both informative and inspiring.



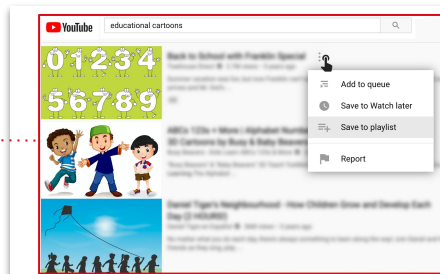
Curating With Playlists

Whether you want to curate content to be shared with students or parents, YouTube Playlists are a great, simple way to do so!



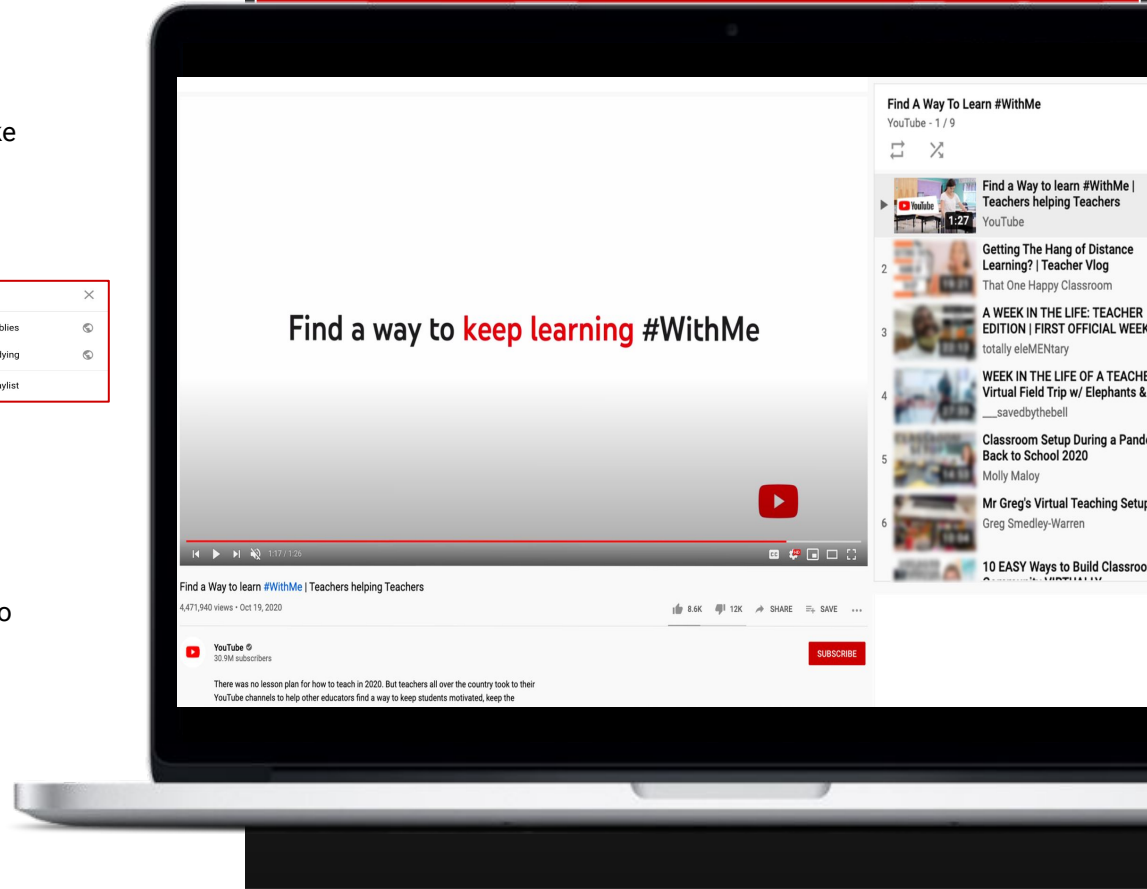
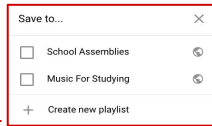
If the content you'd like to curate is **"Made For Kids,"** you'll need to add the video to your Playlist from the **Search Results Page**, rather than the **Video Page**.

[CLICK HERE TO LEARN MORE ABOUT MADE FOR KIDS CONTENT »](#)



Creating Playlists

1. On YouTube, sign into your account, find content you'd like to share,
2. And click to be taken to its video page
3. Below the video, select **SAVE**.
4. When the Save to... pop-up menu appears,
5. Select the appropriate playlist (or, if necessary, create a new one).
6. To make your Playlists viewable for everyone you could set the link to Unlisted. (You can always change this by clicking Playlists in [YouTube Studio](#).)
7. Share your Playlist by clicking **Share** on the Playlist to get the link!



Video Production 101

These days, creating videos has become very newcomer-friendly. In fact, you probably have all you need right in your pocket!



Want to dive even deeper into learning to produce video content? Check out these resources.

[CHOOSING YOUR EQUIPMENT »](#)

[MAKING EFFECTIVE THUMBNAILS AND TITLES »](#)

[TOTAL BEGINNER'S GUIDE TO EDITING »](#)

Video Production 101

Today, the average smartphone can capture beautiful footage. Here are a few tips for making the most of your shoot.

1. **Get your gear ready.** Wipe off the lens, choose the settings to film in the highest quality possible, turn on Do Not Disturb mode, and place the phone horizontally on a stationary surface.
2. **Set up your lighting.** When choosing your shot, use natural light and avoid shadows (especially on your face) whenever possible. Also, be mindful of your background, prioritizing areas with visual depth (i.e., try not to shoot against a wall).
3. **Check your audio.** “The pros” often make use of an external microphone like a lavalier, but your phone can capture great audio, too. Just make sure you avoid echoey spaces, reduce background noise, and stay as close to the mic as you can.
4. **Action!** On camera, keep your eyes in the top third of the video (like [this](#)). Look at the **camera lens**, not at yourself. And don't be nervous - have fun!

Looking for more tips for filming on a phone?
Check out the Creator Academy video below!



Path One: Recap

- 1 **Use YouTube content with your LMS** utilizing one of the four main ways we discussed (or others you invent on your own!).
- 2 **Curate content with Playlists** to collect and share videos with your students and/or the students' support system.
- 3 **Create your own content** using a smartphone or other similar, simple device.

Thank you!

Path Two

Empowering Professional Development

Empowering Professional Development

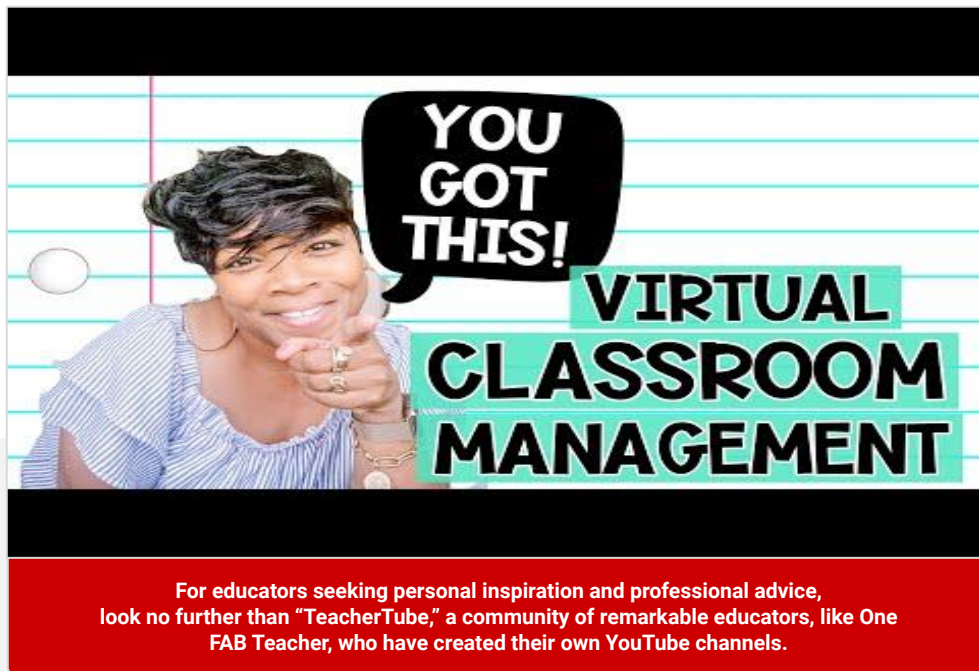
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- 2 **First Step**
- 3 **Choosing Your Approach**
- 4 **Content Curation**
- 5 **Video Production 101**
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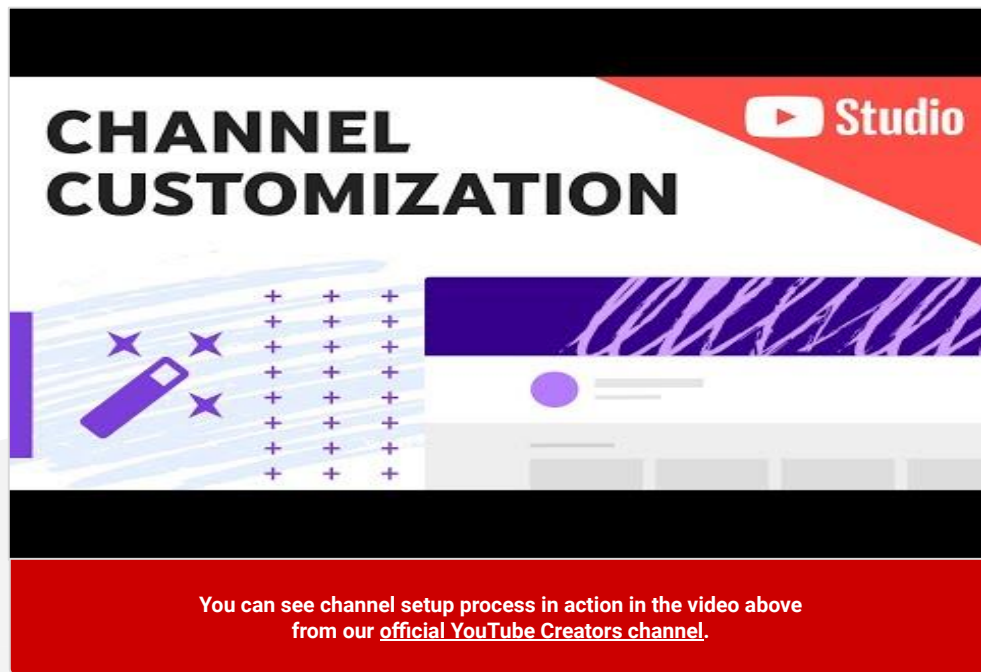
Overview

If knowledge is power, we like to think knowledge that is organized, accessible, and useful is a superpower. **Creating a YouTube channel for your institution** can help your staff access that superpower, foster their professional development, and become even greater heroes than they already are.



First Step

Beginning your YouTube journey is incredibly exciting! Let's explore that all-important first step: **Setting Up Your Channel Page.**



Setting Up Your Channel Page

Found your “why”? Here’s how to set up your channel to easily communicate it to viewers.

A channel banner can highlight your credentials, preview your content’s style and tone, share your social links, and inform viewers of when you’ll be posting content.

1

A channel avatar is a signature image or logo that represents your channel and will be visible when leaving comments or community posts (among other things).

2

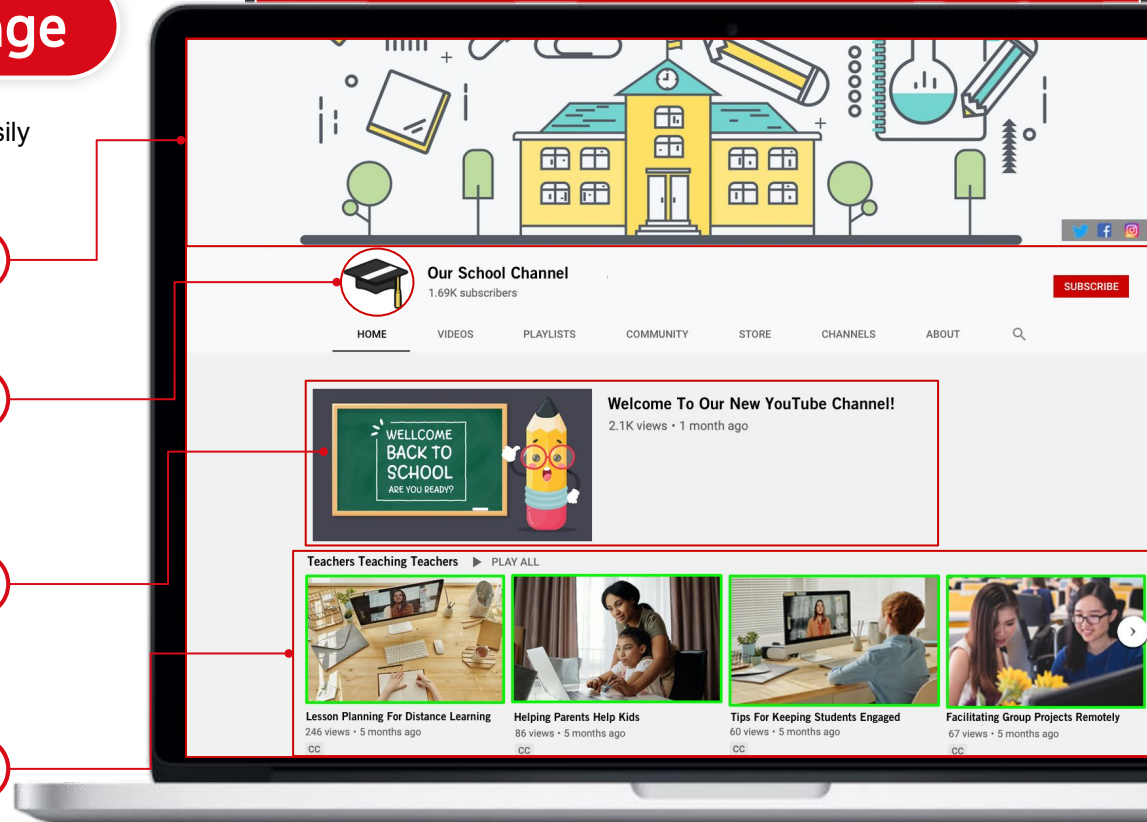
Your featured video is the first video viewers see when they visit your channel. Though many channels use this space for a custom **channel trailer**, it’s also a great place to put either your latest video or the one most important to your target audience, such as announcements or how to navigate your channel. You can change your featured video as often as you need.

3

Playlist shelves organize content (yours **or** others’), giving viewers a direct source to Playlists featuring content organized by theme or format.

4

To watch this process in action, be sure to check out this [video](#) on to setting up and customizing your channel.



Choosing Your Approach

There can always be overlap, but broadly speaking there are two ways learning institutions can use their channels to empower their staff's professional development: **Content Curation** or **Content Creation**



CONTENT CURATION is when a YouTube channel is used to showcase thoughtfully chosen selections of videos created by other channels on YouTube. These videos are organized in Playlists, usually around a topic or theme.



CONTENT CREATION is when a YouTube channel is used to publish new, original videos created by the channel's owners.

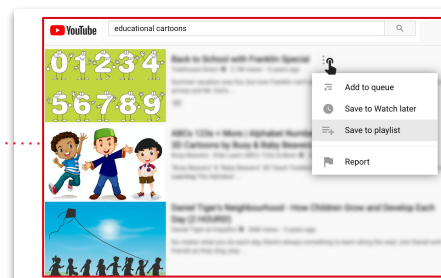
Curating With Playlists

Helpful videos covering nearly every topic are waiting to be curated on YouTube! Let's explore how to use Playlists to organize and share amazing videos for your staff.



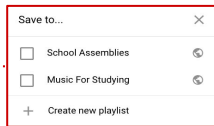
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[CLICK HERE TO LEARN MORE ABOUT MADE FOR KIDS CONTENT »](#)

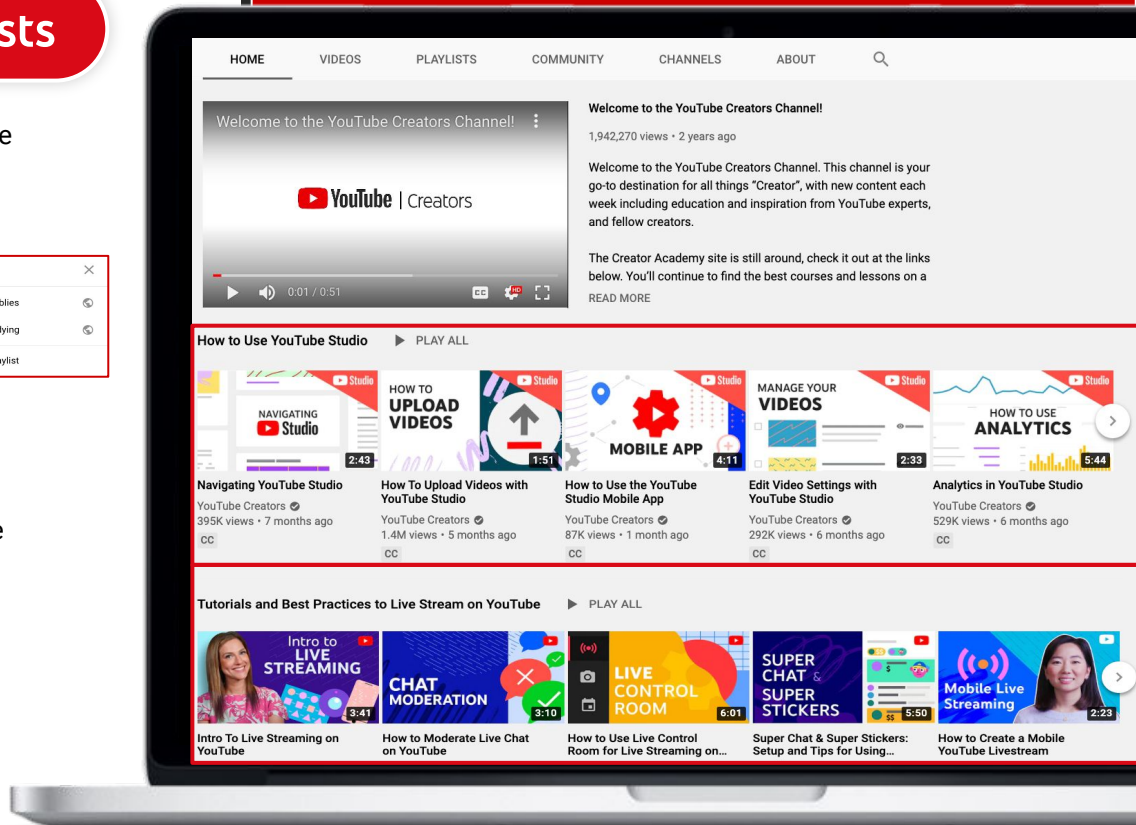


Curating Content: Creating Playlists

1. On YouTube, sign into your account, find content you'd like to share, and click to be taken to its video page.
2. Below the video, select **SAVE**.
3. When the Save to... pop-up menu appears, select the appropriate playlist (or, if necessary, create a new one).
4. To make your Playlists viewable for everyone who visits your channel, set them to **Public***. (You can always change this by clicking Playlists in [YouTube Studio](#).)
5. Share your Playlist as a Channel Section on your YouTube channel page. For step-by-step instructions on setting up Channel Sections, check out the next slide!



YouTube Creators does a great job utilizing their channel page to organize content into themed Playlists designed to help on specific topics.

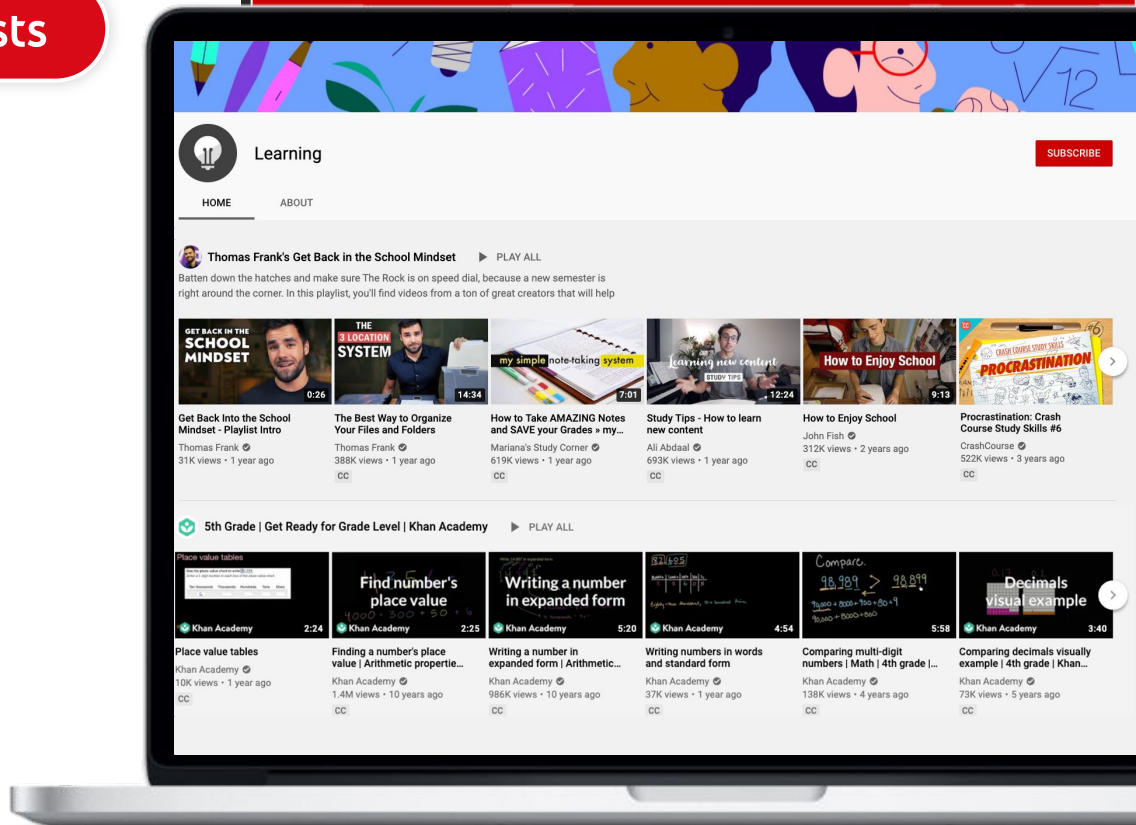


Curating Content: Sharing Playlists

Once you've created your curated playlists, it's time to share them on your channel! Below are some instructions on how to do so using Channel Section.

1. While logged into your channel account, go to your channel (e.g., youtube.com/MySchoolName)
2. Click **CUSTOMIZE CHANNEL**
3. Click **ADD A SECTION**
4. Click **SELECT CONTENT -> PLAYLISTS**
5. Click **SINGLE PLAYLIST -> MY PLAYLISTS ->** the Playlist you'd like to share
6. Repeat and arrange as needed!

YouTube.com/Learning is a wonderful example of a channel used primarily to share other Creators' amazing content.



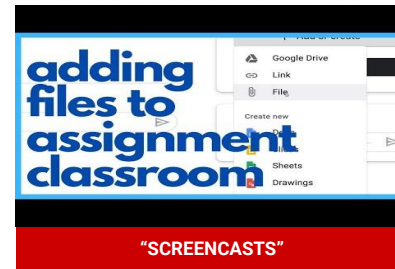
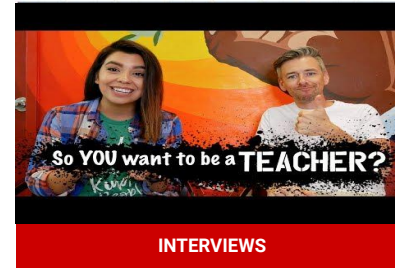
Creating Content

You may just have some staff members who would love to teach their colleagues a particular skill. Working together to produce videos is a fantastic way to empower them to share that knowledge - and doing so has never been easier!



Find Inspiration With Formats

As you consider how to create educational videos, consider using some of the popular YouTube video formats below!



Video Production 101

Today, the average smartphone can capture beautiful footage. Here are a few tips for making the most of your shoot.

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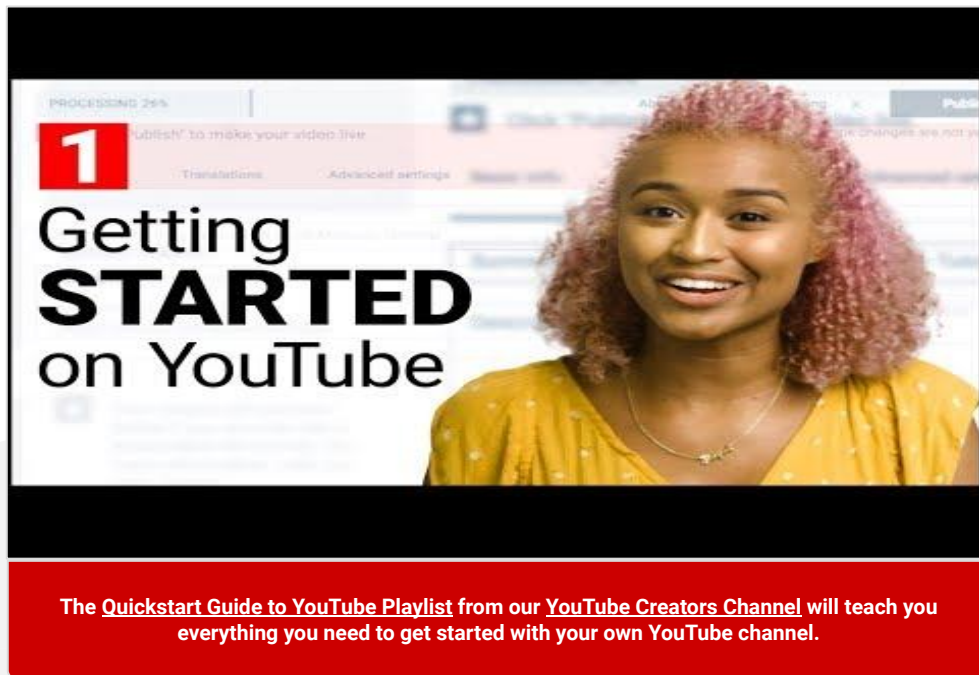
Looking for more tips for filming on a phone?
Check out the Creator Academy video below!



Additional Resources

There's always more to learn on YouTube! Here are a few key resources for continuing your YouTube education.

1. [YouTube Creator Academy](#): Our official learning site for Creators, with free online courses
2. [YouTube Creators Channel](#): Our official channel for Creators looking to grow or stay in the know on all things YouTube
3. [Total Beginner's Guide to Video Equipment](#): A step-by-step guide to choosing video equipment that's right for you
4. [Total Beginner's Guide to Editing](#): A newcomer-friendly tutorial on editing videos
5. [YouTube Learning Best Practices](#): An overview of Learning content on the YouTube platform



Path Two: Recap

- 1 **Create a YouTube channel for your learning institution** to empower your staff's professional development with content that is accessible, organized, and useful.
- 2 **Set up your YouTube channel page** using the guidance in this resource.
- 3 **Curate content with Playlists** to collect and share videos with your staff.
- 4 **Produce original content**, perhaps drawing inspiration from established YouTube formats, using a smartphone or other similar, simple device.
- 5 **Utilize additional official YouTube resources** such as [YouTube Creator Academy](#) and [YouTube Creators Channel](#) as you progress in your YouTube journey.

Thank you!

Path Three

**Engaging
With Your Community**

Engaging With Your Community

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- 4 **Spreading the Word**
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Overview

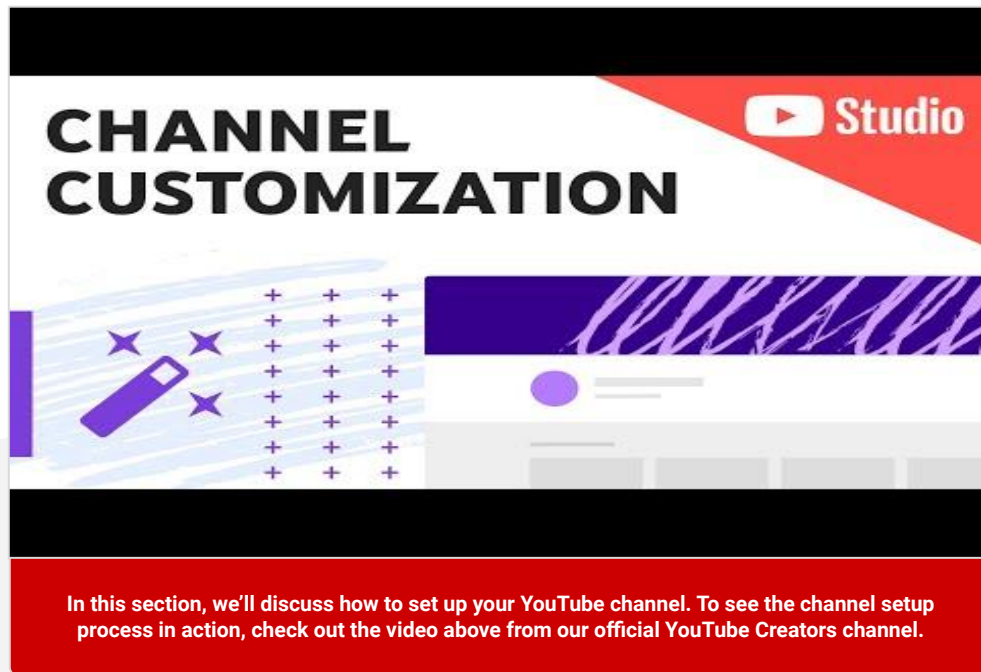
Whether you use it to highlight recent school projects, share the latest announcements, or even take parents “behind the scenes” with staff profiles, creating your institution’s own YouTube channel can be a powerful (and fun!) way to keep your community informed and engaged.



With Legacy Middle School about to move into a new facility, principal Dr. Alicia Justice gave her community a glimpse inside via this wonderful video tour.

First Steps

Starting a YouTube channel for your learning institution can be an incredibly exciting journey. To make the very most of it, let's explore the two important first steps.



Find Your “Why”

To make the most of your YouTube channel, it’s good to be clear about its purpose, goals, and resources.

- **What do you want your channel to offer?** Some ideas could include
 - the latest announcements (e.g., school cancellations) for your community
 - school sports highlights
 - Playlists of recent school board meetings
- **What can you and others running the channel sustain long term?** Particularly if you plan to use the channel as a go-to source for information , it’s important to be confident about what your bandwidth can reliably support over time.



Setting Up Your Channel Page

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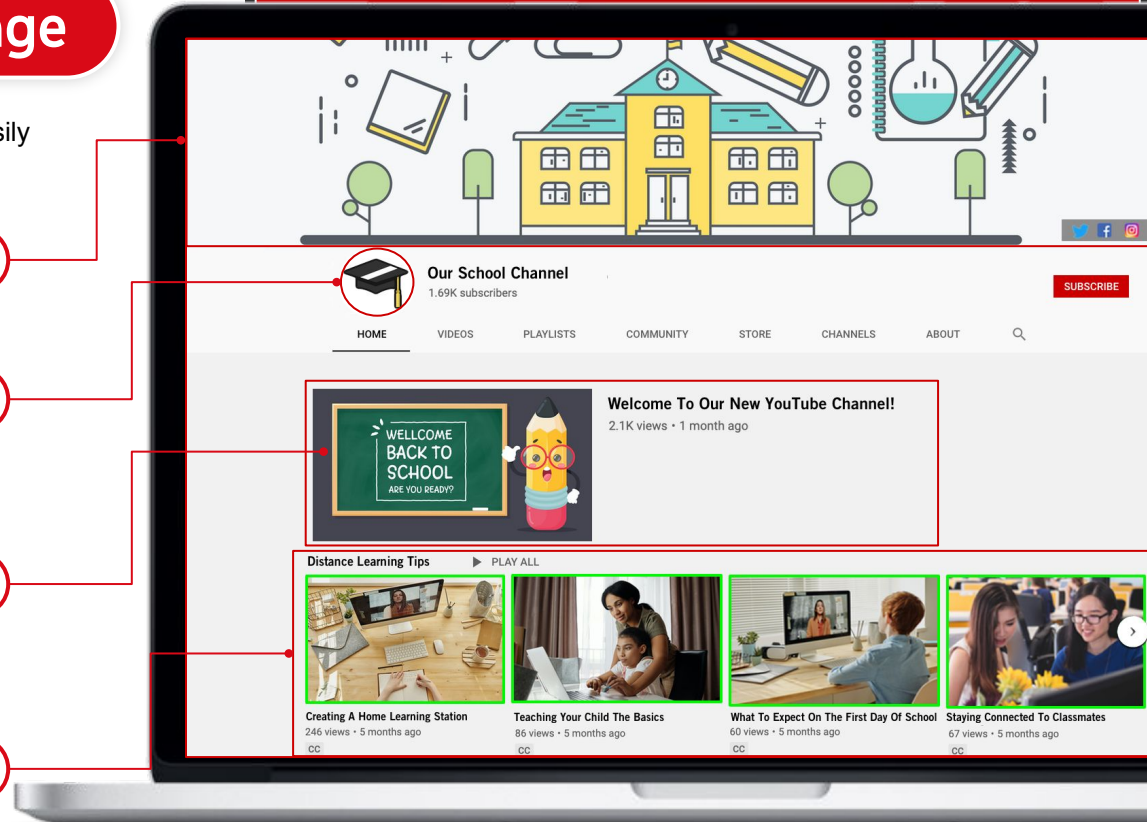
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Playlist shelves organize content (yours **or** others’), giving viewers a direct source to Playlists featuring content organized by theme or format.

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To watch this process in action, be sure to check out this [video](#) on to setting up and customizing your channel.



Video

Production 101

These days, creating videos has become very newcomer-friendly. In fact, you probably have all you need right in your pocket!



Filming Mobile Video

The average modern smartphone can capture beautiful footage. Here are a few tips for making the most of your shoot.

- 1. Get your gear ready.** Wipe off the lens, choose the settings to film in the highest quality possible, turn on Do Not Disturb mode, and place the phone horizontally on a stationary surface.
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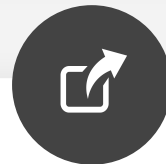


Spreading the Word

Now that you've begun your YouTube journey, it's time to think about letting others know about it! Here are a couple "thought starters" on how you can do so.



FEATURE THE LINK IN YOUR REGULAR COMMUNICATION. Whether this means on handouts at orientation, mass emails to parents, or printed posters in your school, lean into the ways you're already successfully sharing information with your community!

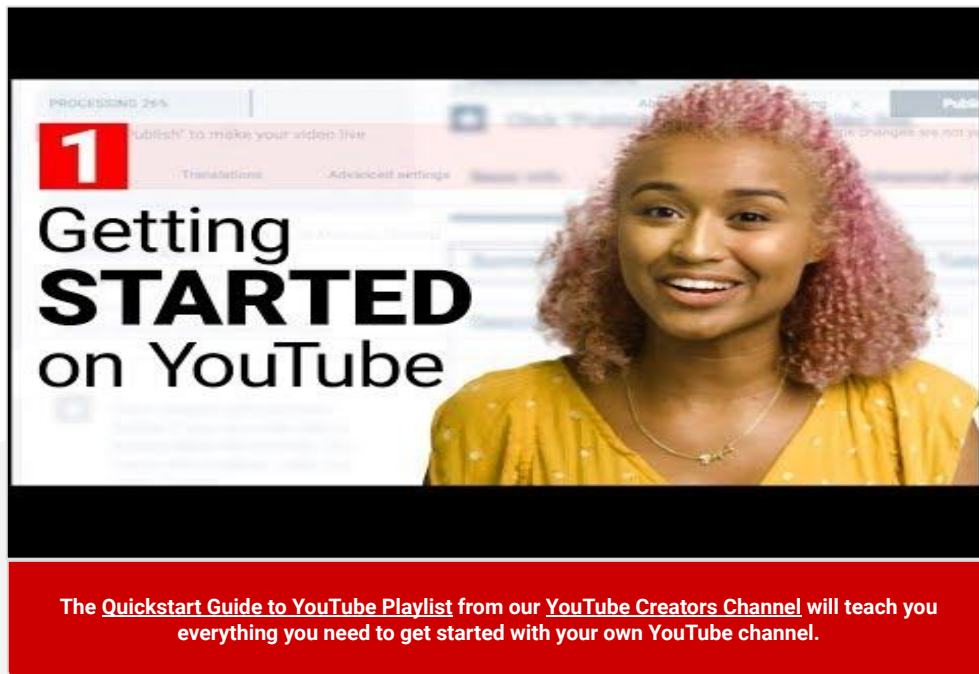


SHARE THE LINK ON OTHER YOUR INSTITUTION'S OTHER PLATFORMS. Does your school have its own website? Official social media pages? Be sure to use them to announce and promote your channel and its content.

Additional Resources

There's always more to learn on YouTube! Here are a few key resources for continuing your YouTube education.

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Path Three: Recap

- 1 **Create a YouTube channel for your learning institution** to engage with your community in a powerful, fun, unique way.
- 2 **Thoughtfully find your “why” and set up your channel page** using the guidance in this resource.
- 3 **Produce original content**, perhaps using a smartphone or other similar, simple device.
- 4 **Spread the word to your community** by featuring the link in your regular community communications and your institution’s other online homes.
- 5 **Utilize additional official YouTube resources** such as [YouTube Creator Academy](#) and [YouTube Creators Channel](#) as you progress in your YouTube journey.

Thank you!
