

# YouTube – a tool to connect and engage with existing and future learners



AlphaPlus #TechTuesdays webinars  
[techtuesdays.alphaplus.ca](http://techtuesdays.alphaplus.ca)



# ABOUT THE PRESENTER



- IT coach
- explorer
- trainer
- advocate
- facilitator
- helper

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# WEBINAR OVERVIEW

- Housekeeping tips
- Questions for attendees
- YouTube and literacy
- Understanding YouTube set up and features
- Connecting with and engaging learners using YouTube
- Questions for presenter
- Feedback
- Upcoming webinar



# A FEW QUESTIONS FOR YOU

- Do you have YouTube channel(s)?
- How familiar are you with YouTube?
- How do you access your YouTube account?



# YOUTUBE AND LITERACY

Can be used to:

- promote the program and services
- share success stories (growing trend in the community)
- provide access to training videos created by others (TED, Khan Academy etc.)
- share personalized training instructions and lessons set up by program instructors
- set up class projects with learners recording, editing and uploading videos (storytelling)
- organize online events (live broadcasts)
- teach digital and practical life skills (privacy, commenting, browsing, sharing, etc.)



# THINGS TO CONSIDER FIRST ...

As with any tool, before you decide to set up a YouTube account, consider these questions:

- What's the purpose?
- Who is the audience?
- What content will I post?
- Who will manage/update it?
- How/where will I promote it?
- What do I expect to achieve?
- Will my learners have access to it from my program?
- Will I track the statistics?
- Will I use them for reporting?

Other suggestions?



# WHAT IS YOUTUBE?

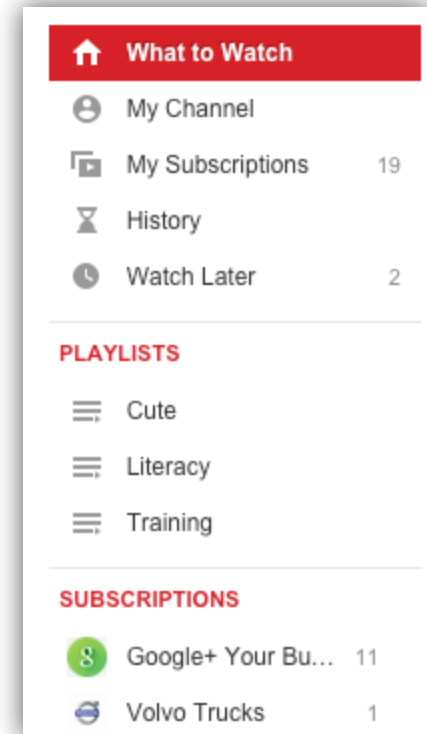
- YouTube is a video sharing site.
- Your Google+ account automatically comes with YouTube channel named the same way as your Google+ account. For example my Google+ account is Alpha Session and my YouTube Channel is Alpha Session.



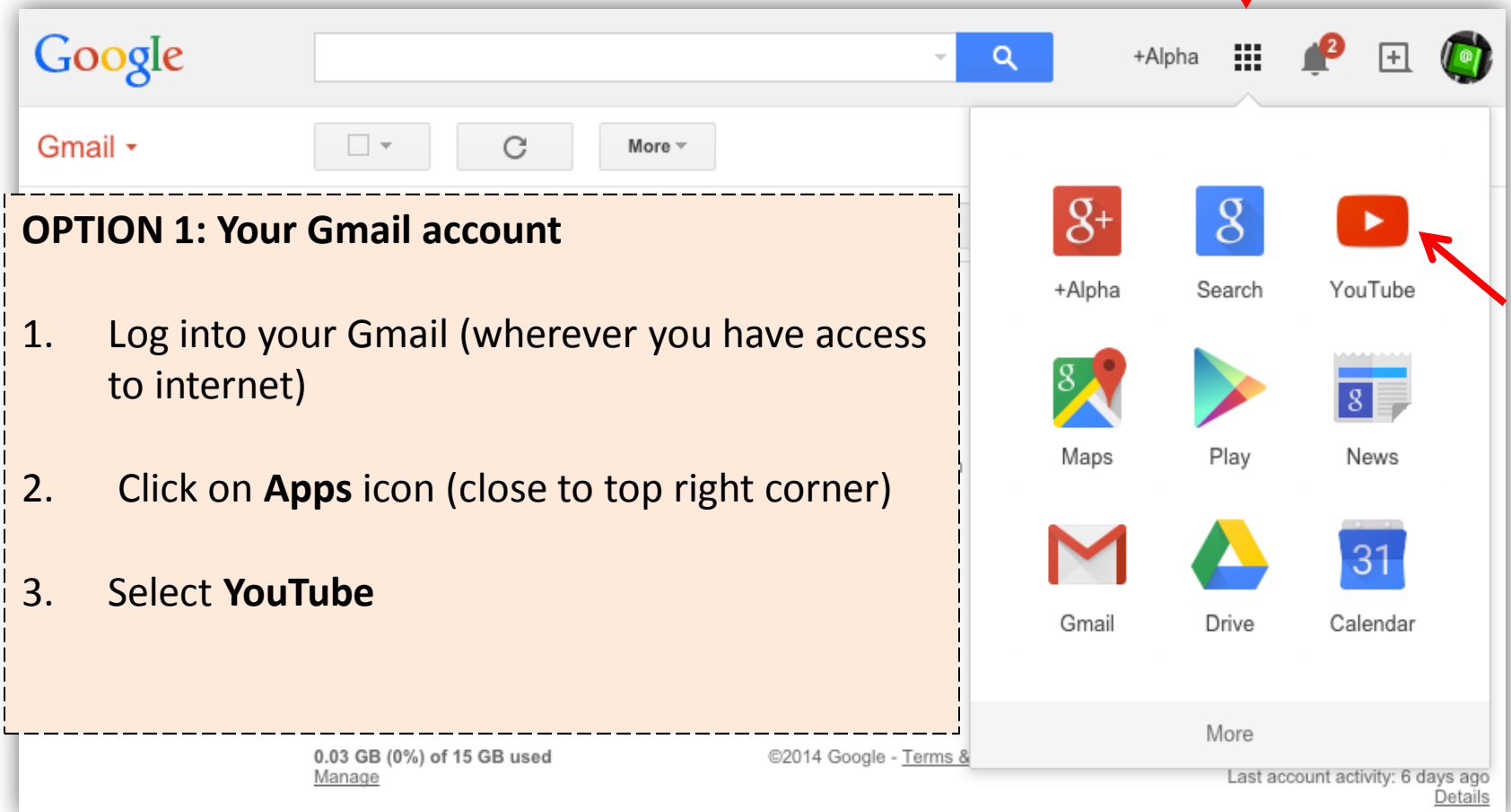
# WHAT CAN I DO WITH YOUTUBE?

Besides watching videos, you can:

- get recommendations for what to watch
- set up and access your primary channel
- subscribe to other channels
- see your video history
- save videos to playlists
- mark videos to watch later
- upload videos and edit them
- add Closed Captioning (CC)
- and much more.



# HOW DO I ACCESS MY YOUTUBE ACCOUNT?



The screenshot shows a Google account dashboard. At the top, there is a search bar and a grid icon. A red arrow points from the title 'HOW DO I ACCESS MY YOUTUBE ACCOUNT?' to this grid icon. Below the grid icon, a menu of application icons is displayed, including YouTube, which is highlighted with a red arrow. The dashboard also shows a 'Gmail' dropdown menu, a 'More' button, and a 'Last account activity' section at the bottom right.

**OPTION 1: Your Gmail account**

1. Log into your Gmail (wherever you have access to internet)
2. Click on **Apps** icon (close to top right corner)
3. Select **YouTube**

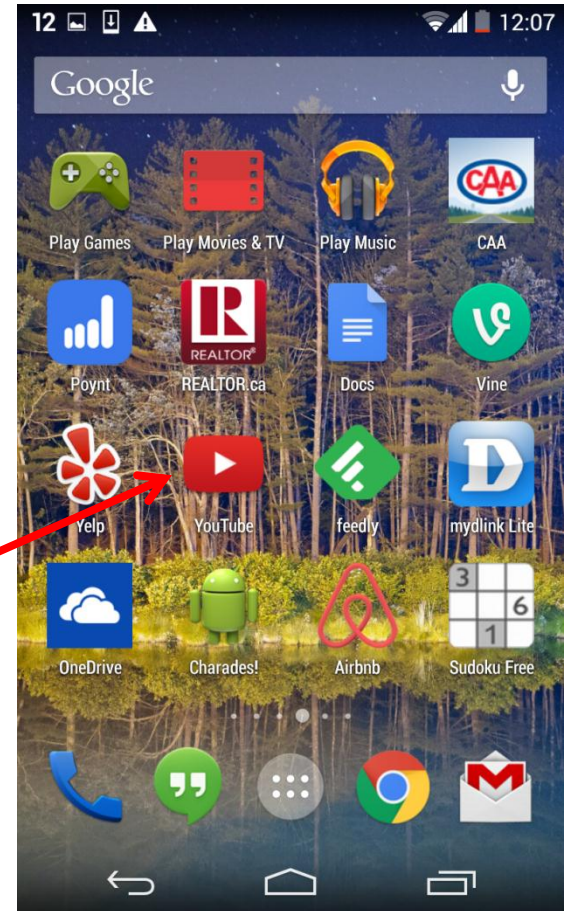
0.03 GB (0%) of 15 GB used [Manage](#) ©2014 Google - [Terms & Conditions](#) Last account activity: 6 days ago [Details](#)



# HOW DO I ACCESS MY YOUTUBE ACCOUNT?

## OPTION 2: Via your mobile devices

1. Go to your mobile device(s) like smart phone or tablet
2. Look for **YouTube** App (you can download it for free from your Play or App store)
3. Log in to access your account settings, preferences and videos

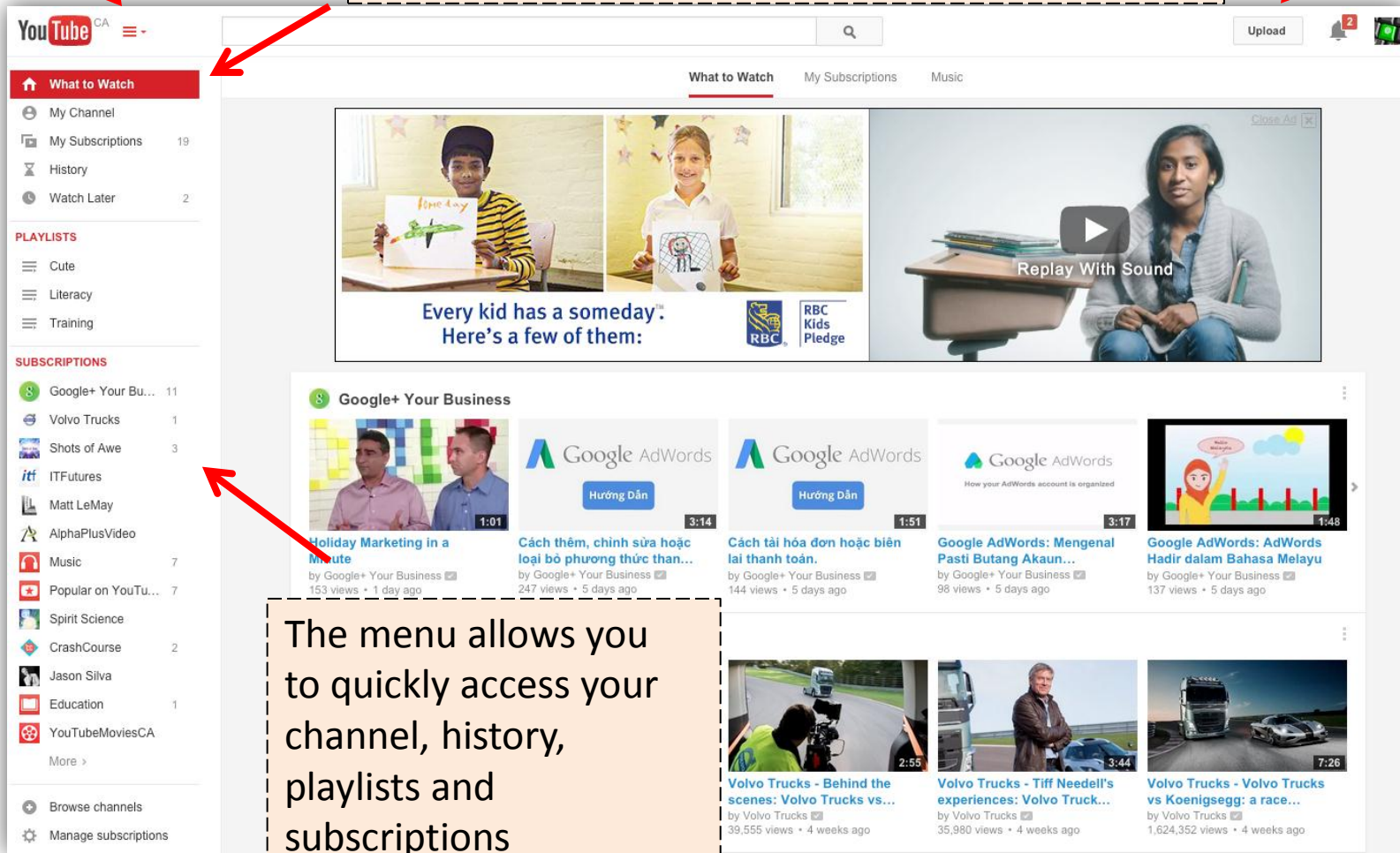


# MAIN PAGE

Collapsible menu

Upload videos here

You start off with suggestions for what to watch



The menu allows you to quickly access your channel, history, playlists and subscriptions



# MY CHANNEL

Your profile image comes from your Google+ account

You can set up your cover image as well

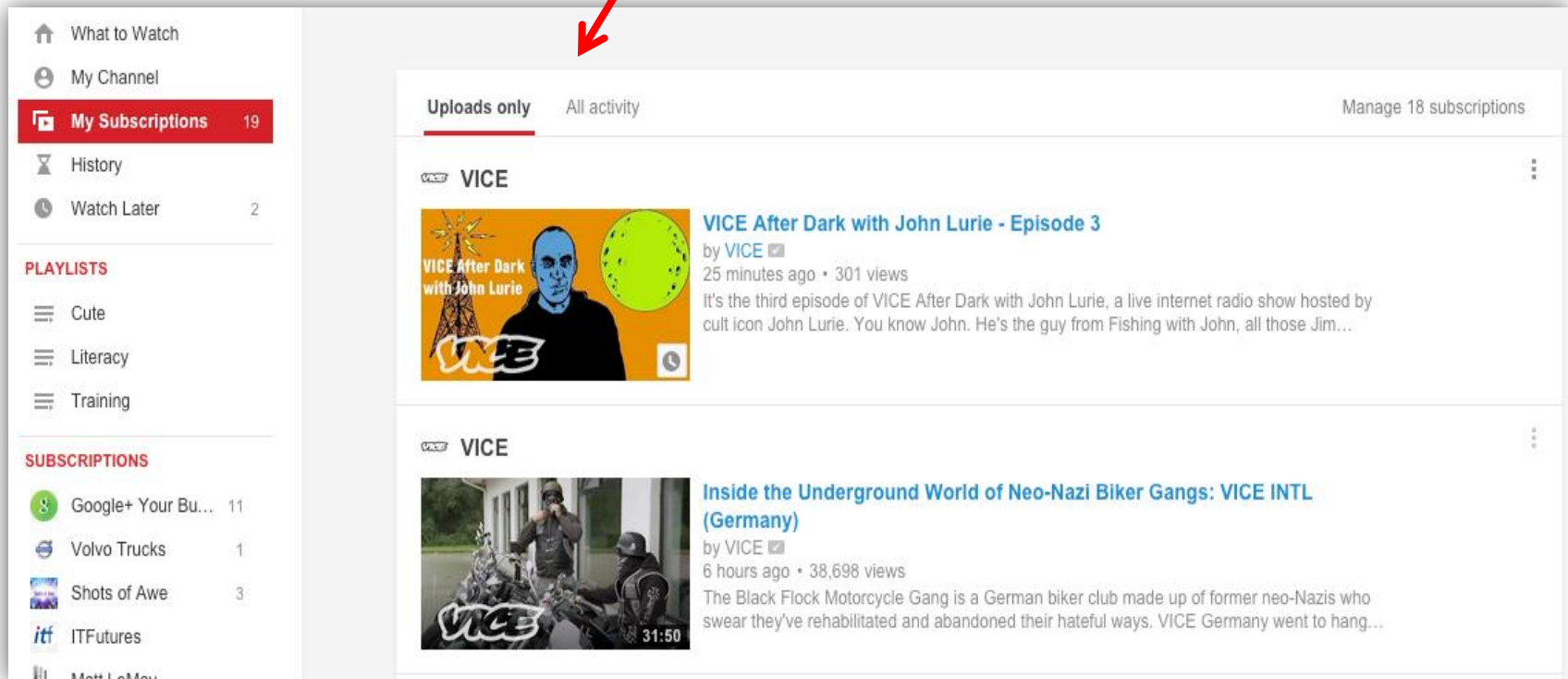
The screenshot shows the YouTube channel page for 'Alpha Session'. The channel has 0 subscribers and 3 views. The profile picture is a green '@' key, and the cover image is a mountain landscape. The channel name 'Alpha Session' is displayed above a navigation menu with tabs for Home, Videos, Playlists, Channels, Discussion, and About. A red arrow points from the 'Your profile image comes from your Google+ account' text to the profile picture. Another red arrow points from the 'You can set up your cover image as well' text to the cover image. A third red arrow points from the 'Your channel shows uploaded videos, playlists, channels (your subscriptions), discussions and comments, as well as a bit more information about your channel (description, contact link, etc.)' text to the 'Discussion' tab. The left sidebar contains navigation options like 'What to Watch', 'My Channel', 'My Subscriptions', 'History', and 'Watch Later', along with a list of subscriptions. The right sidebar features 'Channel tips' and 'Featured Channels'.

Your channel shows uploaded videos, playlists, channels (your subscriptions), discussions and comments, as well as a bit more information about your channel (description, contact link, etc.)



# MY SUBSCRIPTIONS

Shows the latest uploads and activities from the channels you subscribe to.



The screenshot shows the YouTube 'My Subscriptions' page. On the left is a navigation sidebar with 'My Subscriptions' highlighted in red, showing 19 subscriptions. Below it are 'PLAYLISTS' (Cute, Literacy, Training) and 'SUBSCRIPTIONS' (Google+ Your Bu..., Volvo Trucks, Shots of Awe, ITFutures, Matt LeMay). The main content area shows two video uploads from the channel 'VICE'. The first video is 'VICE After Dark with John Lurie - Episode 3', uploaded 25 minutes ago with 301 views. The second video is 'Inside the Underground World of Neo-Nazi Biker Gangs: VICE INTL (Germany)', uploaded 6 hours ago with 38,698 views. A red arrow points to the 'Uploads only' filter tab at the top of the main content area.



# HISTORY

Shows the watch and search history



The screenshot shows the YouTube interface with the 'History' tab selected in the left sidebar. The main content area is divided into 'Watch history' and 'Search history' sections. The 'Watch history' section contains three video entries:

- Jesse is hungry!** by Alpha Session, 4 views. Description: Our cat Jesse loves his snacks. Duration: 0:26.
- Feline a little green! Meet the GREEN cat of Bulgaria** by Rex Features, 1,568,388 views. Description: The extraordinary sight of this bright green cat on the streets of Varna has caused a certain amount of uproar in the Black Sea resort town. Because of the assumption that the cat was... Duration: 0:48.
- Holiday Trends for Small Business** by Google+ Your Business, 618 views. Description: Joe DeMike from the Google Global Customer Experience team gave us some excellent advice on building your game plan for business success this holiday season using mobile... Duration: 17:30.

The 'Search history' section is currently empty. The left sidebar includes navigation options like 'What to Watch', 'My Channel', 'My Subscriptions', 'History', 'Watch Later', and various playlists and subscriptions.



# WATCH LATER

The screenshot shows a YouTube interface with a 'Watch Later' playlist. The left sidebar contains navigation options: 'What to Watch', 'My Channel', 'My Subscriptions' (19), 'History', 'Watch Later' (2), 'PLAYLISTS' (Cute, Literacy, Training), and 'SUBSCRIPTIONS' (Google+ Your Bu... 11). The main content area shows the 'Watch Later' playlist by 'Alpha Session' with 2 videos and 18 minutes. It includes a 'Play all' button, a 'Remove watched' button, and an 'Add videos' button. The video list contains two items:

Index	Video Title	Channel	Duration
1	Holiday Trends for Small Business	Google+ Your Business	17:30
2	The Real 'Wolf of Wall Street'? (Trailer)	VICE	1:01

Allows you to save videos you might want to watch later.



# PLAYLISTS

Created playlists

+ New playlist

Last added to ▾



Cute

3 weeks ago



Literacy

3 weeks ago



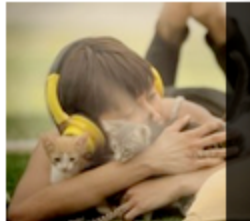
Training

3 weeks ago

Playlists allow you to save videos and organize them into categories/groupings.

Created playlists

+ New playlist



Cute

3 weeks ago

PLAYLIST TITLE

Public ▾

Cancel

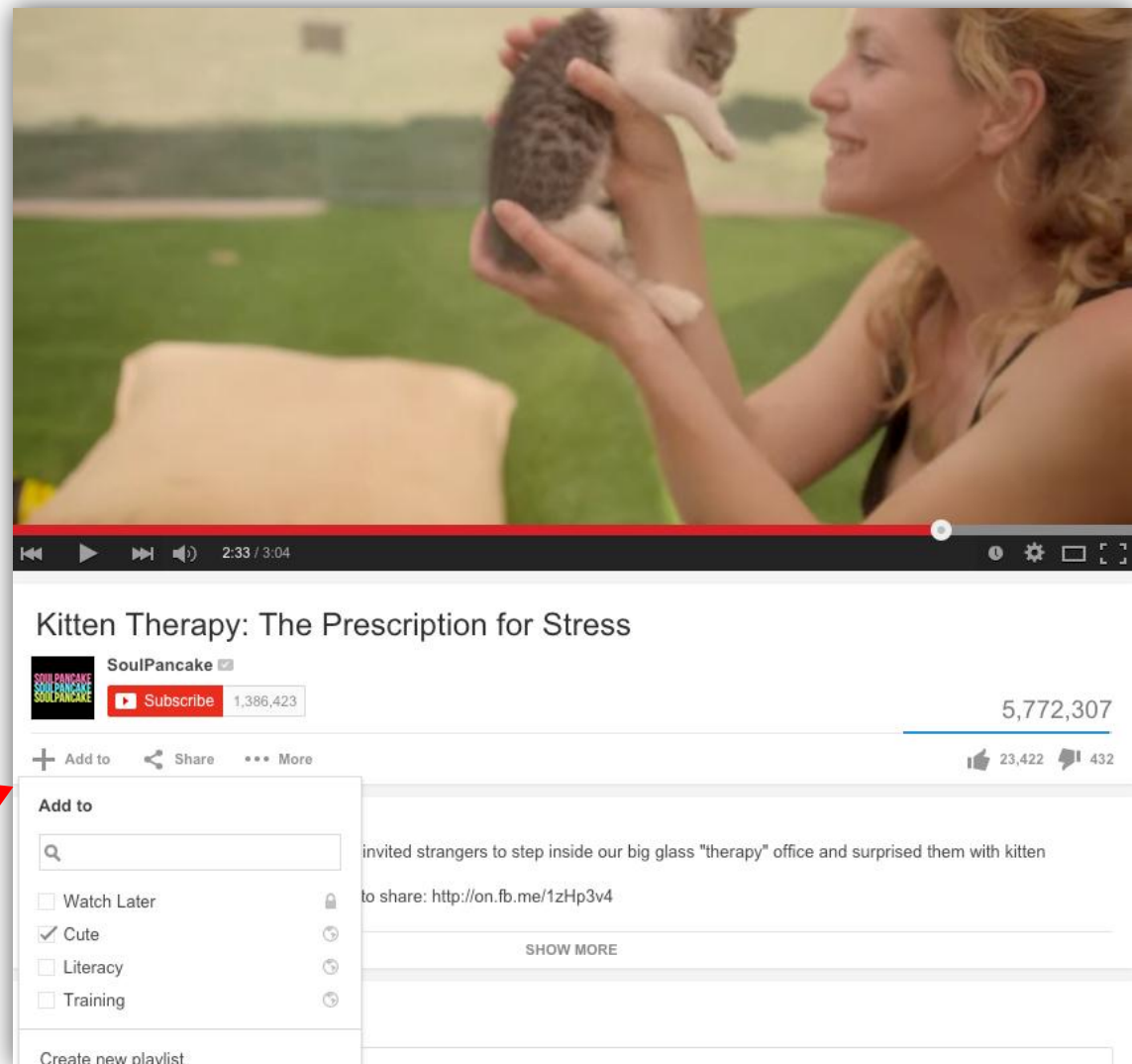
Create

To create an new playlist click on **New Playlist**, add name, select if it will be public, unlisted or private and hit **Create**.



# HOW DO I ADD A VIDEO TO MY PLAYLIST?

If you are watching or just watched a video and you want to add it to your playlist, click on **Add to** and select from the playlist options or create a new playlist.











# SUBSCRIPTIONS

**Collections**

Group together your subscriptions using collections. [Create new collection](#)

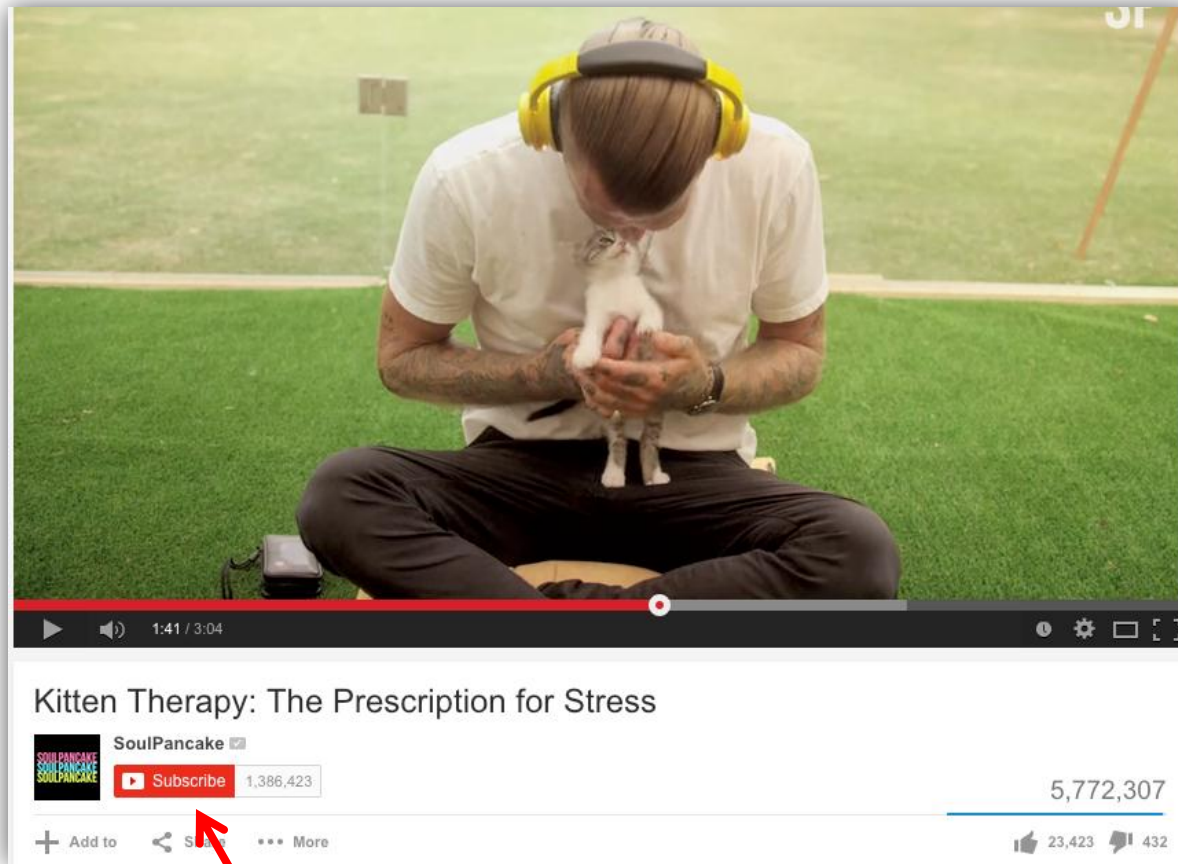
**18 Subscriptions**

<input type="checkbox"/>	Actions <input type="button" value="v"/>	Send me updates <input type="checkbox"/> ⓘ	Activity feed <input type="button" value="i"/>	A-Z <input type="button" value="v"/>
<input type="checkbox"/>	 AlphaPlusVideo	<input type="checkbox"/>	<input type="button" value="All activity v"/>	<input type="button" value="Subscribed"/>
<input type="checkbox"/>	 CrashCourse <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="button" value="All activity v"/>	<input type="button" value="Subscribed"/>
<input type="checkbox"/>	 Education	<input type="checkbox"/>	<input type="button" value="All activity v"/>	<input type="button" value="Subscribed"/>
<input type="checkbox"/>	 Gaming	<input type="checkbox"/>	<input type="button" value="All activity v"/>	<input type="button" value="Subscribed"/>
<input type="checkbox"/>	 Google+ Your Business <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="button" value="All activity v"/>	<input type="button" value="Subscribed"/>
<input type="checkbox"/>	 ITFutures	<input type="checkbox"/>	<input type="button" value="All activity v"/>	<input type="button" value="Subscribed"/>
<input type="checkbox"/>	 Jason Silva	<input type="checkbox"/>	<input type="button" value="All activity v"/>	<input type="button" value="Subscribed"/>
<input type="checkbox"/>	 Matt LeMay	<input type="checkbox"/>	<input type="button" value="All activity v"/>	<input type="button" value="Subscribed"/>

*Note: A red arrow points from the '18 Subscriptions' header to the list of channels. A dashed box highlights the text 'List of all the channels you subscribe to.' with an arrow pointing to the list.*



# HOW DO I SUBSCRIBE TO A CHANNEL?



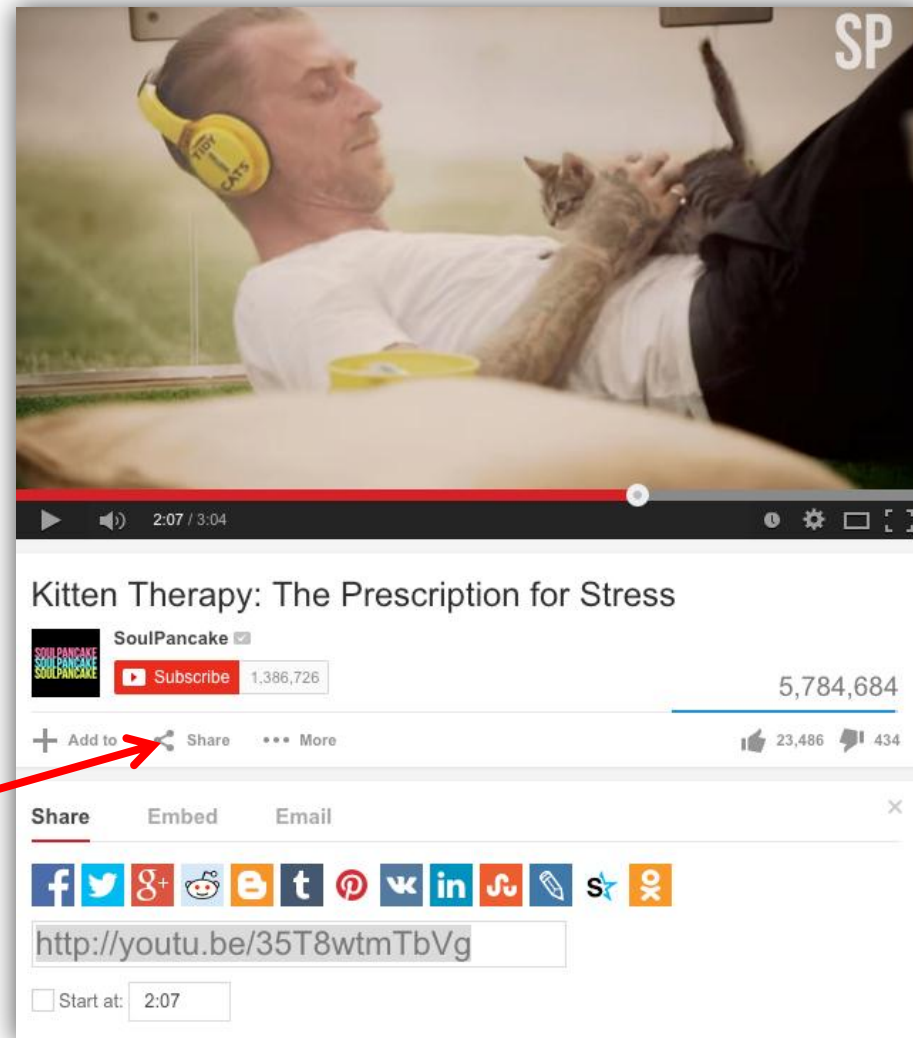
Simply click on the Subscribe button below the video.



# HOW DO I SHARE A VIDEO I LIKE?

While we are talking about playlists and subscriptions, let's not forget that you might simply want to share a video as a link, post it on your social media, send it by email or to embed it on your website.

Simply click on **Share** button under the video and select the option that works for you.



# UPLOADS

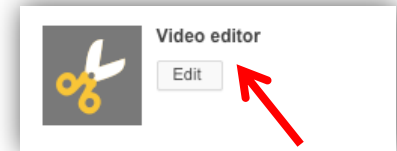
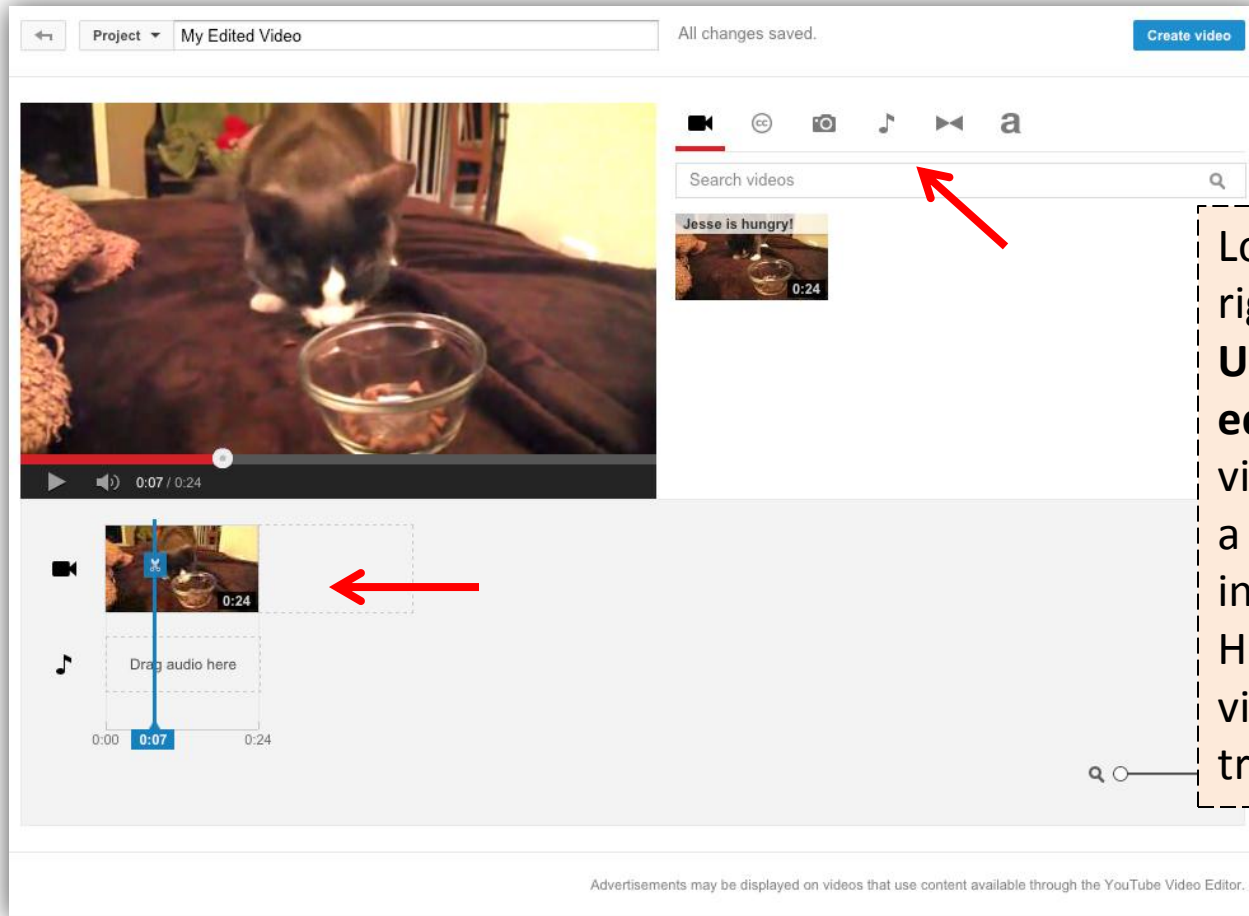
Click on **Upload** button to upload from your computer, import from Google+, capture with your camera or broadcast via Hangouts.



The main YouTube upload interface. The central area features a large gray upload icon (a rounded rectangle with an upward-pointing arrow) and the text "Select files to upload" and "Or drag and drop video files". Below this is a "Public" dropdown menu. A red arrow points to the "Public" dropdown. To the right, there are two sections: "IMPORT VIDEOS" with a Google+ icon and an "Import" button (red arrow), and "CREATE VIDEOS" with four options: "Webcam capture" with a "Record" button (red arrow), "Photo slideshow" with a "Create" button (red arrow), "Google+ Hangouts On Air" with a "Broadcast" button (red arrow), and "Video editor" with an "Edit" button (red arrow). At the bottom left, there is a "HELP AND SUGGESTIONS" section with links for "Increase your limit", "Terms of Service", "Community Guidelines", "Learn more", "Upload instructions", "Troubleshooting", and "Mobile uploads".



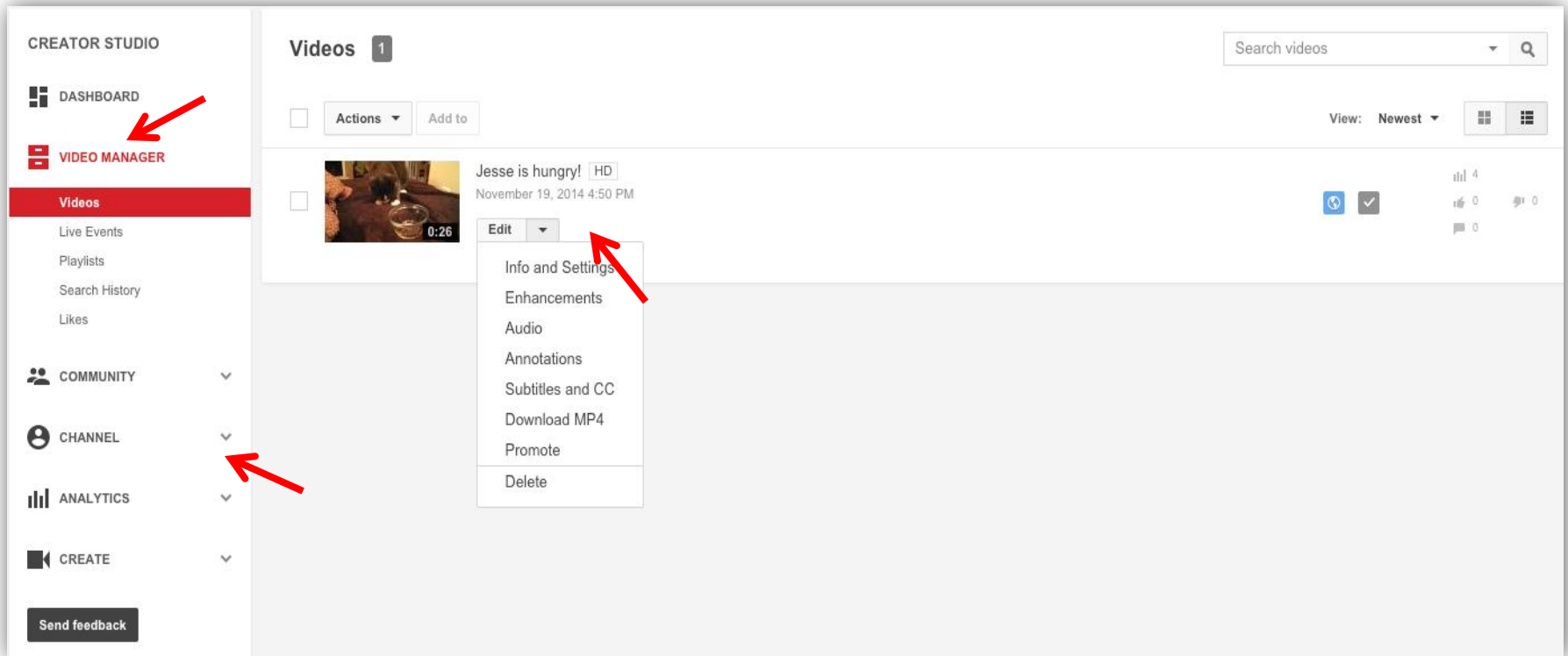
# VIDEO EDITOR



Located in the lower right corner of the **Upload** page, the **Video editor** allows you to edit videos. You simply drag a video you want to edit into the video track. Here you can combine videos, add CC, photos, transitions and text.



# CREATOR STUDIO

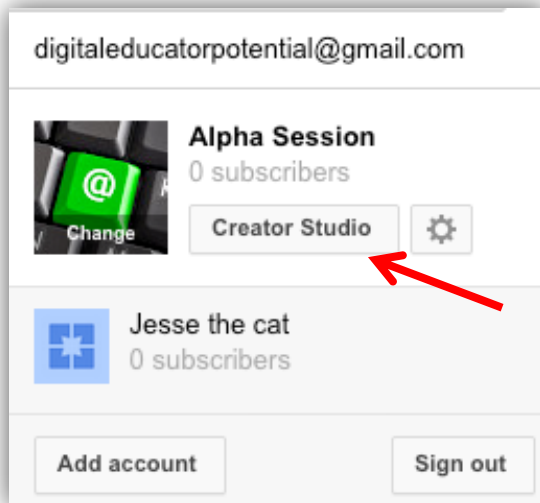


After you are done with editing the video, you are taken to **Creator Studio**. Here you can see all the videos you have uploaded, access your video manager to edit and manage your content, track comments, review your channel settings, check statistics using Analytics, manage audio and create more videos.



# HOW DO I ACCESS CREATOR STUDIO?

Click on your user icon (located in the top right corner)

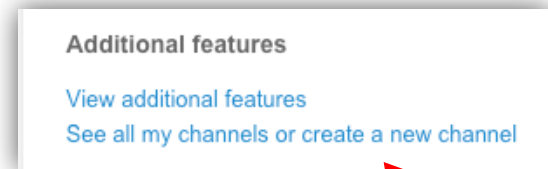
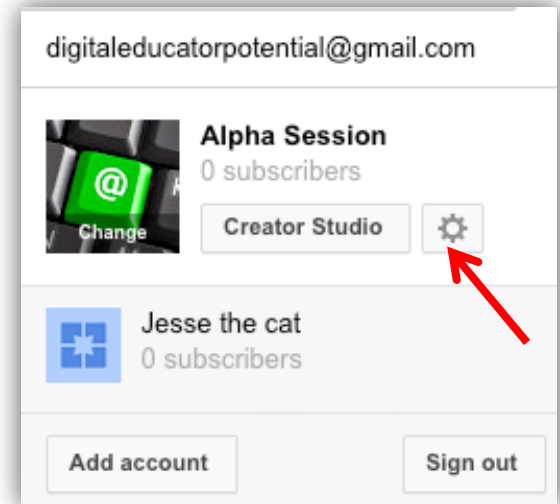


Choose which channel you want to access (if you have more than one) and go to **Creator Studio** for that channel.

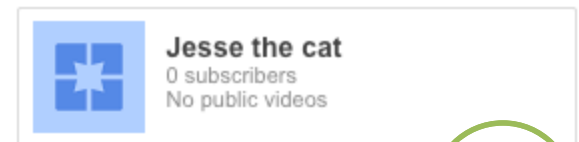
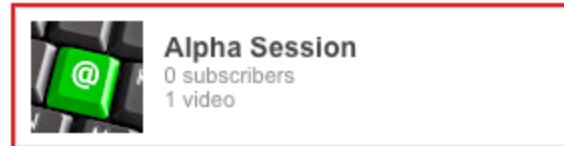
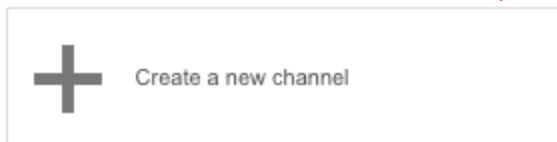


# HOW DO I RENAME MY CHANNEL?

- Your YouTube channel automatically has the same name as your Google+ account. If you want a different name for your YouTube channel, add a new channel to your account.
- Go to **Settings** (click on your account icon in the top right corner and then click on the cog wheel) and under Additional Settings add a new channel.



All for digitaleducatorpotential@gmail.com



# HOW DO I DUPLICATE A VIDEO?

- Videos can be assigned Creative Commons license (in video settings) allowing you and others to reuse and repurpose it

**Published on Mar 23, 2015**

Fatuma, a learner from Dixon Hall Literacy and Basic Skills program in Toronto, shares about using Evernote. Fatuma works with a Literacy and Basic Skills instructor Maxine on numeracy and English skills.

SHOW MORE

Go to video description and click on **Show More**

This video was produced by AlphaPlus (alphaplus.ca) in collaboration with Dixon Hall (dixonhall.org/)

<b>Category</b>	Education
<b>License</b>	Creative Commons Attribution license (reuse allowed)
	Remix this video
<b>Created using</b>	YouTube Video Editor
<b>Source videos</b>	View attributions

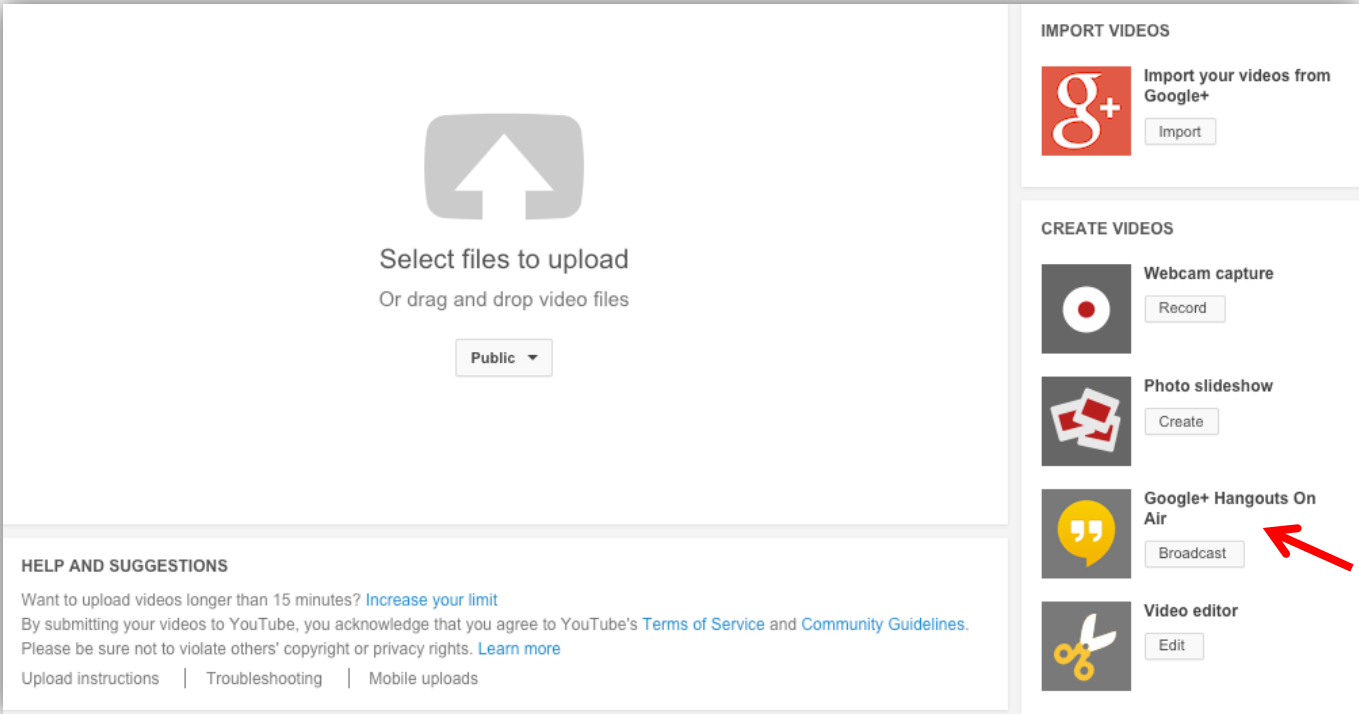
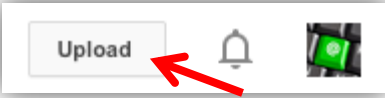
Click on **Remix the video** to copy/reuse it. You will be taken to Creative Studio where you can rename, edit and save it.

SHOW LESS



# WHAT IS BROADCASTING HANGOUTS ON AIR?

Hangouts allow you to meet with someone online via a video. But did you know that you can broadcast that meeting live on YouTube? Simply click on **Broadcast** to share your video via Google+ Hangouts On Air.



**SELECT FILES TO UPLOAD**

Select files to upload  
Or drag and drop video files

Public ▾

**HELP AND SUGGESTIONS**

Want to upload videos longer than 15 minutes? [Increase your limit](#)  
By submitting your videos to YouTube, you acknowledge that you agree to YouTube's [Terms of Service](#) and [Community Guidelines](#).  
Please be sure not to violate others' copyright or privacy rights. [Learn more](#)

[Upload instructions](#) | [Troubleshooting](#) | [Mobile uploads](#)

**IMPORT VIDEOS**

Import your videos from Google+  
[Import](#)

**CREATE VIDEOS**

- Webcam capture  
[Record](#)
- Photo slideshow  
[Create](#)
- Google+ Hangouts On Air**  
[Broadcast](#)
- Video editor  
[Edit](#)



# WHAT IS BROADCASTING HANGOUTS ON AIR?

Many Hangouts on Air are public so you can watch broadcasts done by others as well. To start your own, click on **Start a Hangout On Air**.

The screenshot shows the 'Live Hangouts On Air' section of a Google+ profile. At the top right, there are two buttons: 'Learn more' and 'Start a Hangout On Air'. A red arrow points to the 'Start a Hangout On Air' button. Below are two live broadcast cards. The first card is by Oscar Baldwin, titled 'Making an Anime Part 1', with a 'LIVE' badge. The second card is by Sandra Pilarczyk, titled 'test', with a 'Q&A LIVE' badge. Each card includes a video player, a timestamp of 'Today, December 11, 7:01 AM' and '7:00 AM' respectively, and a 'Hangouts On Air - Broadcast for free' label. Below each card is a poll asking 'Are you going to watch?' with 'Yes', 'Maybe', and 'No' options, and a '+1' button.

The screenshot shows the 'Hangout On Air' creation form. It has a title 'Hangout On Air' and a profile picture of a green '@' symbol. There are two text input fields: 'Give it a name' and 'Tell people what it's about'. Below these are 'Starts' options for 'Now' and 'Later'. A note states: 'This broadcast will be publicly available and promoted on Google+ and YouTube'. The 'Audience' section shows 'Public' selected with a green circle and a close icon, and a '+ Add more people' button. At the bottom are 'Share' and 'Cancel' buttons.



# LET'S EXPLORE YOUTUBE TOGETHER...

Interesting videos/tools/ideas:

[Community Based Eastern Ontario LBS Learning Network \(Our Learners\)](#)

[Toronto Public Library welcome video on YouTube Channel](#)

[How Khan Academy is using playlists to organize content](#)

[ABC Life Literacy Canada links to social media and website from home page](#)

[Hangouts on air conference – ideas for setting up your own Hangouts on Air](#)



# ADDITIONAL RESOURCES

<https://www.youtube.com/yt/about/>

<http://www.gcflearnfree.org/searchresults?q=youtube>

<http://thinktutorial.com/category/social-media/youtube/>

<http://www.hongkiat.com/blog/youtube-tutorial-for-beginners/>

How to create Channel trailer (welcome message on home page):

<https://support.google.com/youtube/answer/3026513>

Marketing ideas and tips: <https://www.youtube.com/user/jenthodtubemarketing/videos>

Using graphics for action: <https://www.youtube.com/watch?v=U0Nna4GU0Tc>



# YOUR FEEDBACK

[http://fluidsurveys.com/s/youtube\\_webinar\\_April\\_2015/](http://fluidsurveys.com/s/youtube_webinar_April_2015/)

## NEXT WEBINAR

**Instagram – a photo-sharing tool everyone is talking about**

Tuesday, May 19, 2015 at 3 pm  
Register at: <http://goo.gl/cV8TcE>

