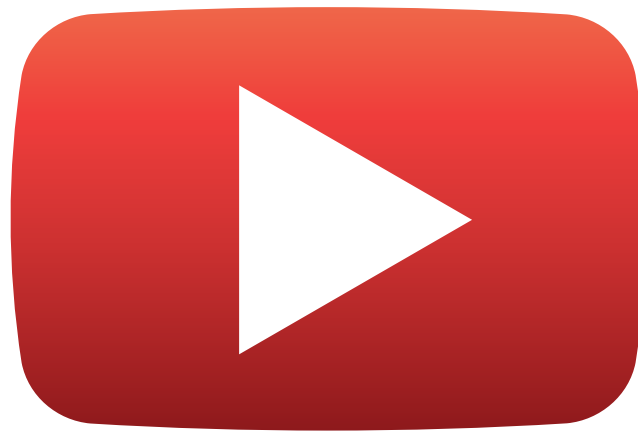




# Playbook Guide



## Education

March  
2013



# What is a Creator Playbook Guide?

In 2011, we released the Creator Playbook – the one stop shop for best practices to build a loyal and engaged audience on YouTube. Since then, we've been working hard to tailor these strategies to the unique needs of our different content creators. Whether you're a nonprofit organization trying to drive social awareness, or a musician looking to engage further with your fans through live streaming, we recognize that you all have different needs. To help, we've created a new set of resources called Playbook Guides.

Playbook Guides are intended to provide specific examples and strategies to build audiences around your content type. As with the YouTube Creator Playbook, these techniques are meant as best practices and not a set of rules or guaranteed tricks to make your videos successful. The start of any successful channel and the ability to grow an audience always starts with making great content! Playbook Guides are now available in the following categories: Sports, Music, Education, Media Companies, and Nonprofits.

These Playbook Guides are specifically designed to be used in conjunction with the Creator Playbook, which is the main resource for site-wide best practices. The latest version can always be found here:

[youtube.com/playbook](https://youtube.com/playbook).

Now let's get started!

## Playbook Guide Structure:

- **Category Landscape:** This section is intended to give you a broad overview of the category on YouTube.
- **Category Strategies and Optimizations:** This section will feature frequently asked questions and concerns from partners in this category or vertical. We'll dive into solutions to these problems by introducing tailored optimization strategies and examples from partners.
- **Further Reading and Resources:** This section will provide a comprehensive list of resources for partners in this category or vertical.

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# Category Overview



# Category Overview

## Introduction

YouTube EDU ([youtube.com/edu](https://youtube.com/edu)) is home to high quality educational content from around the world. Our vision is ambitious: to provide a vibrant, global platform where anyone, anywhere can learn – or teach – anything they want. Whether you are a teacher by profession, a gifted storyteller looking to inspire an audience with your passion for a particular topic, or simply curious about the world around you, YouTube EDU is the place for you. We encourage you to continually discover, create, and share educational videos with the world through YouTube.

This Guide is designed specifically with education creators in mind – to help you understand education-specific YouTube features, programs, and audience development strategies so that you can be successful on the platform. In order to get acquainted with all things YouTube EDU, let's first take a look at our general education categories and then dive into some of YouTube's educational resources.

### Educational Categories:

#### Pre-K, Example: [Sesame Street](#)

- Channels with content geared towards early childhood learning

#### Primary and Secondary, Example: [Khan Academy](#)

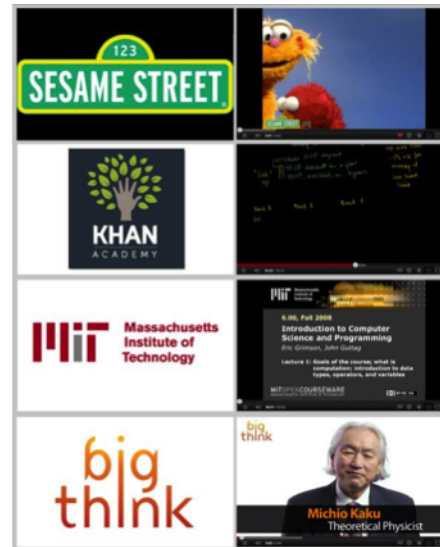
- Channels that complement school curriculum

#### Higher Education, Example: [MIT](#)

- Channels from top educational institutions, including colleges and universities around the world

#### Lifelong Learning, Example: [Big Think](#)

- Channels intended for continued learners, showcasing a diverse array of niche content



# Category Overview

## Educational Resources from YouTube

### YouTube for Schools

For schools that block access to YouTube, YouTube for Schools is a gateway feature that provides the school network with access to YouTube's educational videos, while continuing to block the rest of YouTube. Additional features include disabled comments and related video suggestions that are limited to YouTube EDU content.

Learn more at [YouTube.com/schools](https://www.youtube.com/schools).

### YouTube.com/Teachers

As a dedicated resource for educators, YouTube.com/teachers provides tips and tricks for leveraging video in the classroom, hundreds of customized educational playlists mapped to Common Core standards, and a system to suggest playlists and channels for inclusion in YouTube EDU.

Learn more and nominate channels for YouTube EDU at [YouTube.com/teachers](https://www.youtube.com/teachers).

# Category Overview

## Important Features and Category Trends for YouTube EDU

There are a variety of benefits associated with becoming an active part of the *YouTube EDU* community:

**Access:** YouTube EDU gives your channel the opportunity to be viewed by a broader audience.

- **Access to schools:** Thanks to 'YouTube for Schools', all of the channels within YouTube EDU are viewable by schools around the world that have this feature enabled, giving your videos a larger potential audience.
- **Additional feature opportunities:** All content within YouTube EDU is searchable via both direct search at YouTube.com as well as EDU-only search at YouTube.com/EDU. This portal features EDU-only channels broken down by category and subject, and includes access to a directory showcasing all EDU channels. Popular content may also be featured on our landing page.
- **EDU features:** Our Primary, Secondary and Higher Education content creators have access to a unique set of EDU metadata fields for their videos. These provide greater granularity around tagging educational content. Read the 'Video Optimization' section for more information.

**Longer watch time:** We see longer session watch-time among certain subsets of educational content, including the Primary, Secondary and the Higher Education categories.

**Creative Commons:** Four million creative commons videos on YouTube are just waiting to be reused, remixed, and reimagined – more videos than anywhere else in the world. Anyone, anywhere can edit, build on and republish the library's videos for free thanks to the [Creative Commons Attribution license](#), otherwise known as CC BY. Learn more here: [www.youtube.com/t/creative\\_commons](http://www.youtube.com/t/creative_commons)



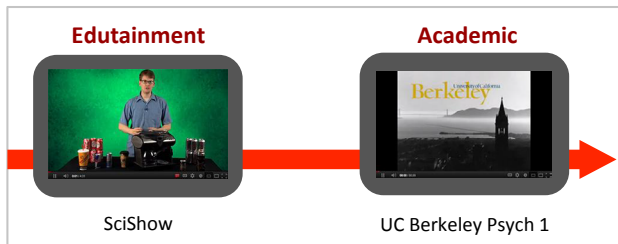
# Category Overview

## Programming Strategies for Education Content

The scope of educational content that lives on YouTube is diverse, and so too are the accompanying channel strategies. Channel strategies primarily differ along three dimensions – **content style**, **content scope**, and **programming strategy**.

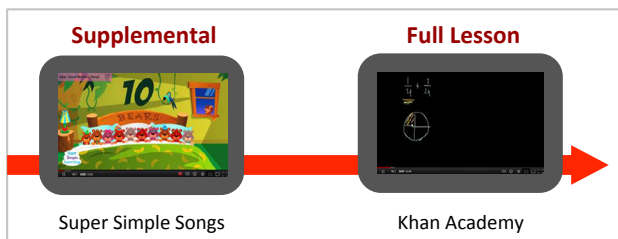
### Content Style

- **Edutainment** – a less formal, entertainment approach for educating while engaging learners
- **Academic** – a more formal, structured teaching approach, often in the form of screencasting or curriculum-based lectures



### Content Scope

- **Supplemental** videos typically do not include detailed instruction, but are great for illustrating a specific topic or bringing an idea to life. They are useful complements to formal instruction.
- Other videos are designed to be comprehensive **full lessons**, providing systematic, detailed instruction on a specific topic.

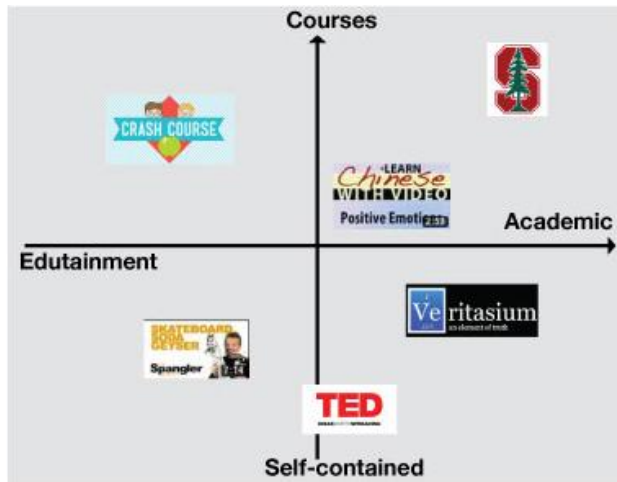


# Category Overview

## Programming Strategies for Education Content

### Programming Strategy

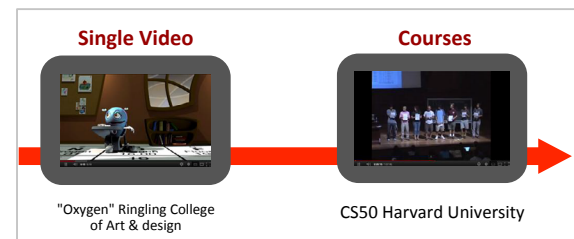
- You might choose to create **single, self-contained videos**, where each video focuses on a different topic.
- Alternatively, you might organize multiple videos sequentially in order to create a **course** or **lesson series**.



Featured channels: Learn Chinese, Stanford, Veritasium, TED, Steve Spangler, Crash Course

Now that we've outlined some of the different dimensions associated with EDU channel strategy, think about how your channel fits into the larger YouTube EDU ecosystem.

- Is your content style more edutainment, or is it strictly academic? Is it meant to be supplemental or comprehensive?
- How do you want viewers to engage with your channel? Can a viewer randomly select any video on your channel and understand the concept in its entirety? Or are viewers expected to progress through a series of videos?



# Category Overview

## Programming Strategies for Education Content

Okay, so we've learned that EDU channels vary across content style, content scope, and programming strategy. At this point, you also have a better understanding of the YouTube EDU landscape, and how your channel fits into that broader picture. So, now what?

All of these details collectively inform how you think about strategies and optimizations for audience development.

### Different Optimizations for Different Channel Strategies

There are some EDU strategies and optimizations that are relevant for every type of educational content creator. There are others, however, that are more relevant for a specific subset of creators.

For example, if your programming is **academic or course-based**:

- Content organization and setting up your channel for easy navigation are essential considerations.
- It is important to utilize annotations, metadata, and playlists to help the viewer navigate through the videos in a sequential course.

If you're producing **standalone, edutainment videos**:

- Topicality and tent-pole events are each crucial for your programming strategy.
- Content organization, while important for all types of creators, is less important for standalone, edutainment videos in comparison with course-based channels.

In the next section, EDU Strategies and Optimizations, we'll dive deeper into specific strategies.

# Educational Principles for YouTube



# Educational Principles for YouTube

## What are some strategies for effective instruction?

Learning on YouTube relies on effective instruction. Whether you are teaching in person in a traditional classroom setting, or virtually on YouTube, sound educational practices will help your learners get more out of your lesson.

Throughout this section, we'll dive into the following topics:

- Addressing misconceptions about a topic
- Using multiple approaches and examples to teach the same topic
- Using visuals to support learning

We'll provide some examples of how YouTube creators have applied these principles. Try some of these out and feel free to experiment with your own tried and tested techniques!

### Address Misconceptions and Tap into Common Curiosity

Learners often think they understand a topic when in fact they harbor basic misunderstandings. For example, many people think seasons are the result of variations in the distance between the Earth and the Sun (when in reality, it's due to the tilt of the Earth).

How do you get your audience to engage enthusiastically with a particular topic? One approach is to confront common misconceptions they may have. Encourage your audience to stretch their imagination and “think about thinking.” In the process, they will grow more attuned to their internal thought processes, which in turn may enhance their learning.

### Addressing Misconceptions



### Misconceptions About Falling Objects

If you address misconceptions within your videos, you will not only create an engaging video, but you will also be able to create compelling metadata for your viewers to click.

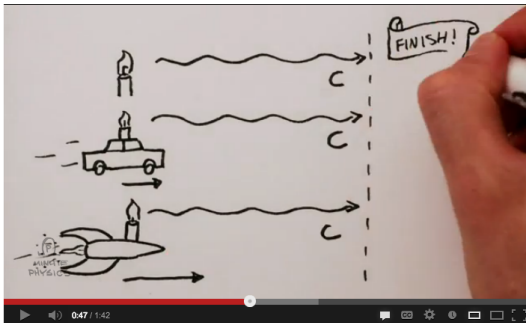
# Educational Principles for YouTube

## Use different approaches and examples to teach the same concept

- Helps build a richer understanding of a concept.
- Provides more opportunities for learners to engage with the topic and further reinforces the core idea.

## Multiple examples to illustrate one concept

- [/minutephysics](#)

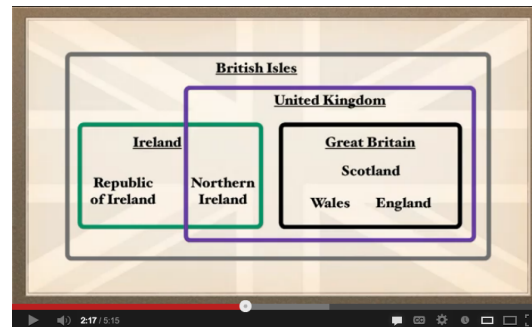


## Use visuals to support learning

- Tightly coordinate visuals with audio and text content so that they complement one another.
- Minimize visual distractions that aren't directly related to the main topic.
- Often, less is more. Learners may be overwhelmed if a video goes overboard with visuals (e.g. combining live-action with subtitles and frequent annotations).

## Visuals

- [/CGPGrey](#)



# Producing Educational Videos



# Producing Educational Videos

See Playbook Sections:  
Captivate Your Audience,  
Calls to Action, Playlists

## How can I produce more effective videos for YouTube learners?

Learners watch YouTube videos both in and out of the classroom, so your videos must be able to keep their attention.

Creating a great education video means hooking the audience with your concept early and structuring the rest of the video to keep them watching through to the end.

### Hook the viewer early

For education channels, here are some compelling strategies to employ early on:

- Entice the viewer with a thought-provoking question or problem that you'll be exploring and solving in the video.
- Explain what the viewer will be learning if they watch.
- Preview or 'tease' compelling aspects of the video in the opening.
- Set up a compelling example that you'll refer back to throughout the lesson.

For academic channels, specifically:

- Outline the lesson so viewers know what to expect and *how* it will be taught (teaching methodology used).
- If your videos are course-based, it should be clear as to how this lesson fits into the larger course in the first few moments of the video. Are there prerequisites viewers should watch first? If so, direct them to those videos.

- [/1veritasium](#) starts with a question to intrigue his viewers.



- [/PlayPianoKing](#) starts off by playing the piece to be taught.





# Producing Educational Videos

As you create or repurpose your own existing educational materials for YouTube, think about how you can apply production techniques to transform your lesson into the best video it can be! Think about how you can effectively utilize intros, outros, cutaways, and supplemental footage throughout your videos to create an engaging, compelling experience for your viewers.

## Packaging and Graphics

- Consider using graphics, transitions, and other packaging to enhance videos, create structure, or highlight key conclusions.
- Package your educational videos with title cards to explain various sections or help convey what part of the course a video represents.
- Providing additional information and tips, posing questions, or simply explaining the concept in a different way can help make a traditional lecture video more engaging and effective for viewers.
- In the previous section, we discussed how visuals can improve the effectiveness of teaching; the graphics used to package your content can work in the same way.

## Editing Videos Filmed in the Classroom / Lecture Hall

- Just posting lesson footage can be effective, but try to capture additional, supplemental footage with the professor, teacher, or speaker being featured in the video. You can use this footage to create intros or outros for the lecture, specifically designed for the video format.
- Consider using cutaway shots to the chalkboard or the slide being presented. Cutting back and forth from the speaker to full frame of the slides or chalkboard can help translate a traditional classroom into a video experience.

## Calls to Action (CTAs)

- Filming intros or outros with the teacher can provide a context for including CTAs in the video. CTAs may help users find more videos related to the lesson or encourage them to subscribe to the channel.
- Graphics can also be designed to include CTAs.

## Multiple camera angles

- [/MIT](#) uses multiple camera angles in lecture series videos



# Producing Educational Videos

## Long Form Content

Educational videos can often be long-form, especially if they're lecture-based. So, how do you make these videos more consumable and accessible for your audience? Consider editing your videos in various ways for posting on YouTube.

- Create shorter videos - teasers, clips, and trailers - to supplement and direct viewers to the full versions. These abridged videos may act as doorways for curious viewers who can then commit to the full-length version. Viewers often find these smaller, bite-sized videos to be more shareable, and they frequently reach a wider audience.
- Try cutting up a long lecture into three or four shorter videos. Place these clips in a playlist, giving the viewer a long-form experience across multiple videos.
- If you have archived content, consider utilizing playlists to organize these videos.
- Education channels can use the 'start and end time' features, allowing you to create playlists that feature specific time frames from videos within the playlist, instead of the full videos.
- See the 'Course Playlist' feature available to EDU partners on the next slide.

- [StanfordUniversity](#) uploaded two versions of the 2005 Steve Jobs commencement speech - a full version included an introduction by the president, and the other video was edited to just feature the speech. The edited version has over 15MM views, whereas the full version has 1.2MM.



**Steve Jobs' 2005 Stanford Commencement Address**

# Producing Educational Videos

Primary/Secondary and Higher Ed YouTube EDU channels have the option to create a 'Course Playlist.' This option can be found in the "Playlists" tab of "Video Manager." Click "Edit" on a playlist, and select "Education."

The screenshot shows the 'Editing course' interface for a YouTube playlist. At the top, there is a blue header with 'Editing course' on the left and 'Cancel' and 'Save' buttons on the right. Below the header, the playlist title is 'MIT 21L.448J Darwin and Design, Fall 2010' with a '19 characters remaining' indicator. To the right of the title, it shows '21 videos' and '19:13:06 duration'. The main content area is divided into two columns. The left column lists six lecture videos, each with a thumbnail, a title, and view count. The right column contains settings for the playlist, including 'Subject and Topics' (three 'Grade level' dropdowns), 'Additional Material' (a 'Homework' dropdown, 'Name' and 'Url' text boxes, and a '+ Add' button), and 'Lecturer Information' (text boxes for 'Name', 'Biography', 'Department', and 'Homepage', with a '+ Add' button). The playlist is currently set to 'Education' mode.

Video ID	Title	Views
1	Lec 1   MIT 21L.448J Darwin and Design, Fall 2010 by MIT	2,225 views
2	Lec 2   MIT 21L.448J Darwin and Design, Fall 2010 by MIT	417 views
3	Lec 3   MIT 21L.448J Darwin and Design, Fall 2010 by MIT	603 views
4	Lec 4   MIT 21L.448J Darwin and Design, Fall 2010 by MIT	165 views
5	Lec 5   MIT 21L.448J Darwin and Design, Fall 2010 by MIT	156 views
6	Lec 6   MIT 21L.448J Darwin and Design, Fall 2010 by MIT	125 views

# Tent-pole Programming



# Tent-pole Programming

See Playbook Sections:  
Tent-pole Programming, Playlists

## How does an education channel take advantage of tent-pole events?

Tent-pole programming is just as important for education as other pop-culture categories. When you create content around tent-pole events and then optimize those videos, you increase your video's visibility by tapping into trending topics. Remember, tent-pole programming is about creating and curating the right content at the right time.

Education channels should plan their programming schedule to provide educational content around these events.


### Content for Topical Events and What's Trending

- [/Thnkr](#) and [/numberphile](#) (shown below) capitalized on trending news stories like the Olympics and the discovery of the Higgs Boson for their videos, offering an educational take on topical events.

### From Holidays to Cultural Events to Topical Stories

EDU channels can take academic perspectives on tent-pole events and topical stories. From Independence Day and Chinese New Year to the Olympics and the World Cup, there are plenty of opportunities to create tent-pole videos. Find the right events that make sense for your content and audience.

- Release educational content about historical figures or events just in time for a relevant anniversary or birthday.
- Create a video that dives into the science behind the latest health trend.
- Produce a video that addresses the physics of fireworks for July 4th.
- Analyze the math behind the latest new stories about the economy.



**9-Yr-Old Prodigy Explains "God Particle"**  
by [thnkrtv](#) • 7 months ago • 400,786 views  
Child **PRODIGY** Tanishq Abraham joins us in this Google+ Hangout to **explain** the exciting July 4th discovery of the Higgs Boson ...  
HD



**Did Usain Bolt REALLY run 100m in 9.63 seconds?**  
by [numberphile](#) • 6 months ago • 570,079 views  
Usain Bolt won gold in the **100m** sprint at the London Olympics, clocking **9.63 seconds**... but Albert Einstein has something to ...  
HD CC

# Tent-pole Programming

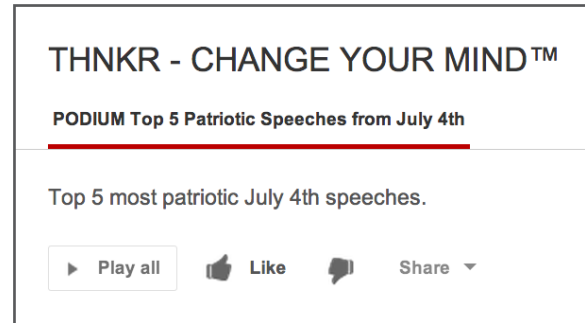
## Tent-pole Playlists and Channel Feed Curation

Education channels can also create tent-pole playlists featuring content from their channel or others that is relevant to a tent-pole event. Older videos that are relevant to a tent-pole event can be curated by the channel to be featured in their feed for subscribers.

- Feature tent-pole playlists you've assembled in your channel feed by using the 'channel post' feature.
- Provide context by adding text to channel posts highlighting why you've chosen this specific video or playlist for your subscribers.
- 'Like' videos from your channel to resurface them in your channel feed during opportune tent-pole events.

## Examples

- [/Thnkr](#) (shown in the top right) created videos and playlists around July 4th and the RNC and DNC events.
- [YouTube curated Titanic content](#) (shown to the right) from educational and news channels into a playlist for the 100-year anniversary.
- [/numberphile](#) created a video about the number 11 for the date 11.11.11. The channel uploaded it on Nov 8th to have the video available leading up to the actual date of the event.

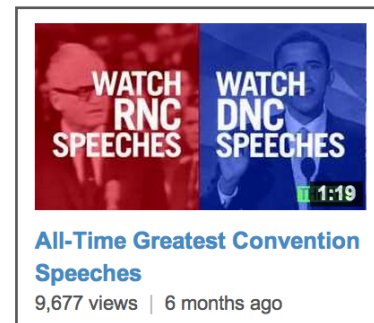


THNKR - CHANGE YOUR MIND™

PODIUM Top 5 Patriotic Speeches from July 4th

Top 5 most patriotic July 4th speeches.

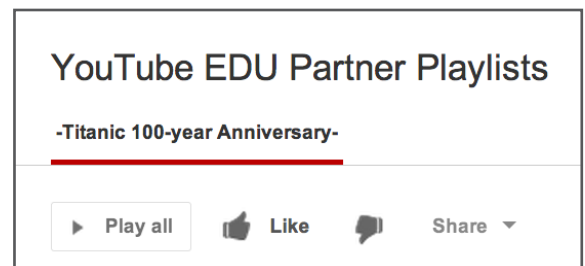
▶ Play all Like Share ▾



WATCH RNC SPEECHES WATCH DNC SPEECHES

All-Time Greatest Convention Speeches

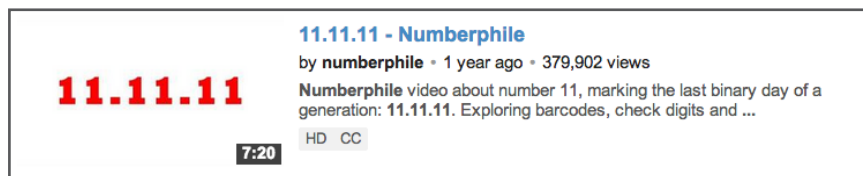
9,677 views | 6 months ago



YouTube EDU Partner Playlists

-Titanic 100-year Anniversary-

▶ Play all Like Share ▾



11.11.11

7:20

11.11.11 - Numberphile

by numberphile • 1 year ago • 379,902 views

Numberphile video about number 11, marking the last binary day of a generation: 11.11.11. Exploring barcodes, check digits and ...

HD CC

# Tent-pole Programming

## Core standards and Courses as Tent-pole Programming

For academic channels, core standards and course-based timelines can act as the right tent-pole programming strategy that will help plan your programming calendar.

Create, publish, and curate content to tie into the courses offered and followed in schools across the country. Create a playlist of videos that will supplement these lessons.

*Core standards:* Some classes have a specific rubric they follow across the whole country, such as AP courses, IB courses, and national exams.

*Course-based:* Similarly, with standards such as AP and IB tests, state exams and the SAT, teachers across the country often follow a similar curriculum. So, think about what type of content is relevant at any given point in time, and create content that can be used and shared by multiple teachers to teach a common concept.

To understand what kind of lesson material is needed for curriculum-based tent-pole programming, you can search for content that is covered by standardized tests.

Here are some examples:

- [AP Physics](#)
- [Singapore Primary School Leaving Examination – Math](#)
- [California Department of Education Curriculum Standards](#)

# Curricula on YouTube





# Curricula on YouTube

See Playbook Sections:  
Annotations, Metadata, Playlists

## How can I build a curriculum experience with a YouTube channel?

For education channels that feature multi-part lessons or courses completed across several videos, it is important to optimize and organize content for this curriculum on YouTube.

Creating a curriculum experience can be achieved in a variety of ways, including packaging and editing, annotations, metadata, and playlists.

### Filming and Editing

Any video can be used as part of a curriculum, but videos that are intentionally produced with this format in mind help viewers navigate the course.

#### Filming Curriculum Videos

- Plan out how the videos will be organized on your channel page. In the long run, this will help you to create a cohesive, easily navigable experience for your viewers.
- If possible, explain early in the video what part of the curriculum the video covers and if the viewer should have watched another video first.
  - Capture intros and outros from the primary instructor. Encourage the instructor to use in-video messaging about the curriculum.
- Include direction at the end of the video for the next appropriate video in the series.

#### Packaging & Editing Curriculum Videos

- Use graphics and text to complement your footage.
- Packaging, such as title cards, can be used to reinforce the curriculum in place of in-video messaging from the instructor.
- Consider editing long form content into smaller segments to form a playlist. Each video should still be presented within the context of the curriculum.

#### Building a curriculum experience

- [/StanfordUniversity](#) clearly outlines the video's lesson and how it fits into the broader course.



### 3. Nine Key Frameworks for Entrepreneurship

# Curricula on YouTube

## Annotations

Annotations can be extremely useful to build an interactive, curriculum experience for your viewers and to help them navigate to the previous and next videos in the lesson, especially in the absence of in-video messaging.

- Use annotations to link to the previous video, as well as the next video in the series.
- Create an interactive lesson for your viewers by annotating to specific timecodes of video so that users can jump to a particular section.
- Use the 'pause' annotation to build in pauses to your videos when you want the viewer to take time to do self-work or when you've posed a question in the video.

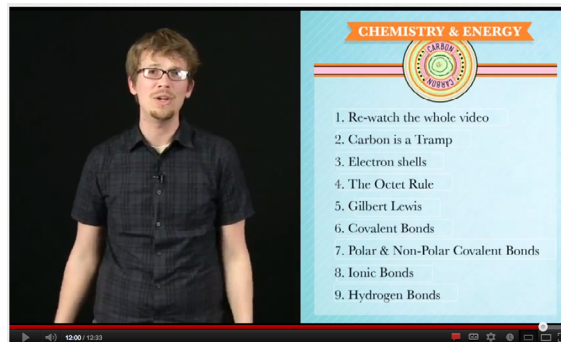
## Metadata

Your metadata (and description in particular) is a great way to communicate and outline your curriculum for the viewer. It will help your audience find the right videos as they search within your channel or within the YouTube EDU site. Check out 'Video Optimization' for more information.

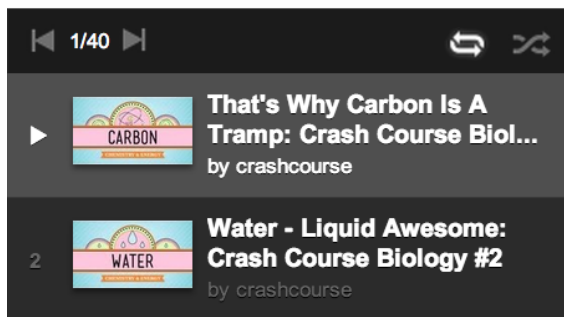
Videos made for a specific syllabus should include the relevant numerical notation for the syllabus to help teachers find the appropriate videos for their lesson plans.

## Annotations for Curriculum Navigation

- [/crashcourse](#) uses annotations at the end of the videos to direct viewers to the rest of the curriculum.



- [/crashcourse's](#) video titles (below) lead with descriptive keywords and provide curriculum context at the end. These video titles are shown in the course playlist.



# Curricula on YouTube

## Playlists

Are your videos designed to be viewed in a particular order? Playlists can be used not only to create a clear path for your viewer to get from one lecture to the next, but they are also a great way to organize your content around a curriculum.

- Create a playlist for a course featuring videos that should be watched in a specific order.
- If you are utilizing playlists for courses, try to guide your viewers from one video to the next by giving them a quick recap of what they've learned and a preview about what's coming up next.
- Even when in a playlist, be sure to use annotations and in-video CTAs to help viewers navigate the lesson.
- You can also use playlists to organize videos into themes or topics as supplements to a specific curriculum or lesson plan.

## Syllabus-based Playlists and Content

- [/richthornley](#) (right) makes videos around the IB Chemistry course structure, making it an easy and useful resource for IB teachers all over the world.

## Interstitial Creator & In/Out Points

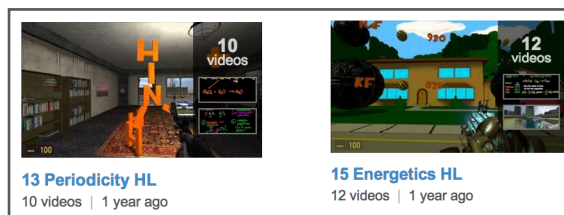
[\(Editing Playlist Help link\)](#)

The Interstitial Creator can be used to provide more context about the overall curriculum or lesson within playlists.

- Use the interstitial feature to insert text cards between videos in your playlist, acting as introductions or reviewing key concepts from previous videos.

When curating videos from other channels into educational playlists, the 'start and end time' feature can be used to highlight specific segments for your audience instead of the entire video.

- Use the 'start and end time' feature to set in/out points for the video being featured, highlighting the best or most useful information.

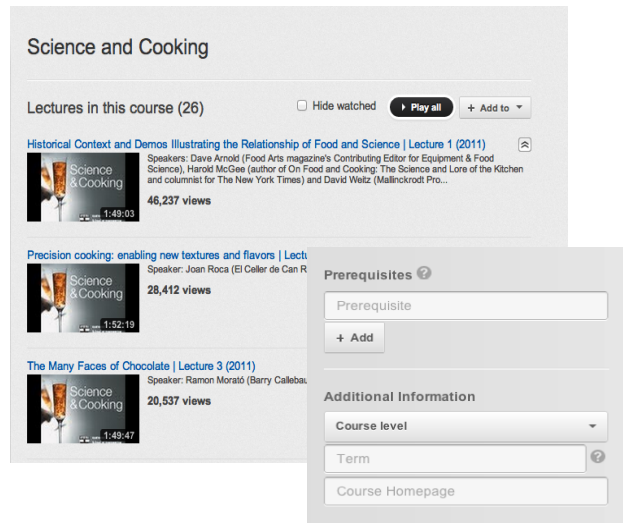


# Curricula on YouTube

## 'Course Playlists' are available for YouTube EDU channels

As an EDU partner, if you utilize the EDU-specific metadata features that are available, you'll also have access to a special EDU-specific UI for course playlists.

- [/Harvard](#) uses the EDU course playlist feature that helps curriculum-based channels feature coursework on the platform.



The screenshot shows a YouTube EDU course playlist titled "Science and Cooking". At the top, it says "Lectures in this course (26)" with options to "Hide watched", "Play all", and "Add to". Below this, three video thumbnails are visible:

- Historical Context and Demos Illustrating the Relationship of Food and Science | Lecture 1 (2011)**: 46,237 views, 1:49:03 duration.
- Precision cooking: enabling new textures and flavors | Lect...**: 28,412 views, 1:52:19 duration.
- The Many Faces of Chocolate | Lecture 3 (2011)**: 20,537 views, 1:49:47 duration.

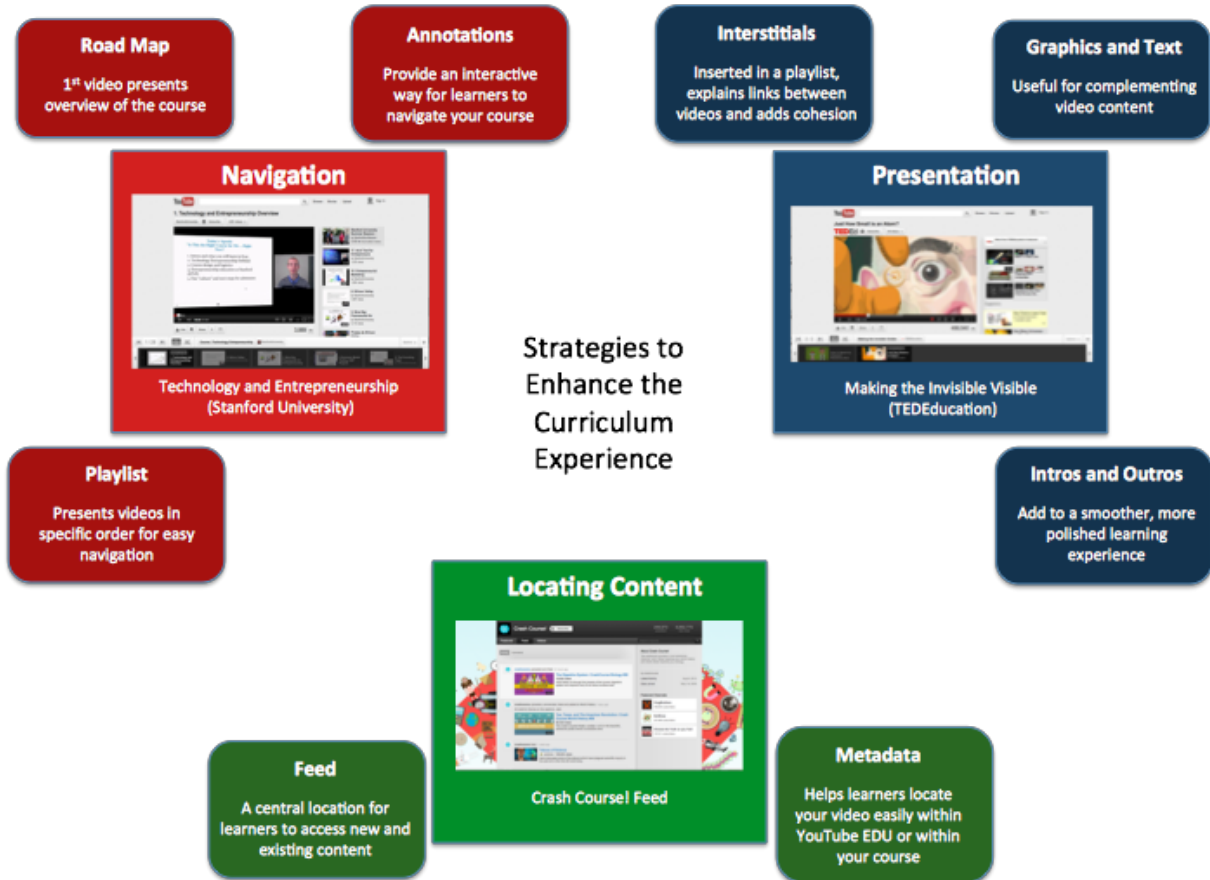
On the right side of the playlist, there is a "Prerequisites" section with a text input field labeled "Prerequisite" and an "+ Add" button. Below that is an "Additional Information" section with dropdown menus for "Course level", "Term", and a text input field for "Course Homepage".

## Using the Channel Feed to Promote Your Curriculum

Education channels producing curriculum content can use the channel feed to help promote these curricula. Additionally, channel feed can be used to curate content for an existing subscriber-base.

- Curate your library in such a way that you inspire users to explore more videos or lessons on your channel.
- Using the 'channel post' feature, use your feed as a promotional tool, encouraging subscribers to explore new lessons. Create posts with playlists attached that promote existing lessons to new viewers.
- Use the feed to announce when new lessons or parts of a series have been added to the channel.
- Use supporting text in your channel posts to help explain how a recent upload or playlist fits into a broader curriculum or lesson plan.
- Consider setting a schedule for your feed that highlights videos from various lessons on your channel on certain days of the week.
- Use 'liking' to feature specific videos from your library in your channel feed.

# Curricula on YouTube: Building a Better Experience



# Video Optimization



# Video Optimization

See Playbook Sections:  
Metadata, Thumbnails, Reaching All Audiences

## How do I optimize educational videos when I upload?

What does video optimization mean for EDU content creators? While the same optimization best practices for all types of creators still apply for EDU content creators, there are a few EDU specific optimization strategies to consider. In this section, we're going to focus on the following:

- Metadata
- Thumbnails
- Transcriptions and captions

### Metadata

Your metadata strategy should align with your overall channel strategy. For example, if you're an academic, course-based channel, your metadata should reflect the details of your curriculum. Alternatively, if your channel consists largely of standalone, edutainment videos, you might consider being more creative with your metadata, capturing search trends and targeting casual viewers.

Here, we're going to focus on EDU specific metadata strategies and how to apply them to both courses and lessons, as well as single, self-contained edutainment videos.

### Titles

Remember, your titles function as taglines for your video, so make sure you carefully select keywords that will compel users to click. As long as they are accurate, consider keywords in your titles that align with high-popularity search trends.

If you're writing titles for videos that are part of a **course or larger series of lessons**:

- Make sure this is obvious to the viewer from the title.
- Always lead with a compelling title. Follow up with a specific format and structure (for example, "Lesson Title, # | Course Title").
- Stick with the same format for other courses or lessons, as it will help your viewers navigate your channel.

Here are a few example titles for a lecture series:

- "Multi Linear Regression Model - Part 3 of 4 - Statistics"
- "Ecological Hierarchy - Environmental Science Level 2"



Remember that it is a violation of YouTube Terms of Service to use misleading metadata on your videos.

# Video Optimization

In the case of **single, self-contained edutainment videos:**

- Use compelling titles that leverage search trends.
- Consider formulating your titles as questions.

**Compelling titles for single, edutainment videos:**

- [/vsauce](#)

## What If Everyone JUMPED At Once?

- [/TEDEducation](#)

## Insults by Shakespeare

**Titles leverage search keywords**

- [/Stanford](#)

## Mark Ruffalo Visits Stanford to Talk Clean Energy

### Descriptions

The metadata description is used both to help YouTube index the video and to give viewers additional information about your video. These fields give you the opportunity to let your audience know about additional videos that are part of the course or lesson, and browse other thematically-related videos they should watch.

**It's useful to include:**

- 1-2 brief sentences describing what the video is about, what viewers can expect to learn, and/or how it will be shown.
- Relevant links - including channel page, link to subscribe, and social media channels.

**If you're writing descriptions for academic courses or lessons:**

- Use a consistent structure or template for your descriptions across all videos for a particular course or lesson.
- Link to the next video in a lesson or course.
- Link to the first video in a series, i.e., "Start with Lesson 1 before watching this video - click here!"
- Link to the full lesson if the video is a smaller segment of a longer one.
- Include the instructor's name.

**If you're writing descriptions for single, self-contained edutainment videos:**

- Link to thematically-similar videos.
- Link to related content including sites, videos, and articles.





# Video Optimization

## Descriptions for academic courses or lessons

- [/Harvard](#)

Uploaded by [Harvard](#) on Sep 8, 2009

### PART ONE: PUTTING A PRICE TAG ON LIFE

Today, companies and governments often use Jeremy Bentham's utilitarian logic under the name of cost-benefit analysis. Sandel presents some contemporary cases in which cost-benefit analysis was used to put a dollar value on human life. The cases give rise to several objections to the utilitarian logic of seeking the greatest good for the greatest number. Should we always give more weight to the happiness of a majority, even if the majority is cruel or ignoble? Is it possible to sum up and compare all values using a common measure like money?

### PART TWO: HOW TO MEASURE PLEASURE

Sandel introduces J.S. Mill, a utilitarian philosopher who attempts to defend utilitarianism against the objections raised by critics of the doctrine. Mill argues that seeking the greatest good for the greatest number is compatible with protecting individual rights, and that utilitarianism can make room for a distinction between higher and lower pleasures. Mill's idea is that the higher pleasure is always the pleasure preferred by a well-informed majority. Sandel tests this theory by playing video clips from three very different forms of entertainment: Shakespeare's Hamlet, the reality show Fear Factor, and The Simpsons. Students debate which experience provides the higher pleasure, and whether Mill's defense of utilitarianism is successful.

## Descriptions for standalone edutainment videos

- [/vsauce](#)

What's the tallest THING we've ever built? How tall will we EVER be able to build?

<http://www.twitter.com/tweetsauce>

<http://www.Facebook.com/VsauceGaming>

music by: <http://www.Soundcloud.com/JakeChudnow>

Links:

see two sunrises/sunsets and calculate the Earth's Radius:

<http://www.darylscience.com/downloads/DblSunset.pdf>

also HERE:

<http://www.astro.princeton.edu/~dns/teachersguide/MeasEAct.html>

Tallest Structures TIMELINE:

[http://en.wikipedia.org/wiki/Timeline\\_of\\_three\\_tallest\\_structures\\_in\\_the\\_world](http://en.wikipedia.org/wiki/Timeline_of_three_tallest_structures_in_the_world)

Tallest list incorporating building/structure distinction:

[http://en.wikipedia.org/wiki/List\\_of\\_tallest\\_buildings\\_and\\_structures\\_in\\_the\\_...](http://en.wikipedia.org/wiki/List_of_tallest_buildings_and_structures_in_the_...)



# Video Optimization

## Tags

Consider including tags that capture specific questions (i.e. why is laughing contagious, how to divide fractions) in addition to keywords. What questions does your video address that your audience is likely to search for? Brainstorm about these questions, and include these tags.

### If you're writing tags for academic courses or lessons:

- Include the name of the course, lesson and/or instructor.

### If you're writing tags for single, self-contained edutainment videos:

- Align your tags with high-popularity search trends.

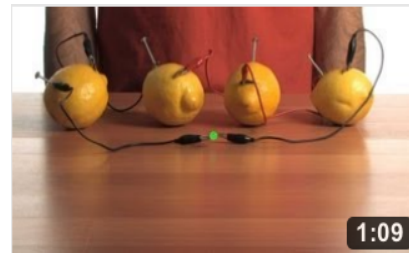
**Tip:** Are you looking to apply the same metadata settings across several videos? Save time by using default settings! Read more here: [goo.gl/uMb8f](http://goo.gl/uMb8f)

## Thumbnails

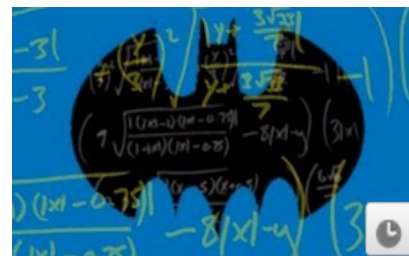
- [/SesameStreet](#) © Sesame Street copyright Sesame Workshop 2012



- [/SteveSpanglerScience](#)



- [/numberphile](#)



# Video Optimization

If you're a Primary, Secondary or Higher Education partner in YouTube's EDU program, lucky you! You have access to a unique set of education metadata fields. If you click to edit one of your videos, you can view these tagging features through the 'Education' tab.

The screenshot shows the 'Education' tab in the YouTube video optimization interface. It is divided into two main sections: 'Course Material' and 'Subjects and Topics'. The 'Course Material' section includes a dropdown menu, a text input field, and a '+ Add' button. The 'Subjects and Topics' section features a list of dropdown menus with the following options: 'Primary & Secondary Education', 'Language Arts', 'Reading - Literature', 'Primary & Secondary Education', 'Languages', and 'English'. Below these is another empty dropdown menu. The 'Lecturer Information' section includes fields for 'Name', 'Biography', 'Department', and 'Homepage', each with a corresponding text input field and a '+ Add' button.

**Quick Fact:** [Youtube.com/edu](https://www.youtube.com/edu) features channels that leverage the Education metatagging features!

# Video Optimization

## **Transcriptions and Captions**

Accessibility is becoming increasingly important in the classroom. Captions make your videos easier to comprehend for English as Second Language (ESL) learners, as well as students with special needs. In general, if you offer translations for your videos, it increases your videos' international appeal, allowing you to reach viewers across the globe.

Are you creating videos for a particular educational institution and/or setting? If so, this is yet another reason to make use of transcriptions and captions, as many educational institutions require materials to be captioned before they can be used in the classroom.

# Teaching Through Interaction



# Teaching Through Interaction

See Playbook Sections:  
Calls to Action

## How can I build a conversation around my videos?

Like in the classroom, the best learning happens when students are engaged and interact with the lesson. Education channels should create content that encourages interaction and dialogue around their videos.

### Calls to Action and Questions in the Video

- Ask specific questions to the viewer in the video.
- You can set up your account so that you're notified when viewers comment on your videos.
- Have viewers leave questions about the video in the comments and spend time responding to the best questions. Users will be notified when you respond.
- Encourage viewers to explore the current topic further in another video of yours.
- Some successful education channels create videos in response to their audience's questions or audience suggestions for topics to be taught.

### Building Conversation through comments

- /mbrandl11 responds to viewer questions

Uploader Comments ( [mbrandl11](#) )

where did 14 come from?  
for school I have to do this on a "dots candy"  
I got 3 cm on the side but how did you get 14? please help ASAP  
[Tbrandy123](#) 1 week ago

The 14 is given as the height of the first prism. I hope that helps!  
[mbrandl11](#) in reply to [Tbrandy123](#) 1 week ago

I don't get how the "3" is there when ur talking about "cubed" HELP!!!  
[xxtwilghtfanxxx](#) 1 year ago

The units are cubed because we're multiplying three dimensions. The width, the length, and the height each have a unit, like inches, for example.  
We usually don't think of it this way, but we could include the units in our multiplication, something like this:  
 $(2 \text{ in})(4 \text{ in})(6 \text{ in}) = 48 \text{ in}^3$   
I hope that helps! :-)  
[mbrandl11](#) in reply to [xxtwilghtfanxxx](#) 1 year ago

My teacher asked me to find the surface area and volume of a rectangle on my quiz .  
[n1a2t3a4s5h6a71](#) 2 years ago 2 👍

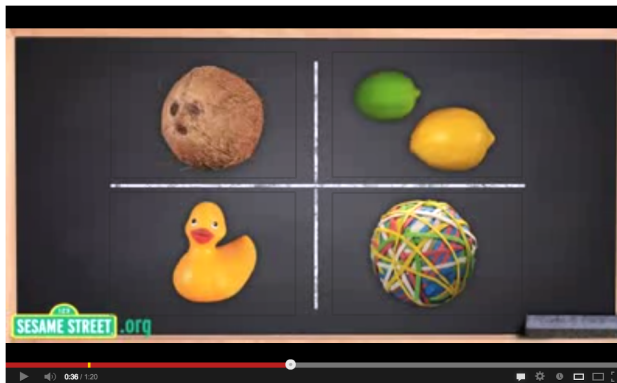
Do you mean a rectangular prism?  
A rectangle is a two dimensional figure and would only have area and perimeter.  
To find the surface area of a rectangular prism, we need to find the areas of each of the rectangles that make up the surfaces of the object and add them all up.

# Teaching Through Interaction

## Interactive Videos

Videos that are produced to be fully interactive with the viewer create a robust learning experience for the audience.

- Produce videos as if you were talking directly to the viewer. Interaction can be as simple as making the viewer feel like they are in the classroom talking with you instead of just watching a video.
- Create interactive videos that have viewers pick what answers they think are correct. Upon clicking, viewers are either taken to a specific timecode of the current video or sent to another video to discover the answer.
- Use 'pause' annotations to build moments of reflection and experimentation into the video. These can give the viewer time to try out an exercise.
- Examples: [/SesameStreet](#) (left) and [/blade376](#) (right) create interactive videos for their viewers (right) create interactive videos for their viewers



Sesame Street Science: Sink or Float? - START THE EXPERIMENT HERE



TRUE OR FALSE | INTERACTIVE GAME | Myles Dyer

# Teaching Through Interaction

## **Continue the conversation outside of YouTube**

Creating a community is not limited to what you can do on YouTube. Leverage your YouTube following to drive traffic to your related website and continue the conversation. Consider using other Google products to keep the conversation active like [Google Moderator](#) (collect questions and ideas to use for your next video), and [Google+ Hangouts](#) (a platform for virtual office hours).



## Further Reading & Resources



# Further Reading and Resources

## Playbook Sections

- Captivate Your Audience
- Calls to Action
- Playlists
- Tent-pole Programming
- Annotations
- Metadata
- Thumbnails
- Reaching All Audiences
- Involve Your Audience

## Channels to Explore

**Harvard:** Structured, full-semester length course lectures from one of the world's most prestigious universities.

[goo.gl/KuD1w](https://goo.gl/KuD1w)

**Sesame Street:** Clips from the popular edutainment kids' show conveying simple math and language concepts.

[goo.gl/KoMRd](https://goo.gl/KoMRd)

**Crash Course:** Great thumbnails and annotations on this channel with entertaining explanations of biology and history concepts. [goo.gl/cQy2q](https://goo.gl/cQy2q)

**THNKR:** Tent-pole programming around topical cultural events - books, sports, science, human interest stories.

[goo.gl/nrw8L](https://goo.gl/nrw8L)

**TedEducation:** Animated shorts that answer intriguing questions across academic disciplines. [goo.gl/MXFLN](https://goo.gl/MXFLN)

**Khan Academy:** From Algebra to World History, Sal Khan makes the most complex subjects easy to understand through his videos. [goo.gl/g15LL](https://goo.gl/g15LL)

**Minute Physics:** Concepts from physics explained using entertaining animations of different phenomena. [goo.gl/YqUgT](https://goo.gl/YqUgT)

**CGP Grey:** Animations and stories that address some of our most common and important misconceptions. [goo.gl/0lz81](https://goo.gl/0lz81)

**Vi Hart:** Doodling in math class turns into an exploration of math concepts. [goo.gl/X0OKk](https://goo.gl/X0OKk)

**Steve Spangler Science:** Easily reproducible home science experiments make physics and chemistry learning fun. [goo.gl/Sx273](https://goo.gl/Sx273)

# Further Reading & Resources

## YouTube Tools / Features for Education

**Face blurring tool** - Protect the privacy of people and/or sensitive information you film with this blurring tool:  
[goo.gl/qCv25](http://goo.gl/qCv25)

**Captions and Subtitles** - Add text to accompany your video, making it more accessible and suitable for different learning types: [goo.gl/0zhE8](http://goo.gl/0zhE8)

**Hangouts on Air** - Host a live lecture, offices hours or demonstration on your channel with a Google+ Hangout:  
[goo.gl/K0vfU](http://goo.gl/K0vfU)

**Interstitial Slides** - Insert a text pane between videos in your playlist to more clearly present information and package your content.

# Further Reading and Resources

## Example Links

### Category Overview

6	Sesame Street	<a href="https://goo.gl/g5Hjs">goo.gl/g5Hjs</a>
6	Khan Academy	<a href="https://goo.gl/KxtgE">goo.gl/KxtgE</a>
6	MIT	<a href="https://goo.gl/2x9xl">goo.gl/2x9xl</a>
6	Big Think	<a href="https://goo.gl/Q58Ni">goo.gl/Q58Ni</a>

### Educational Principles for YouTube

13	Veritasium: Misconceptions about Falling Objects	<a href="https://goo.gl/UXFTC">goo.gl/UXFTC</a>
14	Minute Physics: The Speed of Light in Glass	<a href="https://goo.gl/ku98S">goo.gl/ku98S</a>
14	CGPGrey: The Difference between United Kingdom, Great Britain, and England Explained:	<a href="https://goo.gl/BqVBG">goo.gl/BqVBG</a>

### Producing Educational Videos

16	1veritasium: Where do Trees Come From?	<a href="https://goo.gl/9UN7y">goo.gl/9UN7y</a>
16	Play Piano King	<a href="https://goo.gl/JgaRs">goo.gl/JgaRs</a>
17	MIT	<a href="https://goo.gl/vmki8">goo.gl/vmki8</a>
18	Stanford University: Steve Jobs' 2005 Stanford Commencement Address	<a href="https://goo.gl/qnZVK">goo.gl/qnZVK</a>

### Tent-pole Programming

21	Thnkr: 9-Yr-Old Prodigy Explains "God Particle"	<a href="https://goo.gl/mXjxd">goo.gl/mXjxd</a>
21	Numberphile: Did Usain Bolt REALLY run 100m in 9.63 seconds?	<a href="https://goo.gl/dACfE">goo.gl/dACfE</a>
22	Thnkr: PODIUM Top 5 Patriotic Speeches	<a href="https://goo.gl/XfoLp">goo.gl/XfoLp</a>
22	Thnkr: Greatest Convention Speeches	<a href="https://goo.gl/1SQvz">goo.gl/1SQvz</a>
22	YouTube EDU Playlists: Titanic 100-year Anniversary	<a href="https://goo.gl/q6rji">goo.gl/q6rji</a>
22	Numberphile: 11.11.11	<a href="https://goo.gl/XDgV4">goo.gl/XDgV4</a>

# Further Reading & Resources

## Example Links

### Curricula on YouTube

- |    |   |   |
|----|---|---|
| 25 | Stanford University: Nine Key Frameworks for Entrepreneurship | <a href="https://goo.gl/23mhm">goo.gl/23mhm</a> |
| 26 | Crash Course: That's Why Carbon Is A Tramp: Biology #         | <a href="https://goo.gl/zjtdD">goo.gl/zjtdD</a> |
| 27 | Richthornley: IB Chemistry Video Review                       | <a href="https://goo.gl/cqbGA">goo.gl/cqbGA</a> |
| 28 | Harvard   | <a href="https://goo.gl/jYbUt">goo.gl/jYbUt</a> |

### Video Optimization

- |    |   |   |
|----|---|---|
| 32 | Vsauce: What If Everyone JUMPED At Once?                    | <a href="https://goo.gl/PgXIR">goo.gl/PgXIR</a> |
| 32 | TEDEducation: Insults by Shakespeare                        | <a href="https://goo.gl/uLk2X">goo.gl/uLk2X</a> |
| 32 | Stanford: Mark Ruffalo Visits Stanford to Talk Clean Energy | <a href="https://goo.gl/j2rnT">goo.gl/j2rnT</a> |
| 33 | Harvard: Justice: What's The Right Thing To Do?             | <a href="https://goo.gl/KuaV9">goo.gl/KuaV9</a> |
| 33 | Vsauce: How High Can We Build?                              | <a href="https://goo.gl/emm7N">goo.gl/emm7N</a> |
| 34 | Sesame Street: Elmo and Zoe's Opposites                     | <a href="https://goo.gl/S0mZa">goo.gl/S0mZa</a> |
| 34 | Steve Spangler Science: Fruit-Power Battery                 | <a href="https://goo.gl/Ajdat">goo.gl/Ajdat</a> |
| 34 | Numberphile: Batman Equation                                | <a href="https://goo.gl/C7Mqx">goo.gl/C7Mqx</a> |

### Teaching Through Interaction

- |    |  |   |
|----|--|---|
| 39 | Sesame Street Science: Sink or Float?                  | <a href="https://goo.gl/q8lHX">goo.gl/q8lHX</a> |
| 39 | Blade376: Miles Dyer: True or False   Interactive Game | <a href="https://goo.gl/ezZKV">goo.gl/ezZKV</a> |

# Further Reading & Resources

## Program Requirements

To have your channel added to YouTube EDU and to become a YouTube EDU partner, there are two steps:

### 1. Become a YouTube Partner

Once your channel is up and running, you can get access to advanced features such as premium branding, longform video uploads, advanced analytics, and/or video revenue sharing by applying for the [YouTube Partner Program](#). This also gives you the option to monetize your videos.

*\*Please note: You don't have to place advertisements on your videos to join the YouTube EDU Partner Program; however, we encourage you to opt in to the option to monetize. Opting into this option will NOT place any ads on your videos, you'll still have to manually place ads - this simply gives you the option to do so on a per-video basis. Please read more about advertising as an EDU partner [here](#).*

### 2. Nominate Your Channel to be Added to YouTube EDU

You can [nominate a channel](#) to be added to YouTube EDU. Please note that the content provider must be part of the YouTube Partner Program (above). We ask that you also please confirm the channel is not already on YouTube EDU before submitting your nomination.

**Thank you!**