



**CHEAT SHEET FOR
NONPROFIT
ORGANIZATIONS**

Fast Facts

WHY SHOULD YOU USE YOUTUBE?

YouTube has more than 1 billion users worldwide.¹

The platform reaches more people between the ages of 18 and 49 than any American cable network.

More than half of YouTube's traffic comes from mobile devices.

YouTube is owned by Google, which means your channel is linked to a Gmail account.

¹ YouTube, "Statistics" <https://www.youtube.com/yt/press/statistics.html>

Set Up Your Channel

START WITH YOUR INFO

Select “use business or other name” to title your channel with your organization name.

Customize your channel description with your mission statement and a link to your website or a donation page.

UPLOAD YOUR IMAGES



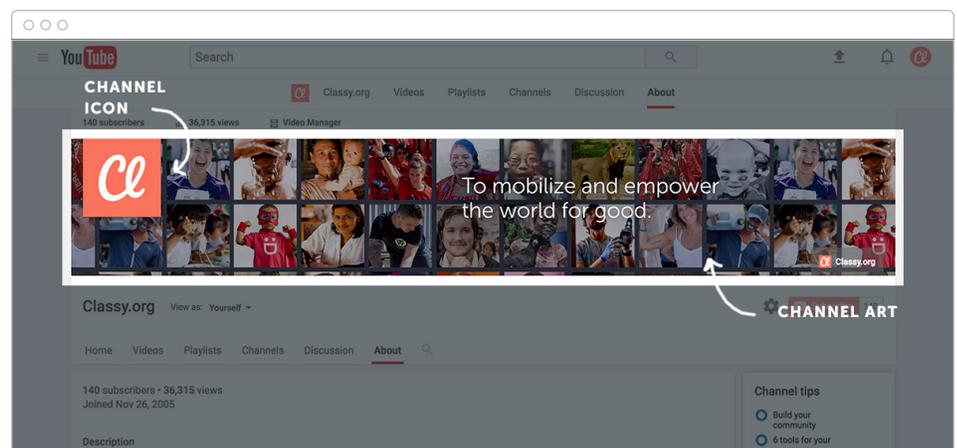
Keep in mind that Channel Art will look different on desktop, mobile, and TV displays. Be careful with placing text and use [YouTube's Channel Art Templates](#) to ensure your image looks great on all devices.

Channel Icon

Upload an image of your logo for your channel icon. YouTube recommends an **800 x 800 px** image.²

Channel Art

For the channel art on your profile, the image should be **2560 x 1440 px**.³



² YouTube, “Manage Your Channel Icon.” https://support.google.com/youtube/answer/2976309?hl=en&ref_topic=16549

³ YouTube, “Create or Edit Channel Art.” https://support.google.com/youtube/answer/2972003?hl=en&ref_topic=16549

What to Upload

ENGAGING CONTENT FOR NONPROFITS

- Impact stories
- Thank you messages to supporters
- Updates from the field
- Promotional videos
- Testimonials from beneficiaries or donors
- Donation appeals
- Fun videos to delight your community

Do NOT upload nudity, profanity, hate speech, or gratuitous violence. If you do share difficult content, preface it with a warning to viewers.

FILE TYPES

You can upload the following **file types** to YouTube:

- .mov
 - .mpeg4
 - .mp4
 - .avi
 - .wmv
 - .mpegps
 - .flv
 - 3GPP
 - WebM
-

LENGTH

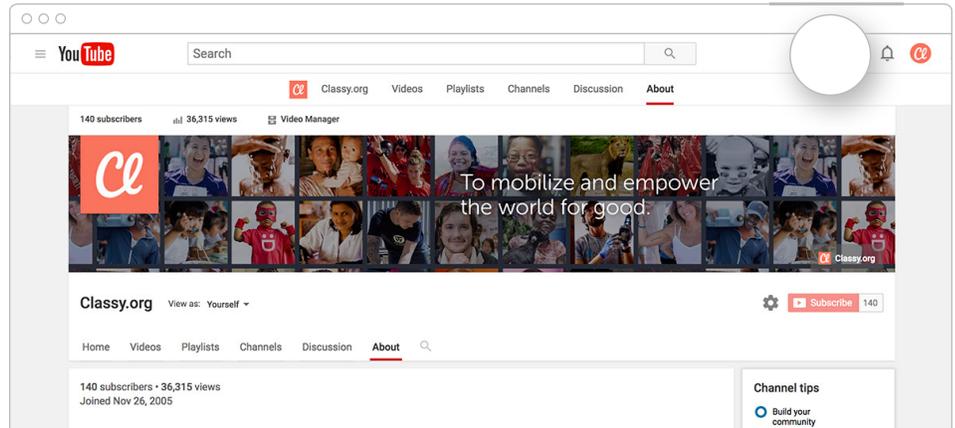
Because the length of the video is displayed in the thumbnail, it can affect whether people click on it. Keep in mind that people are more likely to click on videos that are less than two minutes.⁴

⁴ Wistia, "How Long Should Your Next Video Be?" <https://wistia.com/blog/optimal-video-length>

How to Upload

Click the "Upload" button

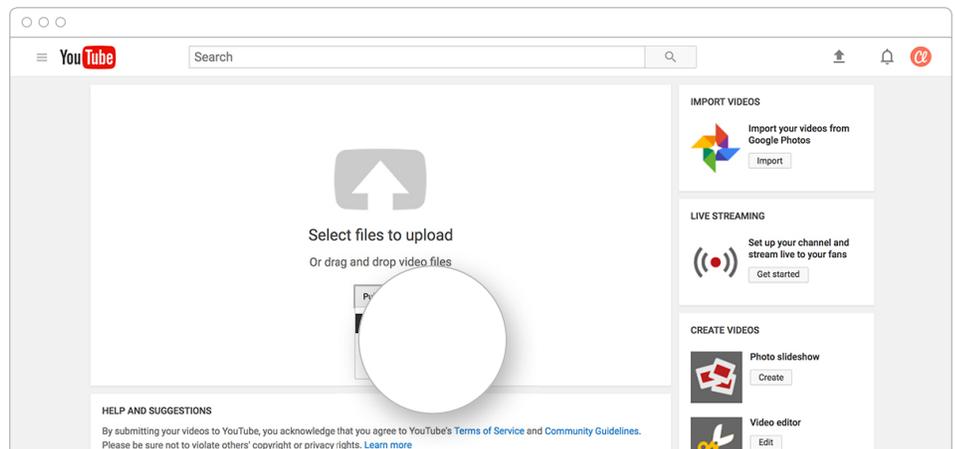
This can be found in the upper-right corner by your profile icon.



Set your privacy settings

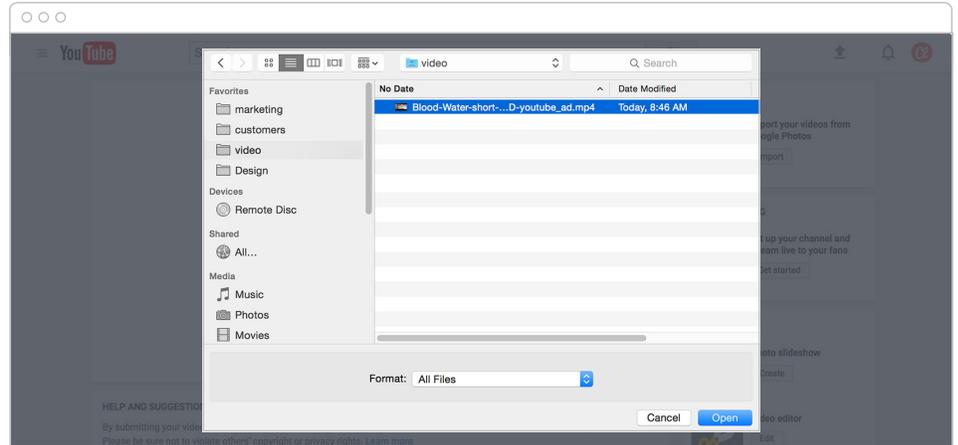
According to YouTube,

- **"Public** videos and playlists can be seen by and shared with anyone
- **Private** videos and playlists can only be seen by you and the users you choose
- **Unlisted** videos and playlists can be seen and shared by anyone with the link"⁵



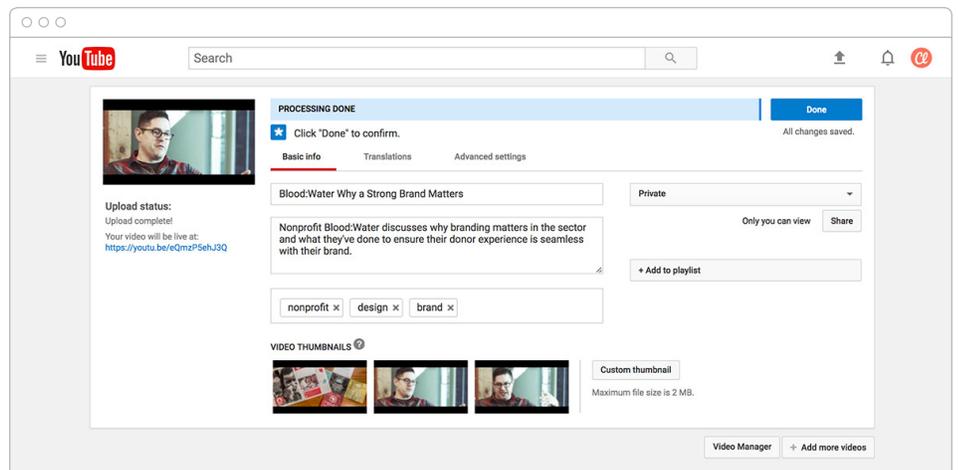
⁵ YouTube, "Change Video Privacy Settings." <https://support.google.com/youtube/answer/157177>

Select a video file to upload



Edit the video's "Basic Info," including the title and description

Add relevant keywords as "Tags." Once the file is uploaded, choose one of the thumbnail images YouTube generates from the video.



PRO TIP

Jump to [the next page](#) to find out how to optimize your video's basic information.

Optimize Your Videos

To ensure your videos are found among the masses, keep these things in mind:

KEYWORDS

- Like any content, adding relevant keywords will help people find your video, whether they are searching within YouTube or Google.
- You can include many keywords as long as they are relevant.

TITLES

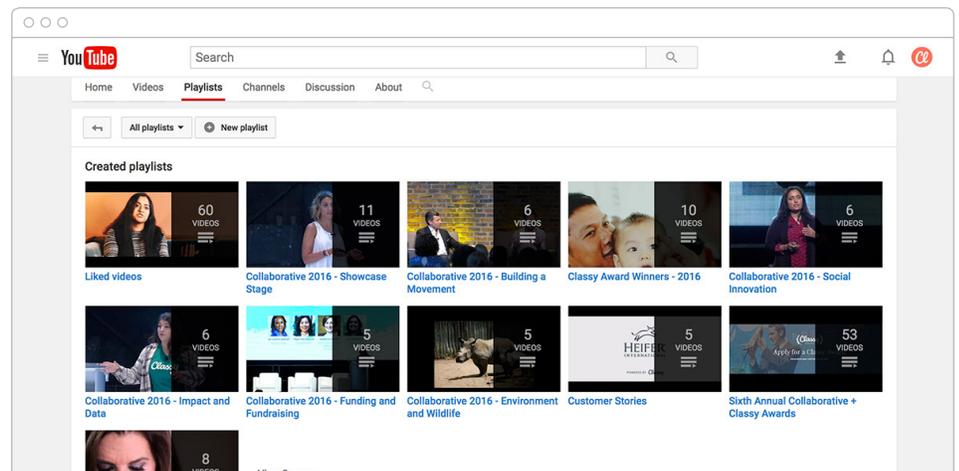
- Use the most relevant keyword in your video title. If possible, put the keyword at the beginning.
- Although titles can be up to 100 characters, keep yours under 70 to ensure they are fully displayed in YouTube searches.
- Grab your audience's attention with an intriguing question or surprising statement.

DESCRIPTION

- Like the title, the description of your video will affect its appearance in search results. Include your primary keywords.
- Keep in mind that only the **first 100-150 characters** of the description will be displayed (YouTube allows up to 5,000 characters).
- Include a link to your website or a donation page.

ORGANIZE WITH PLAYLISTS

- If you upload frequently to YouTube, create playlists to organize your videos. These make it easier for viewers to find the content they want and explore your channel.
- Give your playlists relevant titles that include a relevant keyword.



Incite Action

YouTube can help your organization's cause awareness and brand recognition, but it can also be used to mobilize your audience to take action.

LIKE, SUBSCRIBE, COMMENT, AND SHARE

YouTube is not just a content platform, but also a social network. As with any social media platform, growing your following can help you to expand your nonprofit's overall audience and generate engagement and support.

Ask viewers to like, share, and leave a comment on your videos and to subscribe to your channel. When you upload a new video, YouTube will automatically update your subscribers (unless you change this setting). Remember to interact with commenters to encourage engagement.

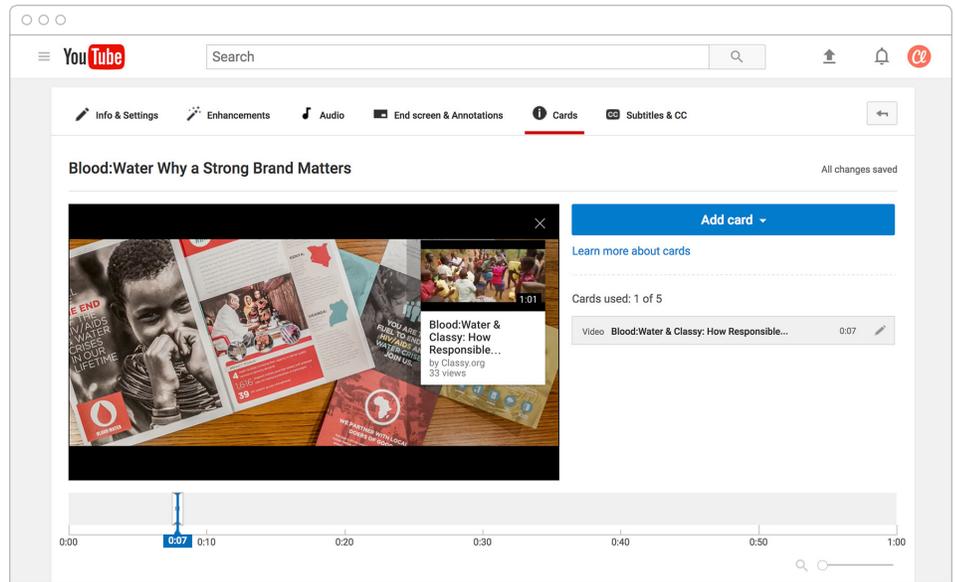
ANNOTATIONS

Use YouTube's annotations feature to create pop-up ads on your videos. You control the size and placement of the windows, so they can be as subtle or attention-grabbing as you like.



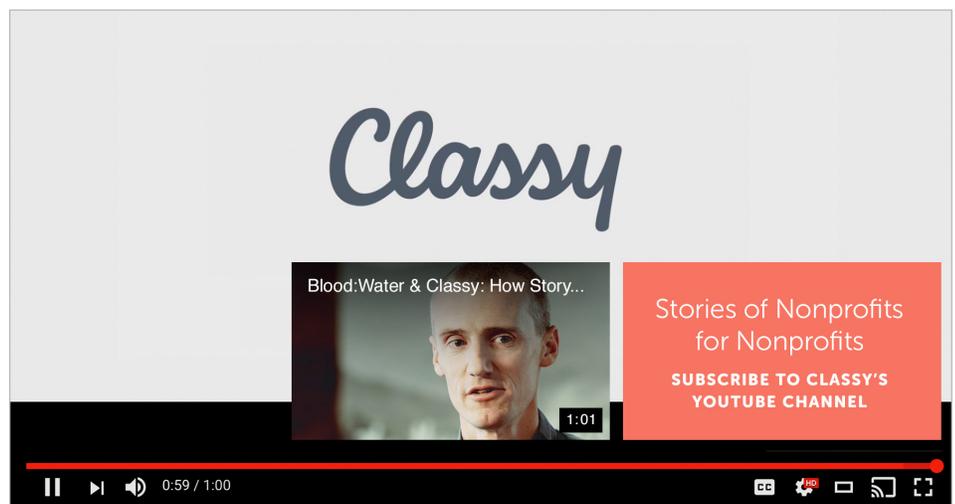
CARDS

You can add cards to your videos to refer viewers to your channel, other videos, or your website. You can even add polls to get feedback from your audience.



END SCREENS

You can incite action in your video content itself. Include a call to action at the end of each video so users know what they can do next.



Tips and Tricks

SUBTITLES/CLOSED CAPTIONING

YouTube uses speech-recognition technology to create captions for videos when possible, but you can also add your own captions for greater accuracy.

FREE MUSIC AND SOUND EFFECTS

YouTube offers a library of royalty-free music and sound effects. These audio clips can add personality to your content or help you create the right tone and emotion.

Find these resources by navigating to **Creator Studio** under your profile icon in the top-right corner. Then navigate to **Create** → **Audio Library**.⁶

PARTNER AND COLLABORATE

Collaboration is a key component to the YouTube community. Create videos with other organizations or businesses to broaden your audience. Like other social media channels, YouTube influencers can help to expand the reach of your content by working with you or through shares.

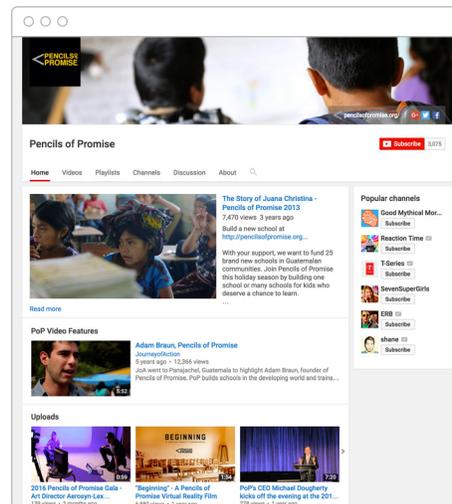
⁶ YouTube, "Get Music From the Audio Library." <https://support.google.com/youtube/answer/3376882?hl=en>

FOLLOW TRENDS AND CHALLENGES (OR CREATE YOUR OWN!)

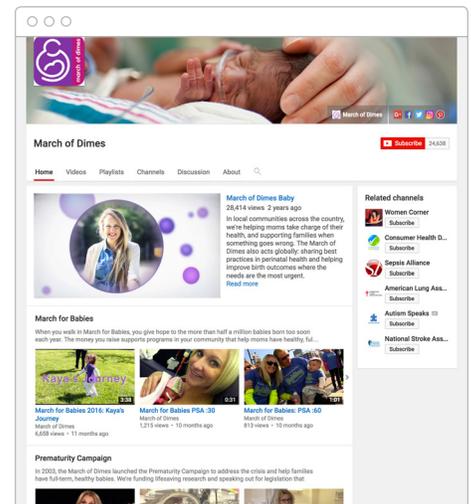
In the nonprofit community, one of YouTube's popular uses is the creation of interactive campaigns or "challenges," like the ice bucket challenge. For a campaign or event, get your audience involved by asking them to create a video.

INSPIRATION

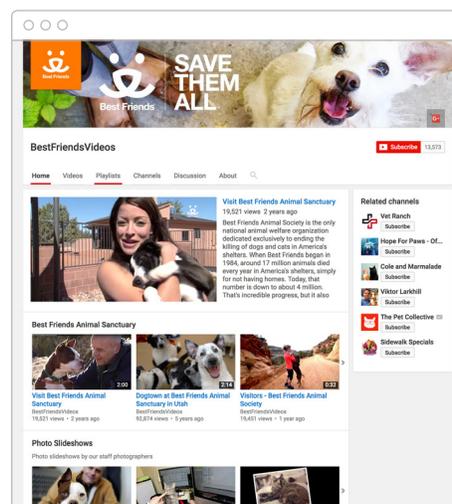
See how other successful nonprofits have used their YouTube channels to amplify their message.



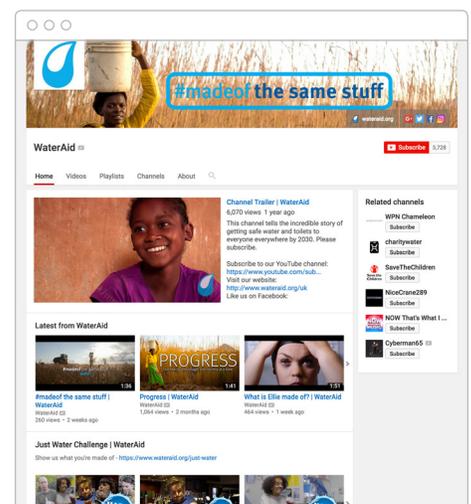
Pencils of Promise



March of Dimes



Best Friends Animal Sanctuary



WaterAid