

How to use YouTube

What is it?

YouTube (<http://www.youtube.com/>) is a site set up to enable people to share videos. It is free for anyone to use.

The content ranges from professional TV and film clips to amateur blogs and films.



Why should Ramblers groups use it?

YouTube is a great opportunity to reach a wide audience with no cost involved other than to produce the material. It is the perfect opportunity to show non-members what we do and what we can offer.

It is also a good way to share video content which can be problematic to share via email due to its file size.

You can see our YouTube videos here <http://www.youtube.com/ramblersgb>

Put the term 'walking groups' into the YouTube search and see what comes up – some of them will be Ramblers groups using youtube to promote their walking events.

Is it complicated to use?

Not at all. The site is very simple and anyone can upload a video with a 15 minute maximum duration once they have set up an account. The important thing is to create good content that people will be interested in seeing.

YouTube accepts content in most file formats and enables you to add a description to your film which can also contain contact details for further information. You can add a category for your video and like a website you can add key words which link to words that people use when searching the site.

Quick tips

- Keep your videos short and sweet – 1 minute 30 seconds max. Most people will watch a video for 1 minute and not much longer.
- Focus on inspiring the viewer – keep the message simple and highlight beautiful scenery
- If you don't have a big budget then you can cheat by creating a 1 minute video of time-lapsed images of stunning walks with a simple Walk With Us message at the end which includes the group's website and contact information
- Tell newsletter@ramblers.org.uk when you have produced a video so that we can include it on our Ramblers GB YouTube account.

Objectives

YouTube is an open public site which can be accessed by anyone so it is important to remember it is a powerful marketing tool. The content and quality of your video will affect what people think of the Ramblers.

- Do you want to show a group led walk to show people what they can expect?
- Do you want to show volunteers clearing a footpath?
- Do you want to show some of the work of our volunteers that people may be unaware of?

Audiences

YouTube can be accessed by anyone anywhere in the world.

Resource

All of the above takes resource. So remember that whilst it is free and straight-forward to use, it still needs considerable effort to use it well, i.e. resource in terms of time, personnel/manpower and planning processes... you might want to identify a key person who has that time to give to manage the account.

You also need to think about the equipment and skills you will need to produce the material.

The Practicalities

Start off by reading YouTube's own guidance – the basics will cover most of what you need as a new user: <http://www.youtube.com/yt/about/getting-started.html>

Setting up an account

Follow YouTube's instructions which will take you through the process step by step.

<http://support.google.com/youtube/bin/answer.py?hl=en-GB&answer=161805&topic=3024170&ctx=topic>