AN ARTIST'S GUIDE

YOUTUBE 101

try / learn / share

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INTRODUCTION

This tutorial will guide you through how to benefit from YouTube, the world's largest audio and video streaming platform.

YouTube History:
From 'Broadcast Yourself' to monetise your content, YouTube was launched in 2005 as a user generated content (UGC) video platform. Then it was focused on giving any user the possibility to own their own channel and broadcast their own creations.

Music Streaming Platform:
In recent years, YouTube has signed global and regional copyright agreements and it has become an ever growing source of revenue for music artists. As people's interest in VOD and MOD platforms has grown, media advertising companies tend to follow the trend and revenues increase.

YouTube In Numbers

- Over **2 Billion** logged-in users visit YouTube each month an every day people watch over a billion hours of video and generate billions of views.
- There are **2 million** music artists.
- More than **70% of YouTube watchtime** comes from mobile devices.
- YouTube has launched local versions in more than **91 countries.**
- You can navigate YouTube in a total of **80 different languages** (covering **95%** of the Internet population).
- (Source: YouTube Press)

YOUTUBE MUSIC

In 2018 YouTube launched YouTube Music, its music streaming platform. This music app and platform plays content according to user preferences, playlists and recommendations.

Why YouTube matters?
With YouTube Music service, YouTube altered the way music is presented on YouTube's platform. The new app favors music content above all. It means that instead of being exposed to a miscellaneous mix of acting, journalism and comedy shows, YouTube Music users watch and listen exclusively to music content.

YouTube Music favours:
- official tracks
- music remixes;
- live performances,
- covers
- music videos
- artists' radio
- music playlists

Paid Subscriptions:

YouTube Music - YouTube offers a special price for new YouTube Music users. The service allows users to listen to music in the background while navigating through other apps on your mobile.
<u>Learn more here</u>.

YouTube Premium - YouTube Premium is a subscription service that gives users access to exclusive video, series, film as well as music content on YouTube.
<u>Learn more here</u>.

**How does it change the way you distribute and promote music?**
YouTube Music relies on Google's powerful set of algorithms and AI to promote content according to people's lifestyles and daily activities. Recommendations are based on geolocation, previous listening history , interactions, subscriptions, and more.
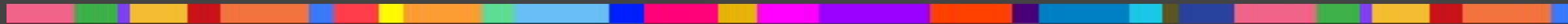
Metadata rules

In order to better profit from the YouTube Music platform, artists are encouraged to feed YouTube's system with detailed information related to their music content (lyrics, composers, external links, SEO).
ONErpm's platform allows you to input all the relevant data that makes it easiest for music fans to find and to discover your art.
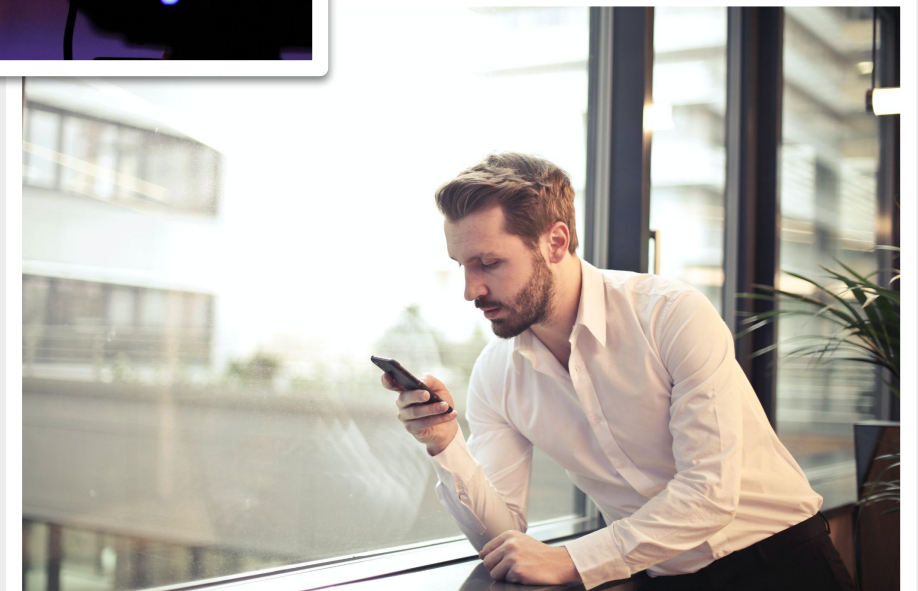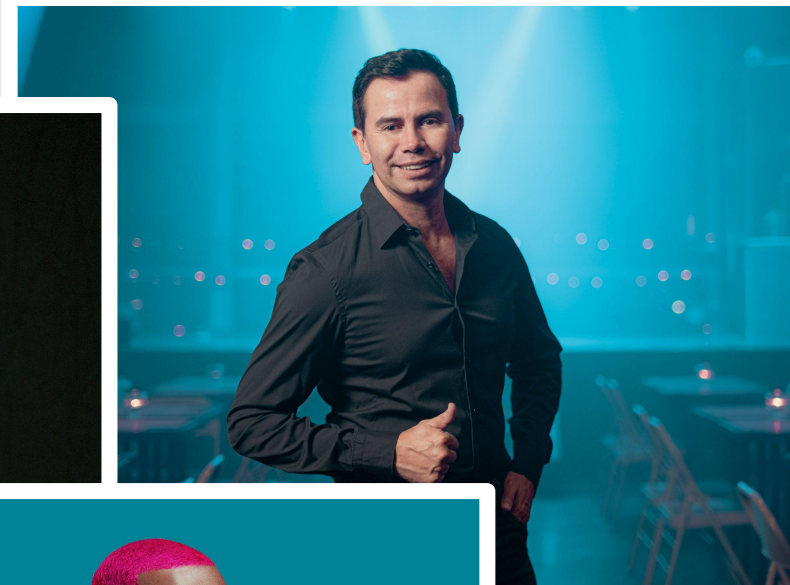
BRANDING

Branding

YouTube is considered an immersive platform. As such, YouTube recommends that artists create consistent branding throughout the platform. Pictures and design should follow the same patterns either on cover arts, thumbnails, avatars and more. Learn more about Channel Branding on ONErpm YouTube's Branding Guide.

Banner art

The banner art is the wide area located at the top of a channel. This space offers you a range of branding possibilities and can be constantly updated according to your promotional needs. Here is a list with some ideas:

- Album artwork
- Photos
- Tour dates
- Label logo
- Info
- about upcoming releases (counting down)
- Special events

On the bottom right, the banner art area also shows the external links to your social media and website. See below how to add social media links to your banner.

12
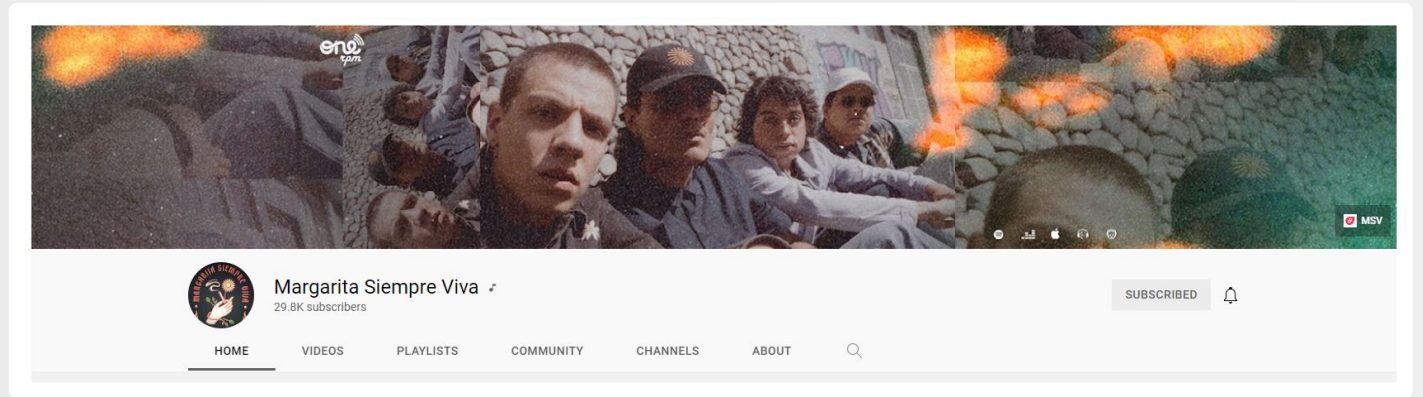
Channel's home page overview

Let's look at Country star Chase Matthew's channel as an example:

- On the top you find the banner art. The channel highlights Chase's latest album release: Born For This
- The banner refers to the album's artwork, while also providing listeners with a call to action (pre-save now).
- Just below, on the right side, you find Chase's avatar.
- The channel's homepage also highlights Chase's latest music video for the album advertised in his banner.
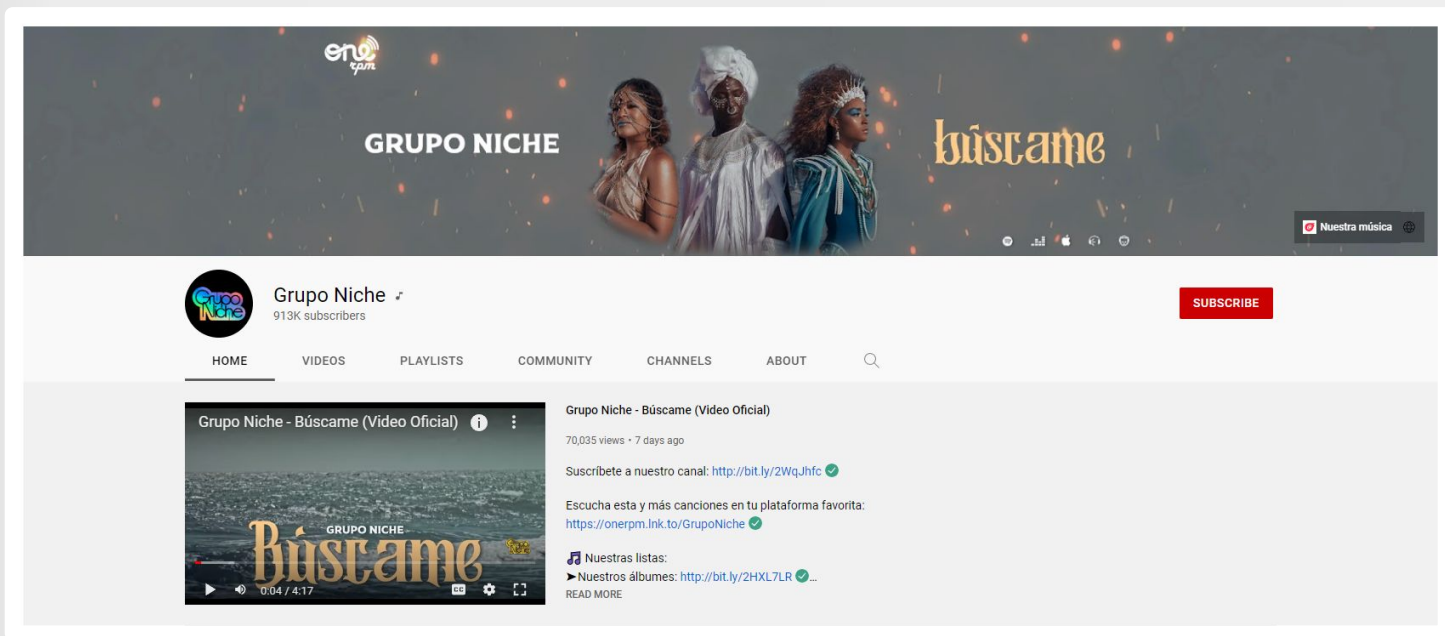
How to add or change your channel art

Banner:

1. Sign in to **YouTube Studio** .

2. From the left menu, select **Customization** and then **Branding**.

3. Click **CHANGE** and select an image. To make changes, select a preview and change the crop, then click **DONE**.

4. Click **PUBLISH**.

Note: Your banner image shows differently on computer, mobile, and TV displays — larger images may be cropped.

Your banner image must meet the following criteria:

- **Minimum dimension for upload**: 2048 x 1152 px with an aspect ratio of 16:9.
- At the minimum dimension, the safe area for text and logos: 1235 x 338 px. Larger images may get cropped on certain views or devices.
- File size: 6 MB or smaller.

You can use your computer's image editor or an online image resizer to resize the images. For example, you can use Preview on an Apple computer or Microsoft Photos on Windows.

- **Minimum safe area for text and logos:** 1546 x 423 px. Larger images may get cropped on certain views or devices.
- **Maximum width:** 2560 x 423 px. This means that the "safe area" is always visible regardless of screen size. The areas to each side of the channel art are visible or cropped depending on browser size.
- **File size:** 6MB or smaller.

Add social media links to the banner. (source: YouTube Help)

You can add links to your social media sites on your channel banner.

1. On a computer, go to your channel and click the **About** tab. If you're in the new YouTube layout, click **Customize channel**.
2. Hover over the "Links" section, then click **edit** .
3. Click the **+Add** button.
4. Enter the title and URL of the site you want to link to. You can add up to five links.
5. Click **Done**.

Links that you add here are featured just below your description and use the icon from the corresponding social media network when displayed.

CREATE A POWERFUL STORYTELLING EXPERIENCE FOR YOUR FANS
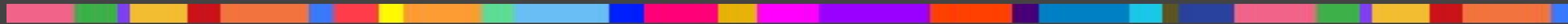
Millions of artists on the internet are competing for the attention of audiences. When a music fan tunes into your channel (via YouTube or the Google search engine, a post on social media or via YouTube's recommendation), you have the chance to 'conquer' a fan. You also have a unique chance to transform a fan into a subscriber, to invite them to your next concert or even to sell him merchandise. Make use of YouTube's tools to achieve that.

Fans spending more time on your channel means better audience and revenue results.
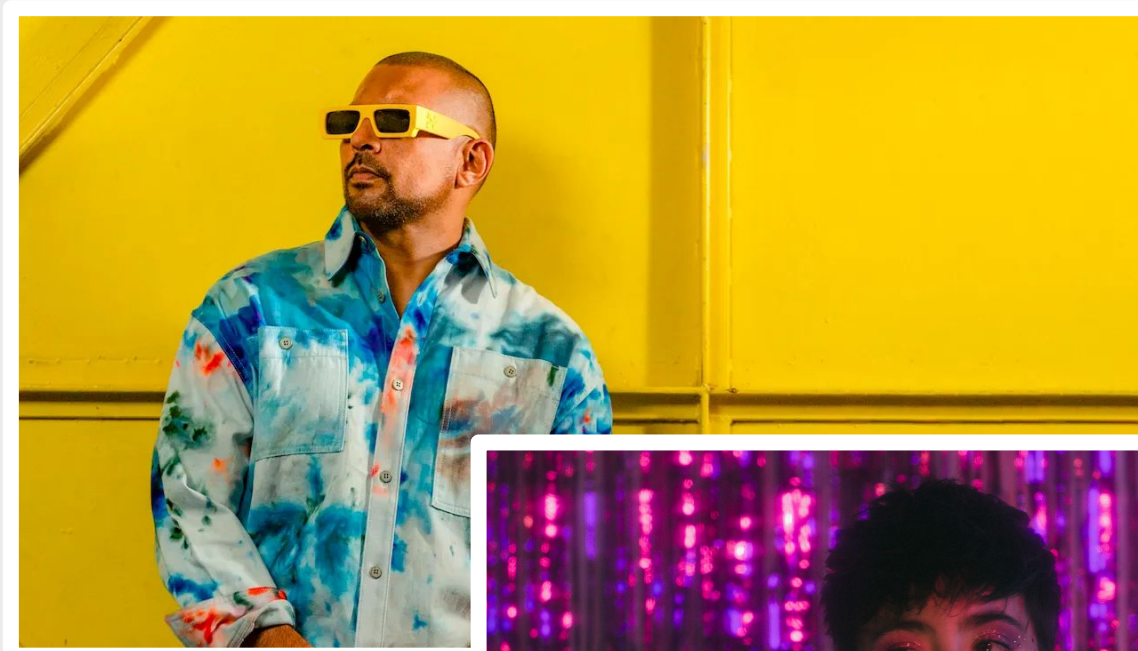
Channel's Trailer/Welcome Video

The channel's trailer is a feature that can be used to a variety of promotional ends because of its privileged location within the channel's layout. The welcome video will autoplay with sound. It is possible to place different videos for new and returning visitors of your channel.

Here are some examples:

- For new visitors
  - A welcome video guiding your fans through the channel
  - An invitation to fans to subscribe to the channel
  - The most popular music video of the channel
- For returning visitors
  - An exclusive message about the latest release
  - A new music video
  - The latest music release

CHANNEL SECTIONS

Channel's Trailer/Welcome Video

There is a variety of different ways for managers and artists to organise their channel content. Videos or playlists can be organised vertically or <u>horizontally</u>. There is no rule that says one format is better than the other.

Here are some examples of how you can group and display your music content.

Vídeos

- Popular uploads
- Uploads (organised by the most recent uploaded videos)

Playlists

- Created playlists: albums, singles, hits.
- Single playlists:
- Multiple playlists: contains a series of created playlists.

Channels

- Custom grouping

Let us have a look at how American Hip Hop artist Yonas' channel is organised as an example. The videos are grouped around type (official videos, music videos, albums, popular uploads and remixes); and chronology (newer videos come first).

Grupo Niche - Salsa Colombiana - Mix ▶ PLAY ALL

5:15	3:39	1:10	4:35	3:52	4:16
Grupo Niche - Culebra (Video Oficial)	Grupo Niche - Algo Que Se Quede (Letra)	Grupo Niche - Del puente para allá (Fan Dance Video)	Grupo Niche - Canciones Viejas (Video oficial)	Grupo Niche - Algo Que Se Quede (Video Oficial)	Grupo Niche - Búscame (Video Lyric)
Grupo Niche ♪	Grupo Niche ♪	Grupo Niche ♪	Grupo Niche ♪	Grupo Niche ♪	Grupo Niche ♪
707K views • 7 months ago	7.7M views • 9 months ago	52K views • 1 year ago	958K views • 1 year ago	96M views • 1 year ago	2.6M views • 2 years ago

Albums & Singles

3	9	10	8	8	7
Tierra de Mis Amores	40	Tiempos de Ayer	Niche Con Cuerdas	No Hay Quinto Malo	Qerer Es Poder
Grupo Niche	Grupo Niche	Grupo Niche	Grupo Niche	Grupo Niche	Grupo Niche
VIEW FULL PLAYLIST	VIEW FULL PLAYLIST	VIEW FULL PLAYLIST	VIEW FULL PLAYLIST	Updated 4 days ago VIEW FULL PLAYLIST	VIEW FULL PLAYLIST

Music videos ▶ PLAY ALL

4:18	2:27	3:29	3:52	6:44	5:29
Grupo Niche - Búscame (Video Oficial)	Grupo Niche - Búscame (Making-Off)	Grupo Niche & Karol G - Cali Pachanguero (Live at Bichot...	Grupo Niche - Algo Que Se Quede (Video Oficial)	Grupo Niche - "Rain Drops" (Original Video)	Se Pareció Tanto A Ti, Grupo Niche - Audio
Grupo Niche ♪	Grupo Niche ♪	Grupo Niche ♪	Grupo Niche ♪	Grupo Niche ♪	Codiscos ✔
70K views • 7 days ago	16K views • 9 days ago	180K views • 3 weeks ago	96M views • 1 year ago	9.2M views • 12 years ago	31M views • 8 years ago

- **Official Videos:** the first row of videos containing new productions is organised as a single playlist.
- **Music videos:** the second row of videos presents Yonas' oldest official music videos.
- **Albums:** the third row (multiple playlists) presents a collection of different albums organised as playlists.
- **Popular videos:** the playlist with higher number of plays is an automatic YouTube tool.
- **Remixes:** lastly, the rapper presents a list of music videos containing fine remixed versions of his work made by different artists.

Here are some recommendations for playlists:

- Share a song as the first video in a playlist when you link to it. This ensures that the artist's music keeps playing after the song ends.
- Organise and curate content into varied playlists – just a few will do.
- Alternate between new and catalog content to keep fans engaged with the artist's full body of work.
- Update playlists regularly.
- Promote playlist links in descriptions, cards, and end screens.

ONErpm recommends the following playlists for artists:

- Singles
- Albums
- Remixes
- Backstage and behind-the-scenes
- Acoustic versions
- Fans reactions

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CARDS & SCREENS

Cards and end-screens help you drive attention to external links (merch, official websites) or videos and playlists.

Cards

You can use cards to add interactivity to your videos. Cards can point viewers to a specific URL (from a list of eligible sites) and show customized images, titles, and calls to action, depending on the card type.
(source: YouTube Help)

Important notice
Bear in mind that the use of cards might also distract your audience from the video they are watching. Avoid using cards if you have the intention of increasing the retention rate of a new video, for example.
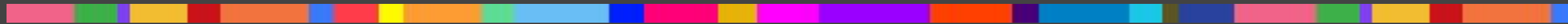Learn how to add cards to your YouTube channel: (link)

End-screens

End-screens are interactive cards used to promote videos, encourage viewers to subscribe, external links, merch or playlists to the last 5 to 20 seconds of a video. Learn more about adding end-screens to your video here.

HOW TO IMPROVE DISCOVERABILITY

400 hours of videos are uploaded on YouTube every minute. However, making a great video may not be enough for your channel to be successful. On top of investing in production and storytelling, there is a list of best practices that have direct or indirect effect on how effectively your videos can be presented to users.

Your capacity to influence algorithms is key to improving the discoverability of your videos.

Overall, algorithms "decide" what to show to fans based on the following factors:

- What users watch (watch history)
- What users don't watch (for example when users skip or interrupt videos at an early stage)
- Watching time (the time your fans or users spend watching your content or content that are similar to yours)
- Likes and dislikes (thumbs up or thumbs down)
- "Not interested" feedback (on YouTube Home and Watch Next pages on mobile)

How to boost your video's discoverability

- Produce catchy stunning visual videos fans will fall in love with.
- Create acoustic music videos that create a safe and intimate space between you and your fans.
- Use social media to encourage fans to like, comment and share your video.
- Promote your most recent or succesful videos using some of YouTube's tools such as channel's trailer and playlists.
- Use accurate titles, descriptions, and tags.
- Create thumbnails that represents your video.
- Keep playlists up to date.

HOW FANS DISCOVER NEW MUSIC ON YOUTUBE MUSIC AND YOUTUBE'S MUSIC STREAMING APP
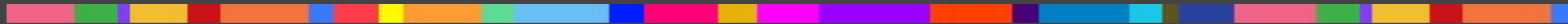
Search

YouTube's search engine works similarly to their parent company Google. In order to improve the discoverability of your videos, the metadata related to your releases needs to be accurate. Make sure video metadata – titles, descriptions, lyrics, credits – accurately relate to the videos. After metadata YouTube's search will favour videos with more engagement (comments, likes, etc).

Suggested Videos

Whenever a viewer watches a video logged-in (on a non private navigation), algorithms offer personalised suggestions for what to watch next. This suggestion is based on the expectation that the viewer is highly likely to resonate and engage with the video. (comment, thumbs up, share).

To help improve discoverability via suggested videos:

- Create playlists to boost the likelihood of the artist appearing *again* in a play sequence.
- Add end screens, cards, links, and calls-to-action to the artist's videos to guide viewers to more of their content.

YouTube and YouTube Music Homepage

YouTube homepage is the main location for personalised content targeted at viewers. It contains a combination of new videos from their subscribed channels alongside suggestions determined by the algorithm. Homes are one of the main entry pages for music fans, they can help artists to have their music discovered by non-subscribers.

To help improve discoverability via Home:

- Create a content strategy that allows constant updates
- Create a video for every song of your album or EP (music and lyric videos, react etc).
- Update your branding (avatar, banner art, thumbnails) according to new releases.

Subscribers

The subscribe button allows fans to follow an artist's activity closely. Subscribers are notified immediately after videos are uploaded. They are able to see the channel's recent videos in the Subscriptions tab. Some videos may also appear on YouTube's home page. Subscribers should be encouraged to leave positive feedback to your new videos, which has a positive impact on YouTube's algorithm.

Here is a list of what can be done to help an artist obtain more subscribers:

- Add End Screens with the "subscribe to my channel" call-to-action at the end of the video.
- Use cards with the "subscribe to my channel" call-to-action during a catchy chorus.
- Create a video trailer with the channel's features and a call-to-action by the artist.
- Upload new videos during your audience's primetime.
- Upload videos consistently and give fans a reason to visit your channel regularly.
- Use the YouTube subscribe "pop-up" link button.

- How to use the YouTube Subscribe Button pop-up link
- YouTube's call-to-action subscribe button is an easy way to earn extra subscribers. You can acquire the link through an automatic tool created by Google: https://developers.google.com/youtube/youtube_subscribe_button

Notifications

Notifications are activated by fans when they click on the bell icon. Some of the artists' subscribers may also receive notifications - mobile messages or emails - whenever a new video is uploaded. Thus, artists should encourage their fans to click on the bell on top of subscribing to the channel.

Notifications are important because they can generate a video's first wave of traffic, boosting engagement with and discovery of the video.

Trending Tab

When a video is highly popular in a particular territory, it may appear on the Trending Tab for all users in that particular region. The list of trending videos is updated every 15 minutes.

The video's popularity is based on factors such as:
- View count.
- Growth rate and how quickly the video is generating views.
- Traffic sources and other engagement data.
- The age of the video.
- Where views are coming from, including outside of YouTube (external links)
- YouTube's curation.

THUMBNAILS

The Thumbnail is a video's cover. It is the first thing a viewer sees and has a decisive impact on the user's decision to watch. Thumbnails should be a good representation of the artist or artist brand, and the video content. Since most of YouTube's audience comes from mobile phones (over 75%), thumbnails should be attractive, and easily recognizable with text that can be easily read on screens of all sizes.

Method Man - Butterfly Effect (feat. RJ Payne) [Official...

Kaylee Rose - "Me Before You" || ONErpm Studios

Yelawolf & Shooter Jennings - "Radio" [Music Video]
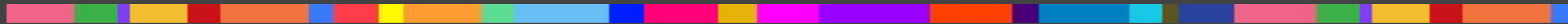
Here are some tips for setting up your thumbnails:

- Use high resolution images.
- Use legible text.
- Favour high contrast images.
- Include the song title and name of the artist.

Important notice:

On YouTube Music, audio-tracks files will be created automatically by YouTube.

HOW TO CREATE POWERFUL METADATA

YouTube's metadata includes the video's title, descriptions and tags. The keywords in metadata are used to index videos against viewer searches. It means that your video files data will be associated to other relevant content using the same or similar tags, descriptions and titles. Optimising metadata has an influence on the artist's presence in YouTube search, promotion, suggested videos, and ad-serving.

Titles

- Use the most relevant nouns to describe your video. For example: the artist's name followed by the track's title.
- Use the title to distinguish between video types (official audio, acoustic, lyric video, react, interview, art track)
- Order your video series by adding numbers at the end of each episode (for example: Zalon - The London Gigs - 01)

Important Notice
For full album uploads, tick the YouTube option when distributing your album via ONErpm distribution platform.

Descriptions

- Include essential information, like the artist, track, and album.
- Create a linkfire so ONErpm can track audience's sources and performance.
- Link to other album tracks or related videos and playlists.
- Credit important contributors, including songwriters, composers, lyricists, performing musicians, or any other collaborators.
- If an artist has fans in other countries, ask the fans to translate metadata for you.
- Use upload defaults to keep metadata consistent

Julia Cole - Miss Love (ONErpm Studios)

1,374 views

👍 10 👎 1

ONErpm US
Published on Mar 6, 2019

Follow us for more great sessions.

Listen to the playlist ONErpm Studios:
https://ONErpm.lnk.to/ONErpmStudiosID

Nashville recording artist, Julia Cole, has created fresh country music true to her Houston, TX roots. Julia Cole combines acoustic R&B, country, and pop with compelling beats to create her signature sound, "COUNTRY WITH A KICK". Cole got her start singing National Anthems for her own volleyball and basketball games. This led to singing for the Houston Texans, Astros, Dynamo, and NASA for crowds up to 75,000. Cole is signed to BMI, CAA, and Martingale Entertainment MGMT.

Follow Julia Cole
▶ Stream: https://ONErpm.lnk.to/TrustYou
▶ Facebook: https://www.facebook.com/juliacolemusic
▶ Instagram: https://www.instagram.com/juliacolemusic
—
Follow ONErpm:
▶ On Socials: https://lnk.to/RSONEID
▶ On Spotify: https://ONErpm.lnk.to/ONESpotID
▶ On Apple Music: https://ONErpm.lnk.to/ONEappleID

Lyrics:
You used to brush my hair off of my cheek and kiss me slow,

Tag

Including **tags** in metadata can help viewers find an artist's videos, especially if the artist's name, music titles, or other relevant keywords are often misspelled. Tags can also help viewers who speak different languages find their music.

- Use tags that are relevant to a video.
- Include translations and misspellings.
- Keep a consistent set of tags per artist/album and use in all relevant videos.
- Include a mix of both general and specific tags.
- Avoid putting tags in the description as this can lead to removal of a video.

(Source: YouTube Help)

YouTube As A Social Network

While YouTube has always been a social space, with fans making fast friends in comment sections under their favorite videos, in recent years YouTube has taken it a step further to really lean into the webs of social interaction in creators' Subscriber-bases. Two ways they've done this include **Community and Shorts.**

Think of your community page as just like the feed on your Facebook/Twitter/Instagram/TikTok. Many artists even use it as an exact mirror of one of those accounts, simply sharing the photos and captions they are putting up on Instagram to make sure they reach their audience that may not have those other social media accounts.

- One thing to bear in mind is that *unlike other platforms,* on YouTube y**ou've always got your official music videos and past catalogue right there on the same page you're posting on**. So if your fans are going to get a push notification with the new album art you're sharing on your YouTube Community, it's worthwhile to include the link to the first single from it too!
- Artists also often have luck **linking out to their favorite playlists** (especially ones on their own profile) from their YouTube Community page.
- An interesting wrinkle here is that you can create playlists using other people's music. One fun way artists have taken advantage of that in the past is to create some short-form video uploads that they only host on their playlist. So if your new song is heavily influenced by Chet Baker, your playlist could include your most-revered Chet Baker track, then a video of you at your piano playing around with a riff from that song, and then your new music video, showing the thought process that connected one video to the next!
- If you're concerned about view counts on these smaller "interlude" type videos, you can leave them as unlisted and make them only publicly visible within the playlist.

Another recent innovation at YouTube is their short-form vertical video offering, Shorts.
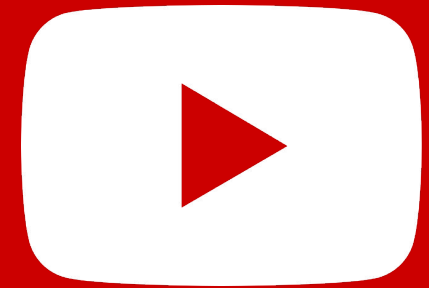
- Many artists simply share their most popular TikToks and Reels to YouTube, and that's perfectly fine. Just make sure you remove your watermarks when you do so, so as not to hurt your algorithmic reach by looking like reposted content!
- One fun way to encourage fans to make Shorts using your music is to put *chapter* breaks in your music videos or live-streams with a specific prompt like "use this song to make a Short!"
- You can never use too many hashtags on Shorts - it's still a new tool, so the more information you give YouTube about where to seed your content, the better!
- Post early and often on Shorts! Your YouTube Analytics will give you a sense of when most of your fans are online, so that's a good guidepost, but of course you're hoping to reach new fans too, so it can't hurt to experiment with that and share often.
- You should also remember to use the comments section, both to interact with your fans on your own content, but also to interact with people under hashtags where you think your fans might be. YouTube pays attention to your user-behavior, so don't just post your own content, but interact with other content on-platform.

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YOUTUBE 101

try / learn / share