

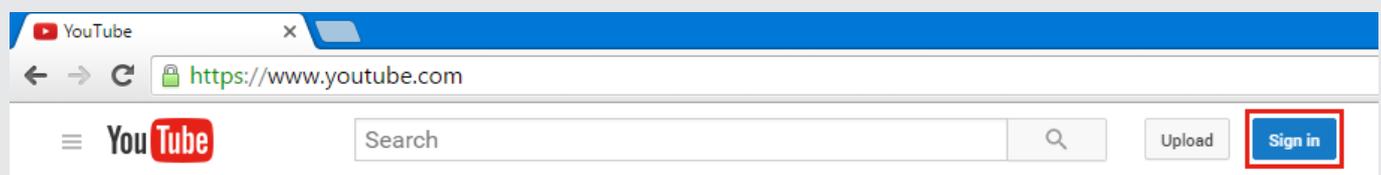
SOCIAL MEDIA MARKETING

How to post video content

The easiest way to share a video from the social dashboard is by linking a YouTube channel.

We recommend creating a YouTube account as this is the easiest way to store and share your videos.

To get started head over to www.youtube.com and look for the “Sign in” link.



If you don't have a Google account continue by clicking on the “**Create account**” link. Follow the instructions on the screen and finish setting up your Google account.

Note

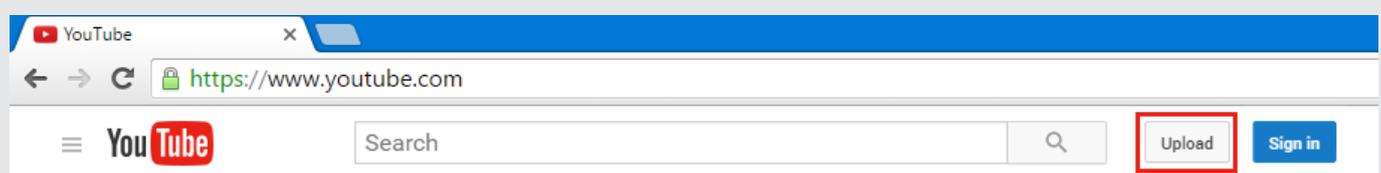
If you already have a Google account you can sign in and continue to the next step.

Creating a YouTube channel



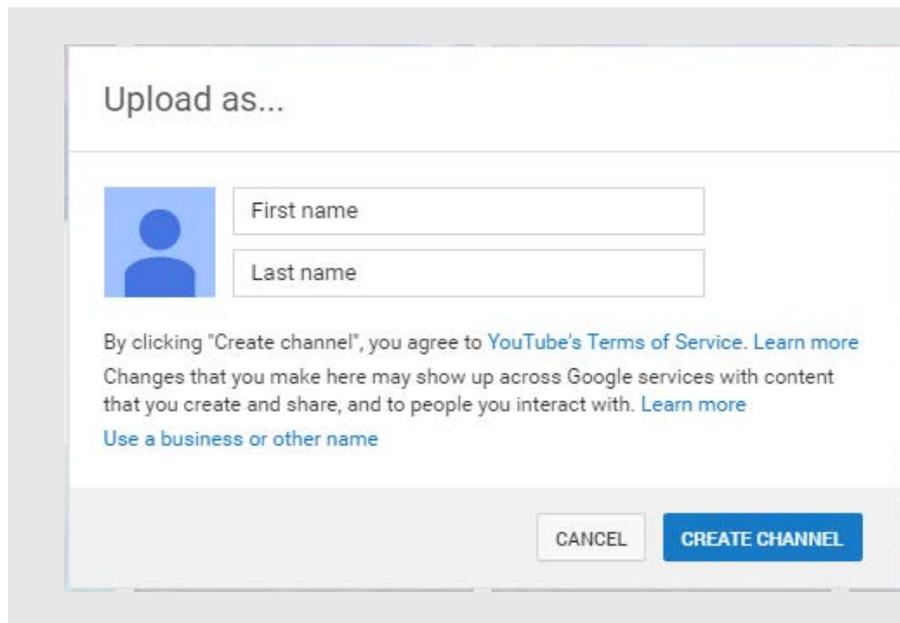
In order to upload a video you will need to create a channel.

Once you have logged in to your Google account on YouTube look for the “**Upload**” link, this is normally found in the top right of the screen.

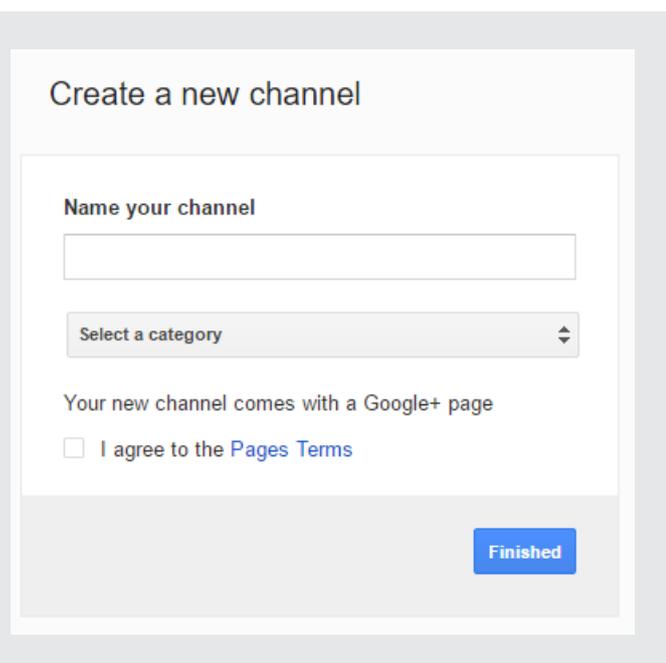


If you are new to YouTube and never created a channel before you should see the screen on pictured on the right.

If you would like the videos to be published with your name, just make sure the details are correct and click **“Create Channel”**.



The screenshot shows a dialog box titled "Upload as...". It features a blue profile icon placeholder on the left. To its right are two input fields: "First name" and "Last name". Below these fields is a paragraph of text: "By clicking 'Create channel', you agree to [YouTube's Terms of Service](#). [Learn more](#) Changes that you make here may show up across Google services with content that you create and share, and to people you interact with. [Learn more](#)". Below the text is a link that says "Use a business or other name". At the bottom right of the dialog are two buttons: "CANCEL" and "CREATE CHANNEL".



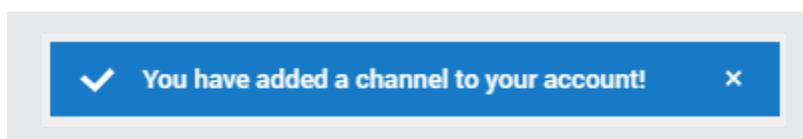
The screenshot shows a dialog box titled "Create a new channel". It has a section "Name your channel" with an empty text input field. Below that is a dropdown menu labeled "Select a category". Underneath, it says "Your new channel comes with a Google+ page" and has a checkbox labeled "I agree to the [Pages Terms](#)". At the bottom right is a blue button labeled "Finished".

If you would like to publish the videos under a business name or would like to name your channel click the link **“Use a business or other name”**.

You should now see the screen pictured on the left.

Select the account name you would like and click **“Finished”**.

Once you have selected your channel name you should see a success message, similar to the one pictured below.

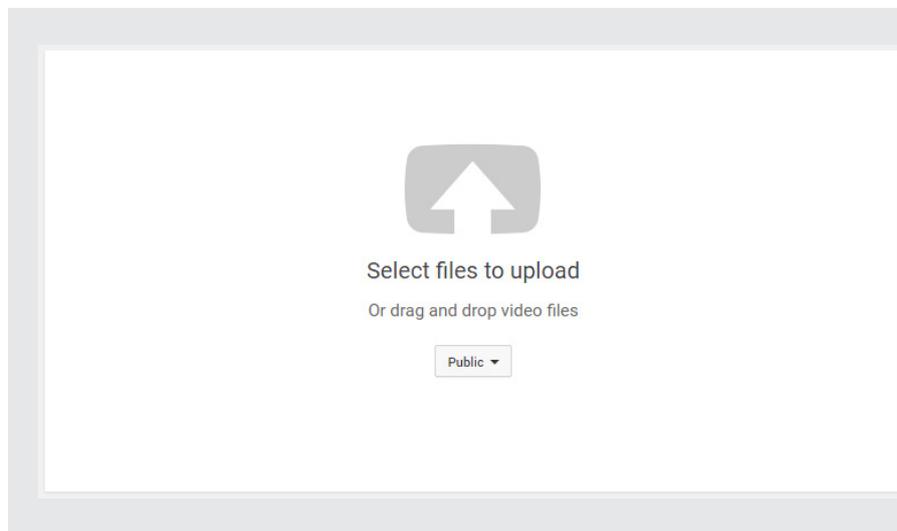


Uploading a video to your channel



After you have created your channel or clicked upload (if you already have a channel) you should see the screen pictured on the right.

Follow the instructions on the screen and select the video you would like to upload.



Once the video has been uploaded you should see the screen below.

Here you can set the title of your video, add a description and select a thumbnail.

Make sure the video is Public to be able to share it from the dashboard.

Once done just click "Publish".

PROCESSING DONE Publish Draft saved.

★ Click "Publish" to make your video live.

Basic info Translations Advanced settings

My first YouTube video Public

This is a short clip Add a message to your video

Tags (e.g. Albert Einstein, flying pig, mashup) Also share on G+ Twitter

+ Add to playlist

VIDEO THUMBNAILS ?

Video Manager + Add more videos

Next step ...

To add your YouTube channel to Content Research you'll need to know the Channel ID.

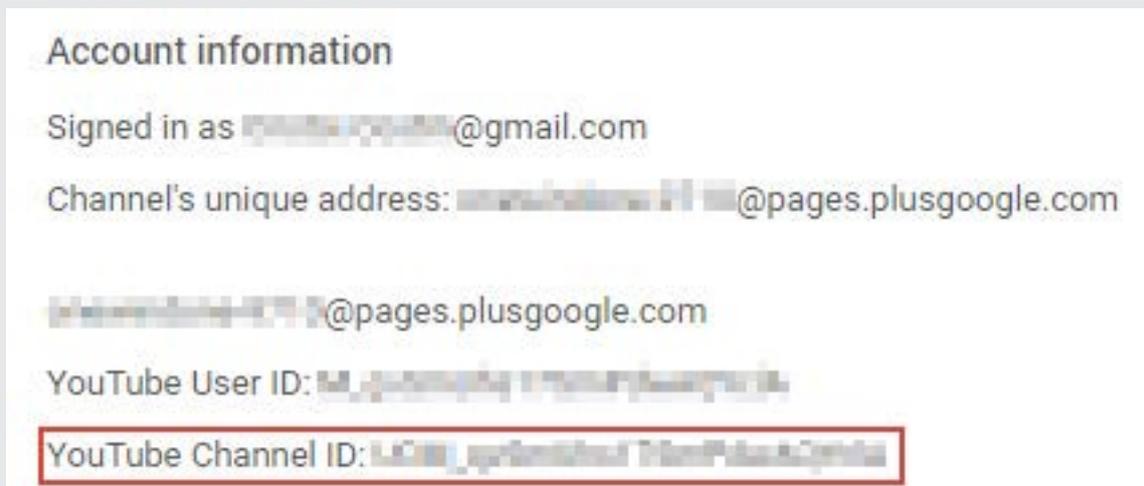
Finding your YouTube Channel ID



Option 1

Log into your YouTube account click on the round picture in the top right of the screen and **select "YouTube settings"** (the cog icon) on the drop down menu.

On the next page click on **"Advanced"** next to your account picture and you should see the screen below:

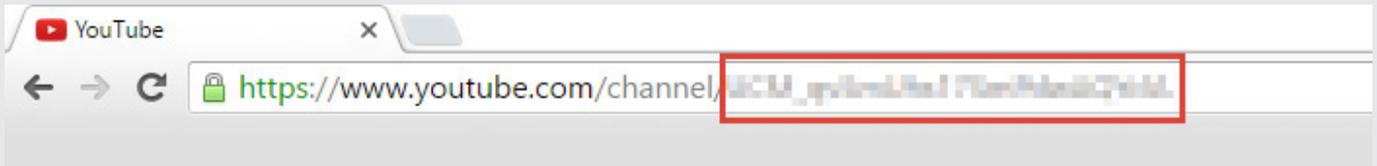


If you are having trouble finding this you can also try going to www.youtube.com/account_advanced, log in when prompted and it should take you to the right page.

Option 2

Log into your YouTube account and click on “My Channel” on the left side menu.

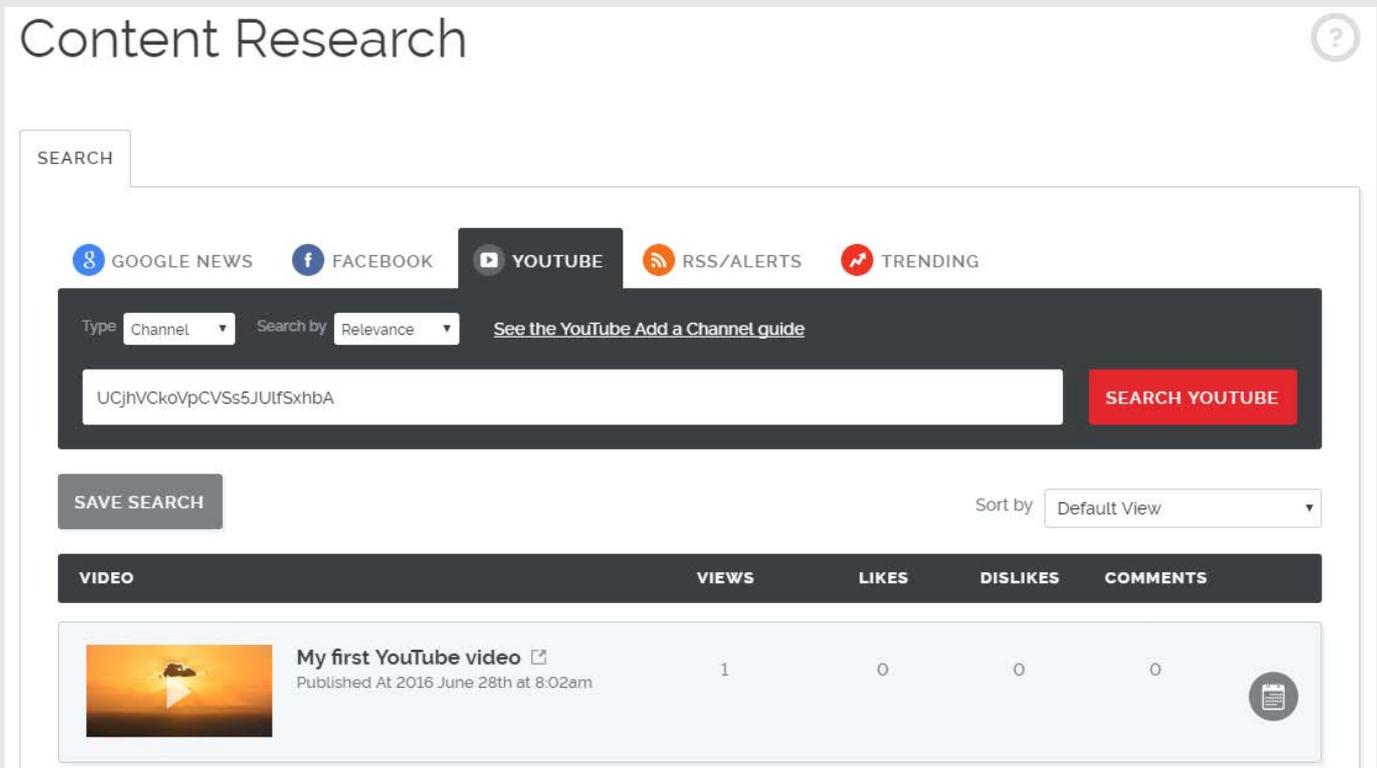
Next take a look at the URL displayed on your web browser.



You should see a series of letters and numbers, this is your channel ID.

... so you've got your unique ID,

now head over to Content Research, click the “YouTube” tab. Under type select “Channel”, paste your channel ID in the box and hit “Search”. You’ll be provided with a list of videos from your channel!



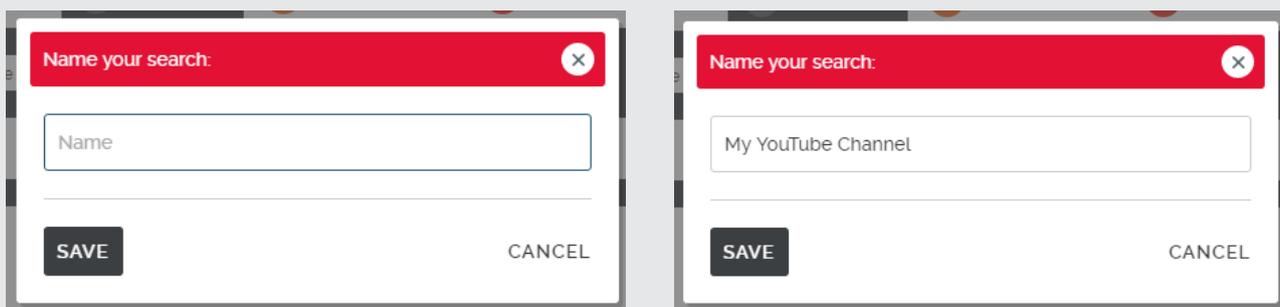
Saving your YouTube channel in the dashboard



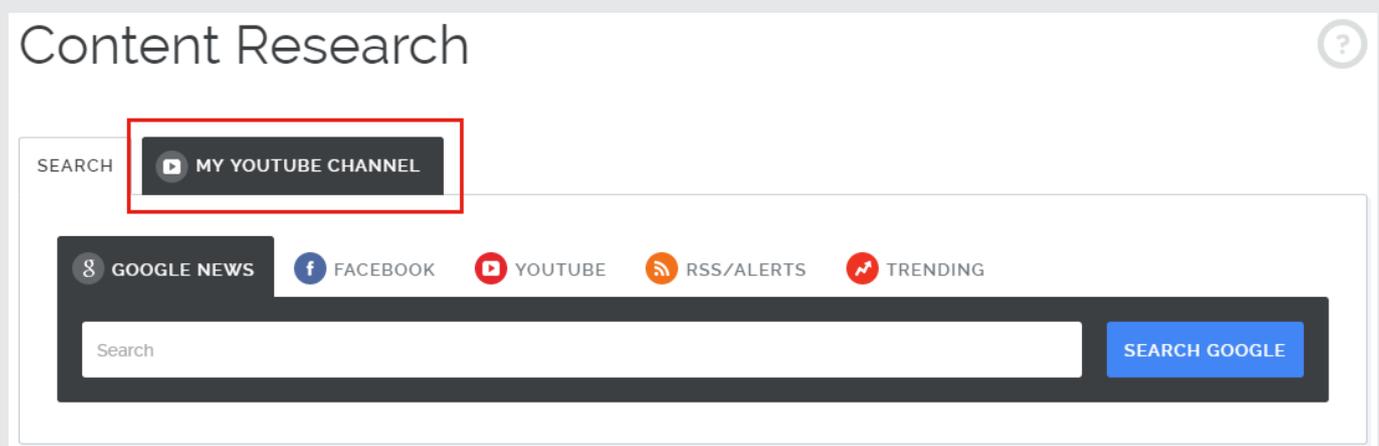
To get the most out of your YouTube channel we recommend saving it in the dashboard so you can easily access it in the future.

After you have successfully retrieved the videos from your channel (as explained above) all you have to do is click the **SAVE SEARCH** button.

You should now see the screen below. This gives you the option to name your search. We will call it "My YouTube Channel" and click "Save".



Next you will see that a new tab has appeared at the top of Content Research. This is where your YouTube channel has been saved.



Click on the new tab you have just created.

You should see a list of videos from your channel.

Content Research

SEARCH MY YOUTUBE CHANNEL

VIDEO VIEWS LIKES DISLIKES COMMENTS

	My first YouTube video Published At 2016 June 28th at 8:29am	5	0	0	2
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When you add a new video to you YouTube account, just return to this tab and click the “Refresh” icon. This will reload the list of videos available from your channel.

Content Research

SEARCH MY YOUTUBE CHANNEL

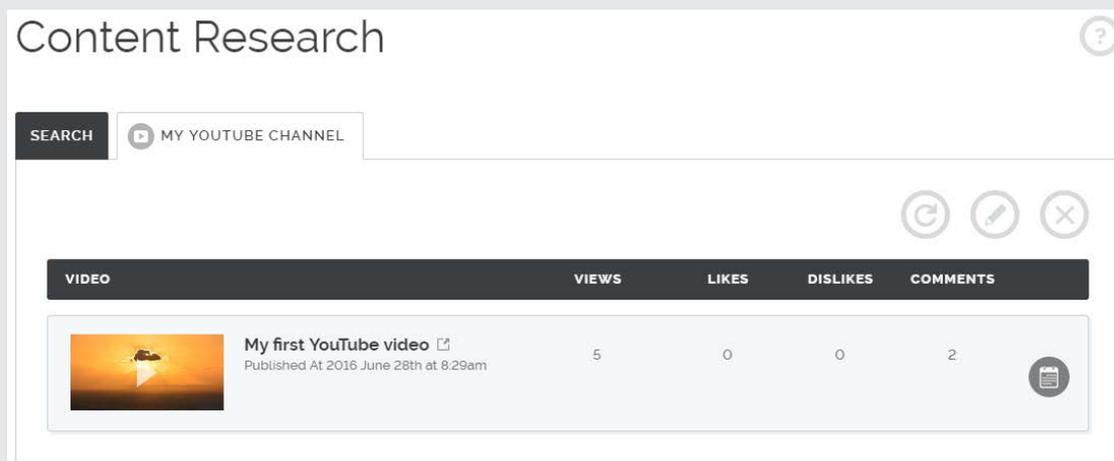
VIDEO VIEWS LIKES DISLIKES COMMENTS

	My second video Published At 2016 June 28th at 8:43am	0	0	0	0
	My first YouTube video Published At 2016 June 28th at 8:29am	5	0	0	2

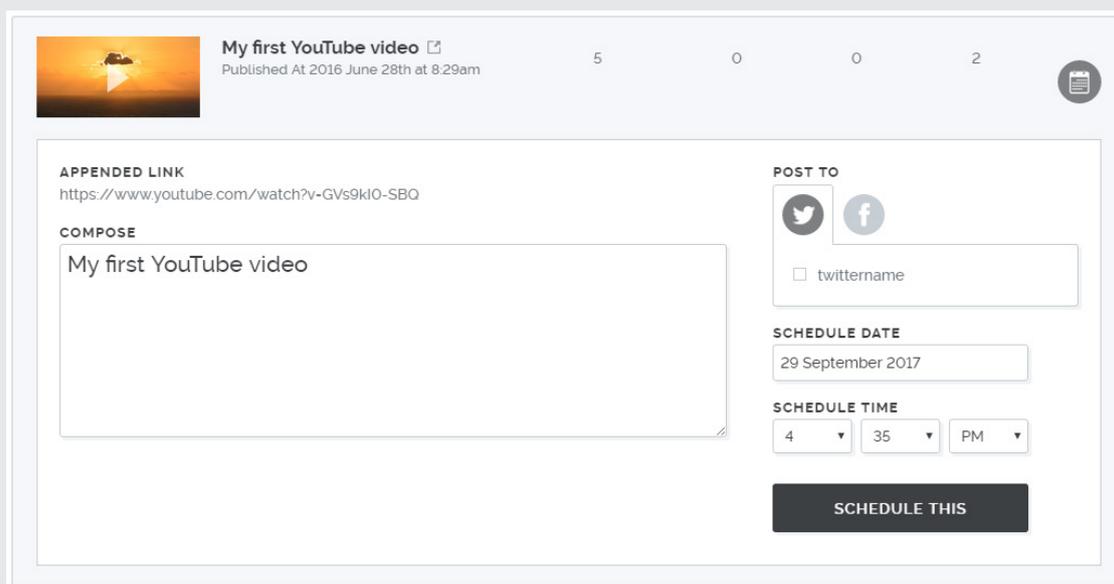
Posting a video from your YouTube channel



Head over to Content Research and click on your saved YouTube Channel.



Clicking the Scheduler icon to the right of a video will allow you to choose what platform you would like to post to and when you would like to post to go out.



Follow this two simple steps every time you want to post a video from your channel, it's as easy as that!