UF/IFAS COMMUNICATIONS BOOT CAMP
TACTICAL SKILLS TRAINING WORKSHOP
Optimizing Your YouTube Channel

UF/IFAS Communications Video
Al Williamson
Agenda

• YouTube as Social Media
• Look in-depth at YouTube Channel
  Profile Photo, Banner, Playlists
• Discuss video editing software (if time)
YouTube as Social Media

• Treat YouTube as Social Media
  Brand UF/IFAS, County/Department, Program

• Share YouTube Channel Across County or Department
  Use Playlists to highlight programs and features

• Use captioning
  Edit auto-captions
Social Media Avatars

- Available from Branding.ifas.ufl.edu
  - Templates & Downloads
  - Social Media Downloads and Resources
- Edit in Photoshop
- Other programs: Pixlr or Canva
Social Media Avatars
YouTube Banners  2560 x 1440  5 megs
YouTube Banners

<table>
<thead>
<tr>
<th>Type</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>2560 x 440</td>
</tr>
<tr>
<td>Desktop Max</td>
<td>2560 x 423</td>
</tr>
<tr>
<td>Tablet</td>
<td>1020 x 423</td>
</tr>
<tr>
<td>Desktop min</td>
<td>1080 x 423</td>
</tr>
</tbody>
</table>

TEXT AND LOGO SAFE AREA

1546 x 423
YouTube Banners

Happy Holidays!
Thank You!

Questions???

Please use the Chat:
Al Williamson– alwill@ufl.edu
Optimizing Your YouTube Channel

UF/IFAS Communications Video
Al Williamson
Take Care and Be Safe!