



## Checklist 22 - Connect and Engage on YouTube

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Most people think that YouTube is just a site where you watch and upload videos but don't really interact with people much. However, it is far more socially active than a lot of other sites.

The huge difference and massive benefit YouTube has over other social media sites is that people really connect with you more especially if you upload videos where you are on camera. They get to see you and get to know you a lot more than sites where you just post pictures and this builds that know, like and trust factor quicker than any others.

You don't need to be anyone special or look and act a certain way, just be yourself.

There are a lot of everyday people that have quite literally become famous and earn \$Millions just from posting their videos on YouTube. You can also connect with other very influential people on YouTube who already have a huge following and build relationships and possible joint ventures.

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| 1 Create videos that encourage viewers to leave a comment | <input type="checkbox"/> | <input type="checkbox"/> |

*Ask your viewers questions or ask them for their feedback or ideas. People love to leave comments if they feel they are going to receive some sort of recognition*

- |                     |                          |                          |
|---------------------|--------------------------|--------------------------|
| 2 Reply to comments | <input type="checkbox"/> | <input type="checkbox"/> |
|---------------------|--------------------------|--------------------------|

*Always aim to reply as soon as possible to people who have left you a comment on your videos, this way it's more likely they'll still be online. They will also appreciate your reply and you can encourage them to Subscribe to your channel*

- |                                  |                          |                          |
|----------------------------------|--------------------------|--------------------------|
| 3 Encourage viewers to subscribe | <input type="checkbox"/> | <input type="checkbox"/> |
|----------------------------------|--------------------------|--------------------------|

*When a viewer subscribes to your channel they will see your future videos*

Notes

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4 When someone subscribes, encourage viewers to click the bell icon when they subscribe so they can be notified when you add future videos

5 Send notifications to subscribers

*When you upload a video to YouTube and you are editing your video settings, click advanced settings and check the box that says 'Notify Subscribers'*

6 The heart icon

*When someone leaves you a positive or helpful comment then click the heart icon to show that you appreciate their comment. They will receive a notification to let them know you've recognised them for their contribution and you have appreciated their comment*

7 Use YouTube's comment moderation tools

*Filter out any silly or single word comments so that only quality comments can be seen which lead to more constructive conversations*

8 Pin comments

*Pin the most useful or positive comments at the top of the thread by clicking the 3 dots and click Pin*

9 Ask your audience

*Ask your viewers what your next video should be? This will not only give you ideas but also show that you have their interests at heart.  
You can do this either in the video or in the comments section below the video.*

Notes

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10 Answer questions

 

*You can create videos answering the questions that people have asked in the comments and then link to that video at the end or with a card in the videos they're watching*

11 Reward your most loyal fans

 

*You could provide them with exclusive videos or free downloads or live one-on-one or group video calls*

12 Upload videos regularly

 

*The more you upload video the more of your videos will be seen and the more followers you will gain. Upload videos at different times of the day and night and make a note of when your videos get the most likes and comments.  
You may also think about uploading certain videos at the same time and day of the week so your subscribers start to expect and wait for your next videos. Just like how people watch a TV series*

13 Direct messages

 

*You can send a direct message to a channel owner by visiting their channel and clicking the about tab.  
Then look for the small speech bubble icon and click it to send a message.  
Some channel owners will also provide you with their email address too*

Notes