

The background is a collage of various YouTube video thumbnails. The thumbnails are tilted and overlap each other. Some visible titles include 'Home schooling your child on the Autistic Spectrum', 'Wandsworth Local Offer', 'Sensory Processing Difficulties - Occupational', 'Calming Strategies', 'Autism Calming Strategies', 'Wandsworth Parent Champion Scheme - The B...', 'Local Offer', 'Objects of reference - Autism', 'Mindfulness of the Tooth', and 'Autism Advisory Service - Timetable'. Each thumbnail features a person's face and a view count in the bottom right corner.

Engaging Parents Online

with YouTube videos

Meet The Team Slide

SEND Local Offer Team



Carol Hill
Commissioning and Engagement Officer

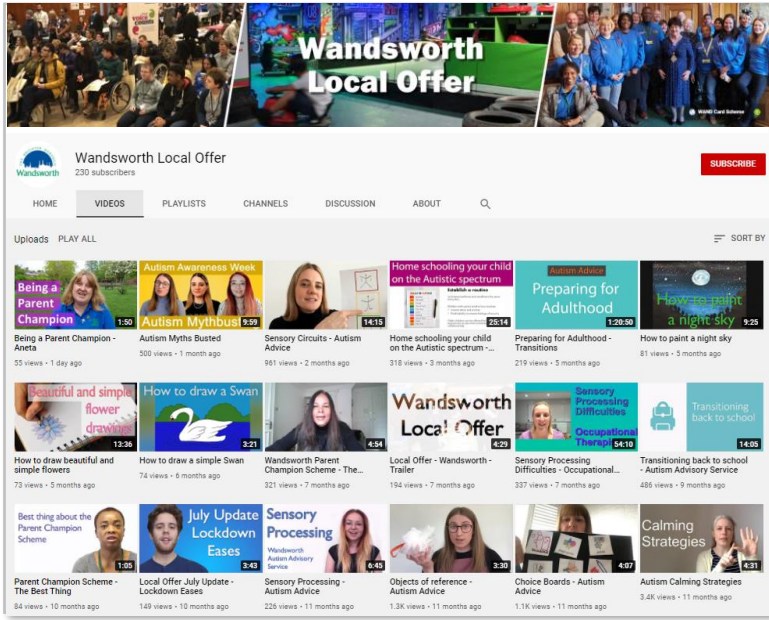


Nazim Mohamed
Commissioning Support Officer



Aneta Karpowcz
Parent Champion

Our YouTube Channel



[YouTube.com/WandsworthLocalOffer](https://www.youtube.com/WandsworthLocalOffer)

Why YouTube

YouTube is the number two search engine in the world with 5 billion videos watched per day, second only to Google.

Creating videos has become easier than ever before, most computers, tablets and smartphones have a camera. Just pick up and record.

Video captures events and stories in a way that is more impactful than text or pictures and can lead to more people getting involved.

If people can't attend an event in person then a YouTube video is the next best thing and can reach more than your target audience.

Before you start

Creating videos is a fun and engaging activity with benefits for everyone involved, however get off to the right start;

Obtain permission from your Parent Champion Co-Ordinator, manager or communication team.

Ensure you have a process in place for obtaining the permission of the people you are filming and they know what will happen with the footage.

Make sure that you have permission to use any images, video clips or music in your video.

YouTube channel page

Banner Image

Design a catchy banner.

Channel address

Custom address after 100 subscribers.

Brand Identity

Profile image and channel name.

Subscriber Count

Links

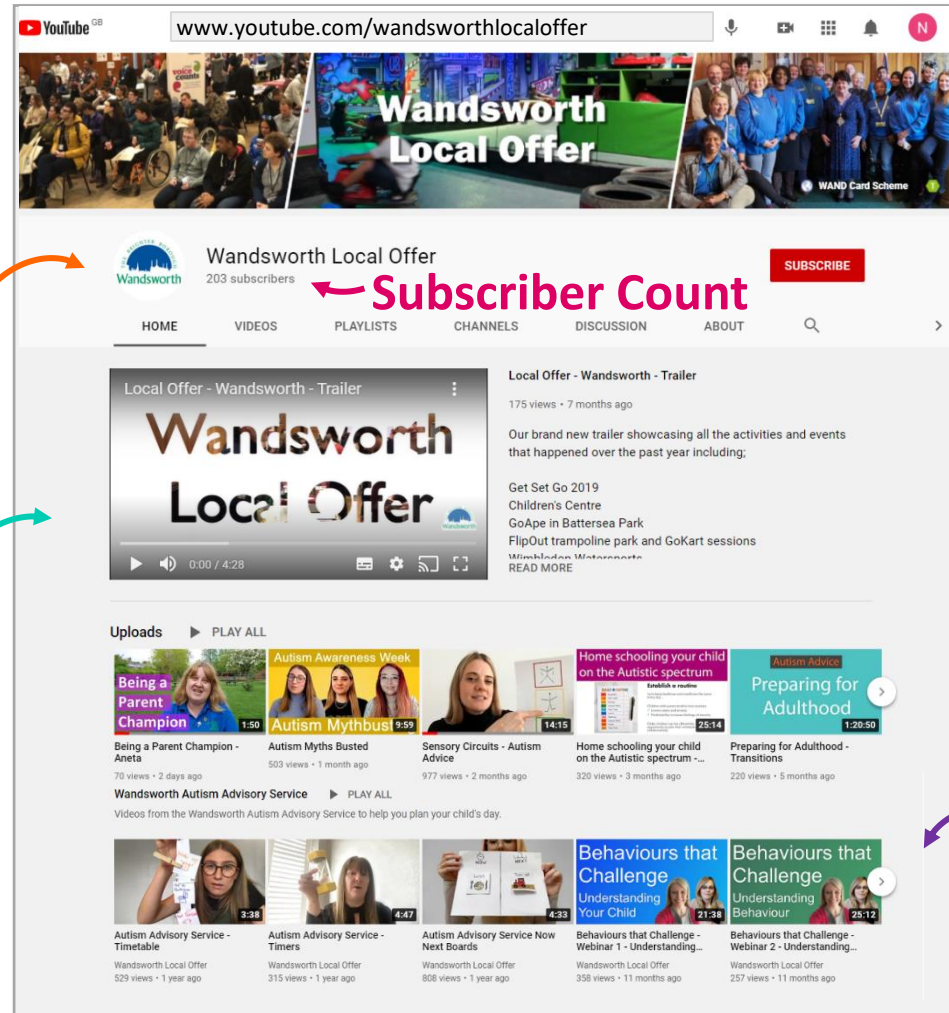
Links to website or other social media.

Trailer / Latest Video

Create a trailer for new viewers. Returning viewers will see either the latest video or featured video.

Playlists

Create content specific playlists.



Anatomy of a YouTube video

Thumbnail

Make it stand out and create interest.



Calming Strategies

Title

Include keywords that people may be searching for.

#Autism #LocalOffer #ASD
Autism Calming Strategies

Hash tags appear here

Branding

Watermark on videos.



Views

How many times your video has been watched.

3,797 views | 15 Jun 2020

79 0 SHARE SAVE ...

How the video was received

SUBSCRIBE

Description

Include as much detail as you can with keywords.

In this video Amy from the Wandsworth Autism Advisory Service looks at five calming strategies including Five Finger Breathing, Bubble Breathing, Pretend You're a Giraffe, Pretend You're a Tortoise, and Make Lemonade.

#Autism #LocalOffer #ASD

Hash Tags

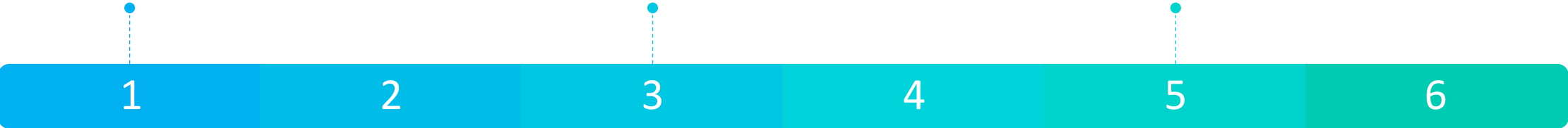
Group your video using hash tags, they appear under video.

Video Life Cycle

Plan Video

Editing

Promotion



Filming

Upload

Monitor Stats

Half a Dozen Top Tips

Content is King, your content must be relevant and fresh.

Create titles and descriptions that match what viewers are looking for.

Upload regularly, find a schedule that works for you and stick to it.

Design compelling thumbnails that make your videos stand out.

Promote your videos in as many places as you can.

Monitor statistics and use them to understand which videos to create.

Metrics to Watch



Views for videos show how popular videos are.



Subscriber count helps YouTube determine how popular a channel is.



Check Likes and Dislikes to see how videos are received by viewers.



Impressions show how many times a video appeared in search results.



What is the average number of minutes a video is watched.



Clickthrough rate show how many times your video was chosen.

Allowing Comments or Not

Allowing comments is a great way to engage with your viewers, but there are two important points to bear in mind.

If you allow comments there must be a designated person who regularly checks and responds to questions.

I recommend the setting “Hold all comments for review” this will allow you to respond, moderate and delete inappropriate comments rather than them appearing automatically on your videos.

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