

Welcome

Before we get started

1. Today's webinar is scheduled to last 45 Minutes including Q&A
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤔🎉😊

Get the audience your content deserves

Dean Shaw, Thursday 9th February 2023



- Keywords & Tags
- Thumbnails
- Add on tools

● Don't forget the poll Dean! ●

- YouTube the stuff we already know
- Navigational, Informational or Transactional?
- Trends or Evergreen?
- Structure
- Tools
- Q&A





YouTube is the second largest search engine in the World.

5 Billion Searches Per Month

Larger than Yahoo, AOL, Bing & Ask COMBINED!



Algorithm serves the viewer.

- 1. Viewers needs over your content creator needs**
- 2. YouTube uses Search History to determine what videos to suggest to viewers**
- 3. YouTube relies on information from Descriptions, Tags & Titles when there is no behavioural data**

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Ask yourself these questions..

Who is your channel aimed at?

What does successful look like to you??

1K Views

10K Views

100K Views



Navigational

Finding something specific from a reliable source of information

Informational

General search for information, the source of the information is not important. Typically how to's

Transactional

Clear intent for the viewer, maybe watching a Theatre or Exhibition trailer before purchasing tickets.

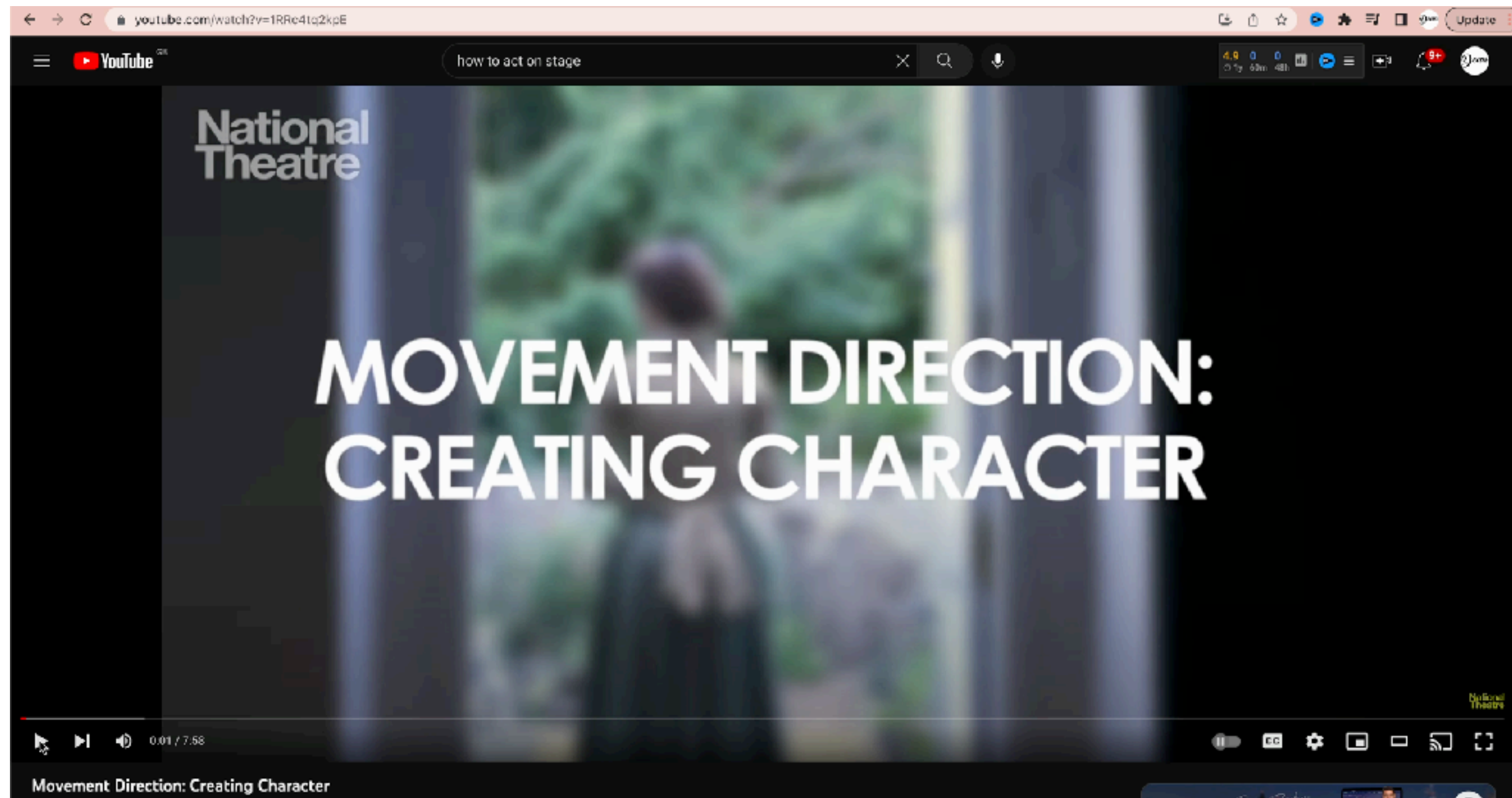
Navigational

Finding something specific from a reliable source of information



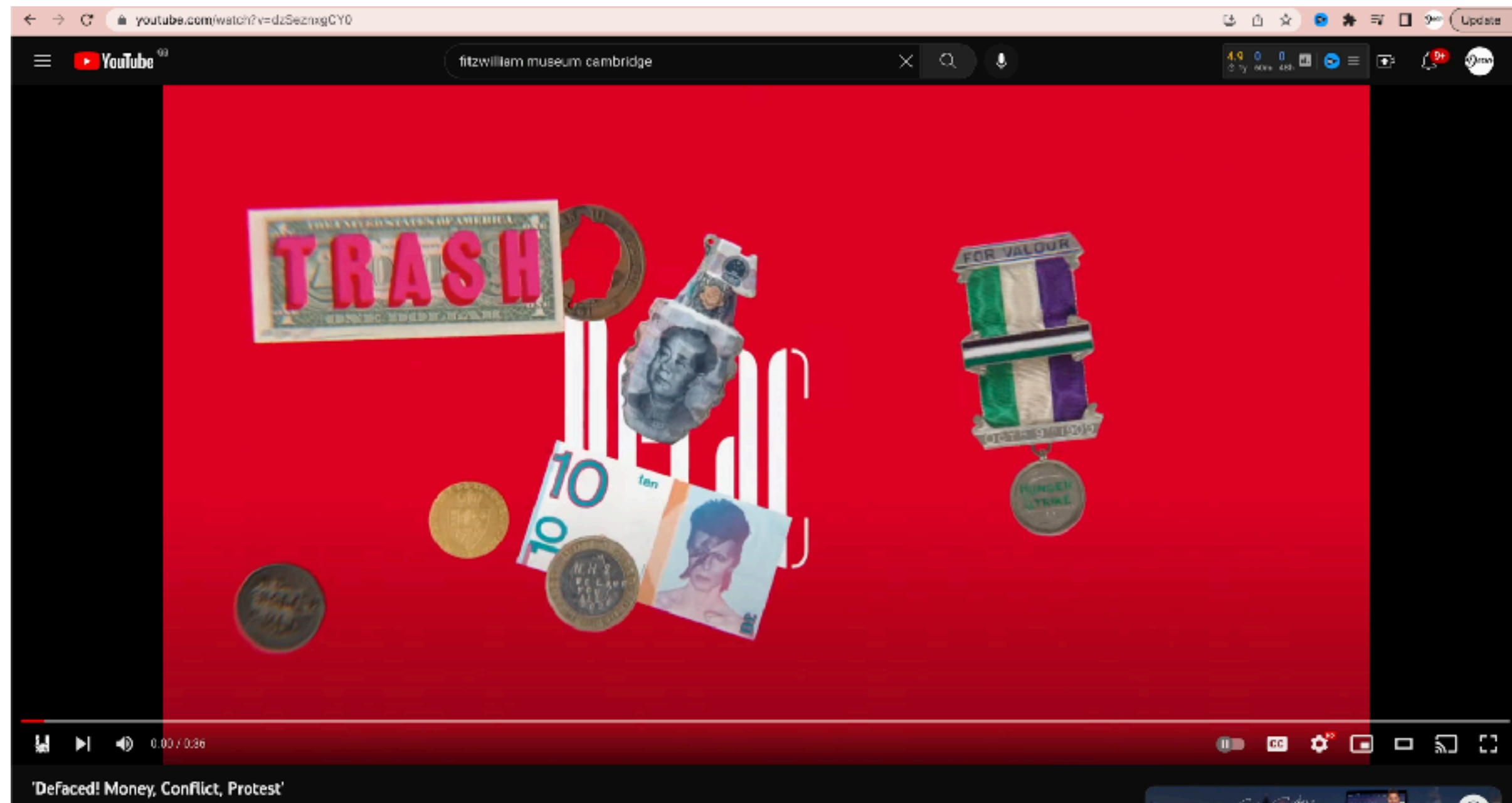
Informational

General search for information, the source of the information is not important. Typically how to's



Transactional

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Recap

Informational



Great for building audiences fast by appealing to more people within your niche.

Navigational



Once you've established your style of content viewers are more inclined to Like, Subscribe and become FANS!

Transaction



A solid fan base and producing regular content in your niche will enable monetisation through: Tips, Sponsors, Patreon.

Always remember!

If someone spends 5 minutes of their time on your video what is in it for them?

What is the value in your video to keep them engaged??

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Are you?

Trendy

Evergreen



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digitalculturenetwork.org.uk

The screenshot shows the top navigation bar of the website. On the left is the Digital Culture Network logo. To its right is a circular logo with the text 'ARTS COUNCIL ENGLAND'. Further right are navigation links: 'Ask a Tech Champion', 'Events', 'External Support', 'News', 'About', and 'Knowledge Hub'. Below the navigation bar is a purple banner with the text 'We've created resources and advice for you to use during the COVID-19 lockdown.' and a 'Read More' button.

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)

We Are

Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

Marc Burns - 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

Haydn Comedix - 2 months ago



Beginner Read
Social Media


Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

Haydn Comedix - 4 months ago







Digital Culture Network
@DigitalCultureNetwork
885 subscribers

Subscribed

CSV EXPORT


ADD COMPETITOR

HOME VIDEOS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT


TRENDING

STATS


Recently uploaded Popular




How to make videos on your smart phone | Digital Culture Network
4.3K views • 2 years ago




Tech platform demo - Siteimprove | Digital Culture Network
1.9K views • 1 year ago




How to deliver successful online training, workshops and events | Digital Culture...
1.3K views • 2 years ago




Introducing the Digital Culture Network
1.1K views • 3 years ago




Earning revenue from live streams | Crowdcast | Digital Culture Network
721 views • 2 years ago



MERL Twitter Sensation! | Digital Culture Network Case Study
604 views • 3 years ago

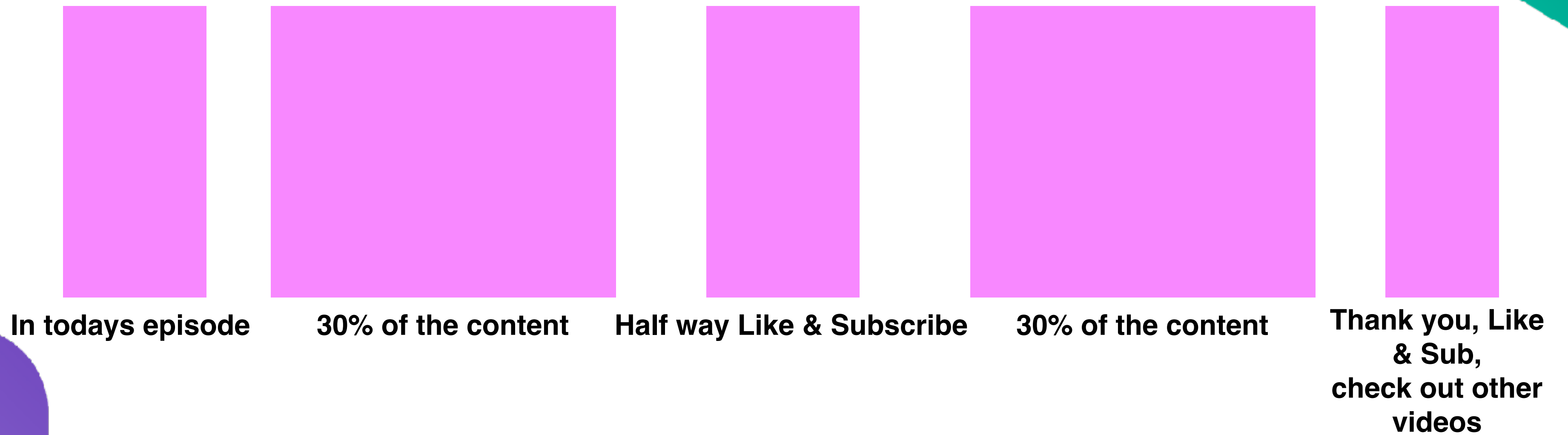


Introduction to the Digital Culture Network | Arts Council England
541 views • 1 year ago



5 reasons why you need a digital marketing strategy in 2023 | Digital Culture Network
519 views • 3 months ago

Once you see the structure, you'll see it everywhere in videos!





How to make videos on your smart phone

Mar 18, 2020 – Feb 7, 2023
Since uploaded (lifetime)

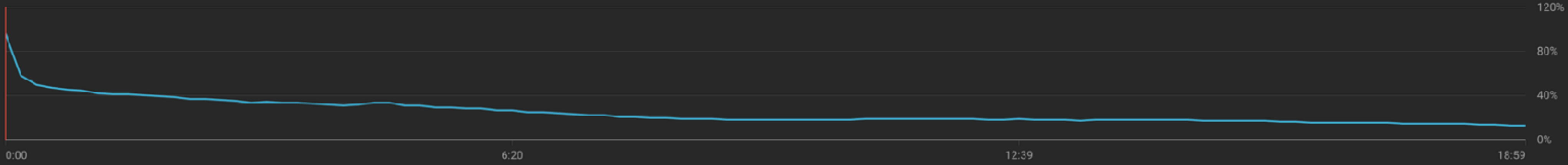


Type ?
Audience retention

4:13
Average view duration

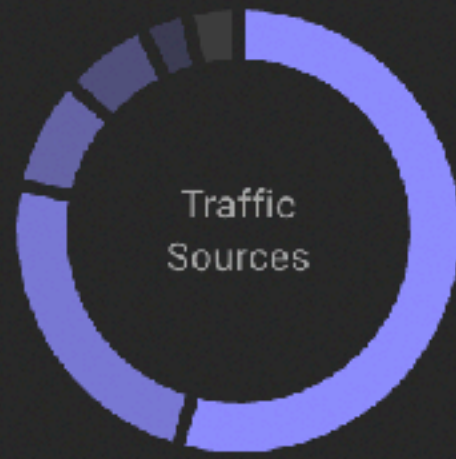
22.3%
Average percentage viewed

Chart guide ?



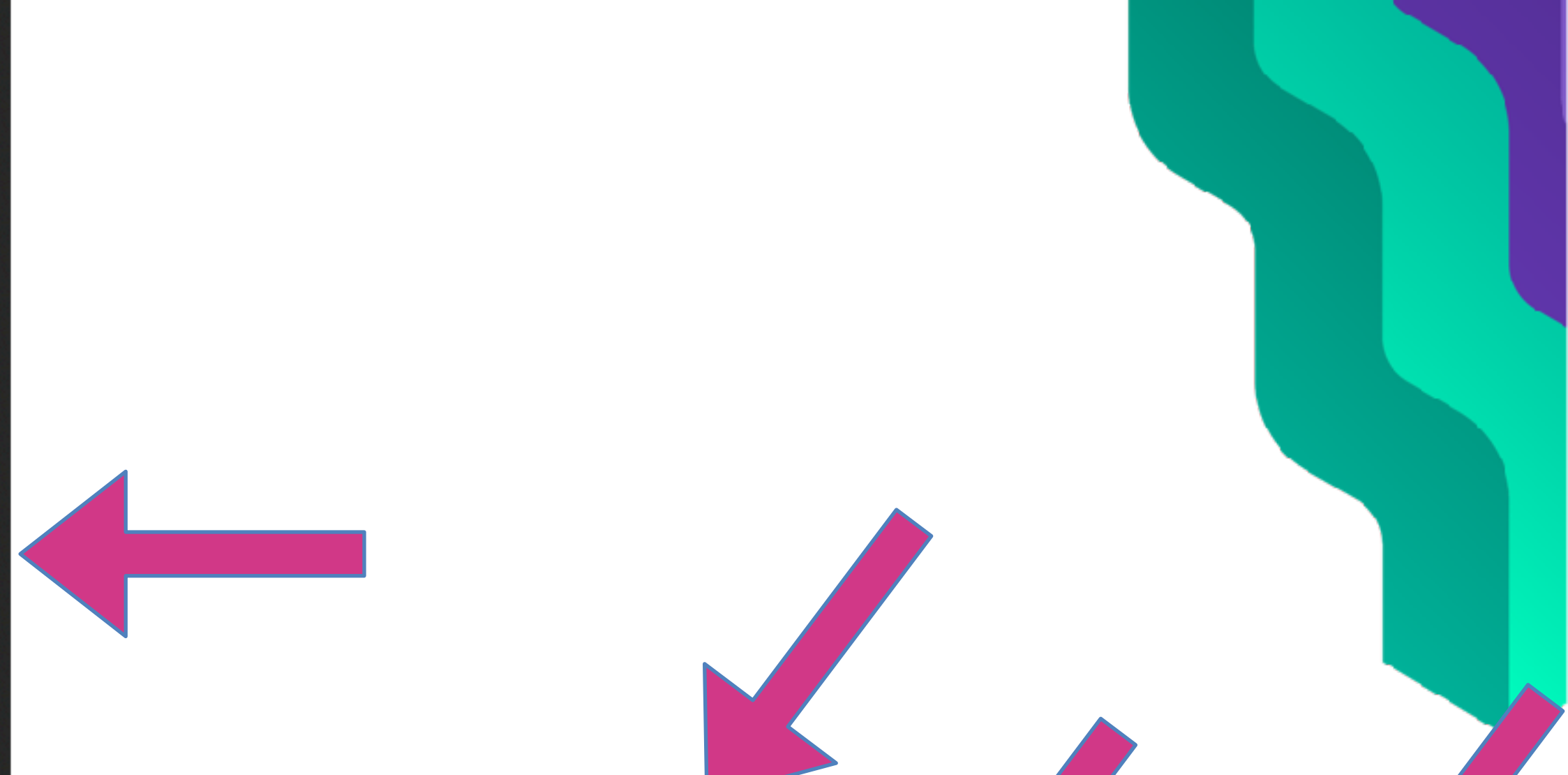
How viewers find this video ⚠

Views · Since published



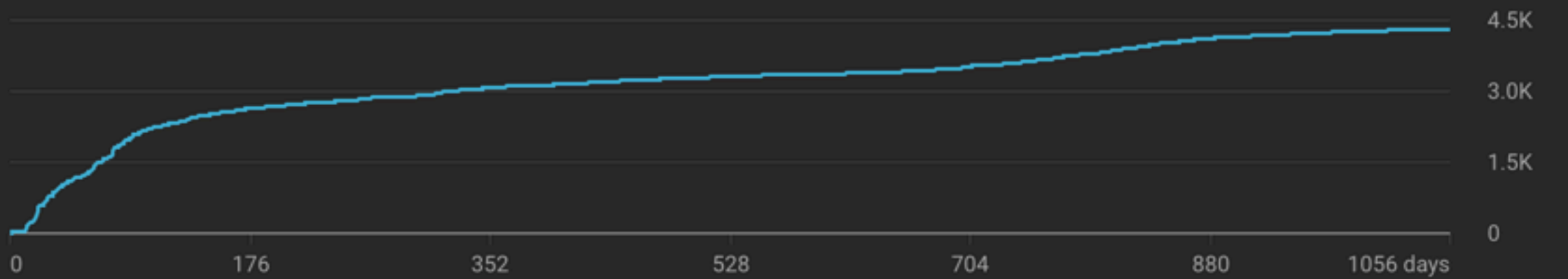
External	54.4%
Direct or unknown	24.0%
Other YouTube features	8.1%
Channel pages	6.5%
Suggested videos	3.4%
Others	3.7%

[SEE MORE](#)



This video has gotten 4,320 views since it was published

Views 4.3K	Watch time (hours) 303.5	Subscribers +49
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[SEE MORE](#)

Average view duration

3:41

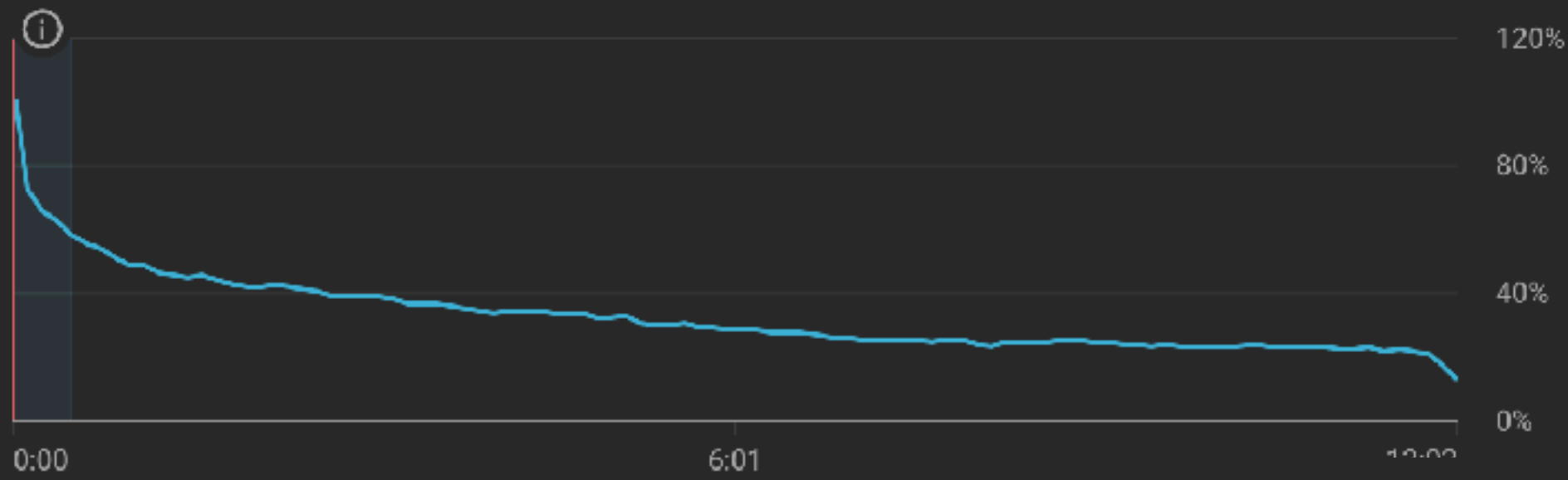
Average percentage viewed

30.7%



● This video ● Typical retention not available

Chart guide ?



59% of viewers are still watching at around the 0:30 mark, which is typical. Learn more by your other videos.

This video has gotten 721 views since it was published

Views

721 ↑

281 more than usual

Watch time (hours)

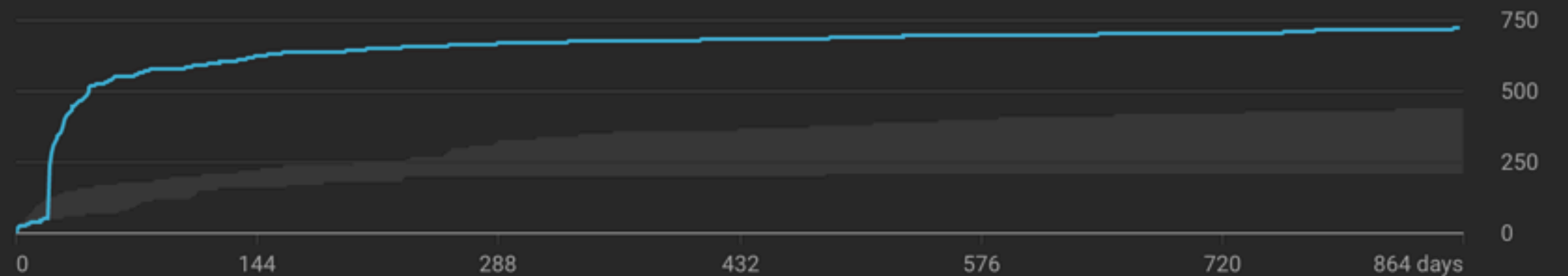
44.4 ↑

14.4 more than usual

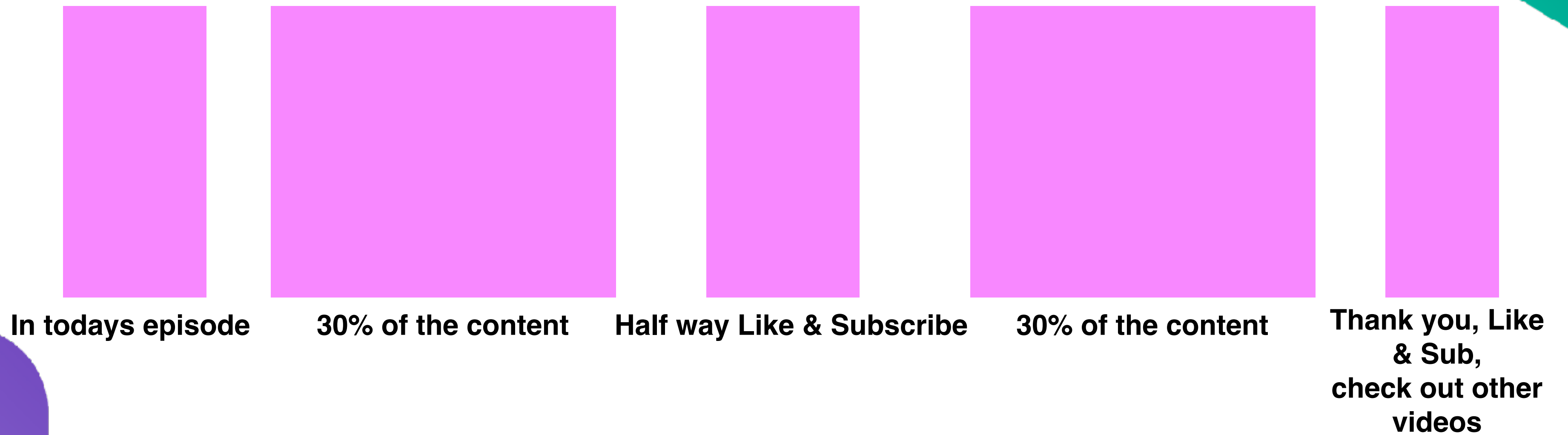
Subscribers

+9

● This video ● Typical performance



Once you see the structure, you'll see it everywhere in videos!



The three creative stages of your videos



Thinking, Researching, Writing



Writing & Filming



Editing, Testing, Editing, Testing, Editing

Circle of life

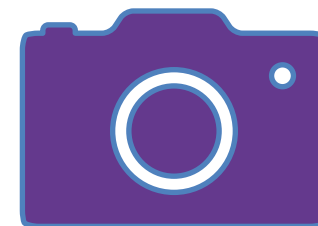
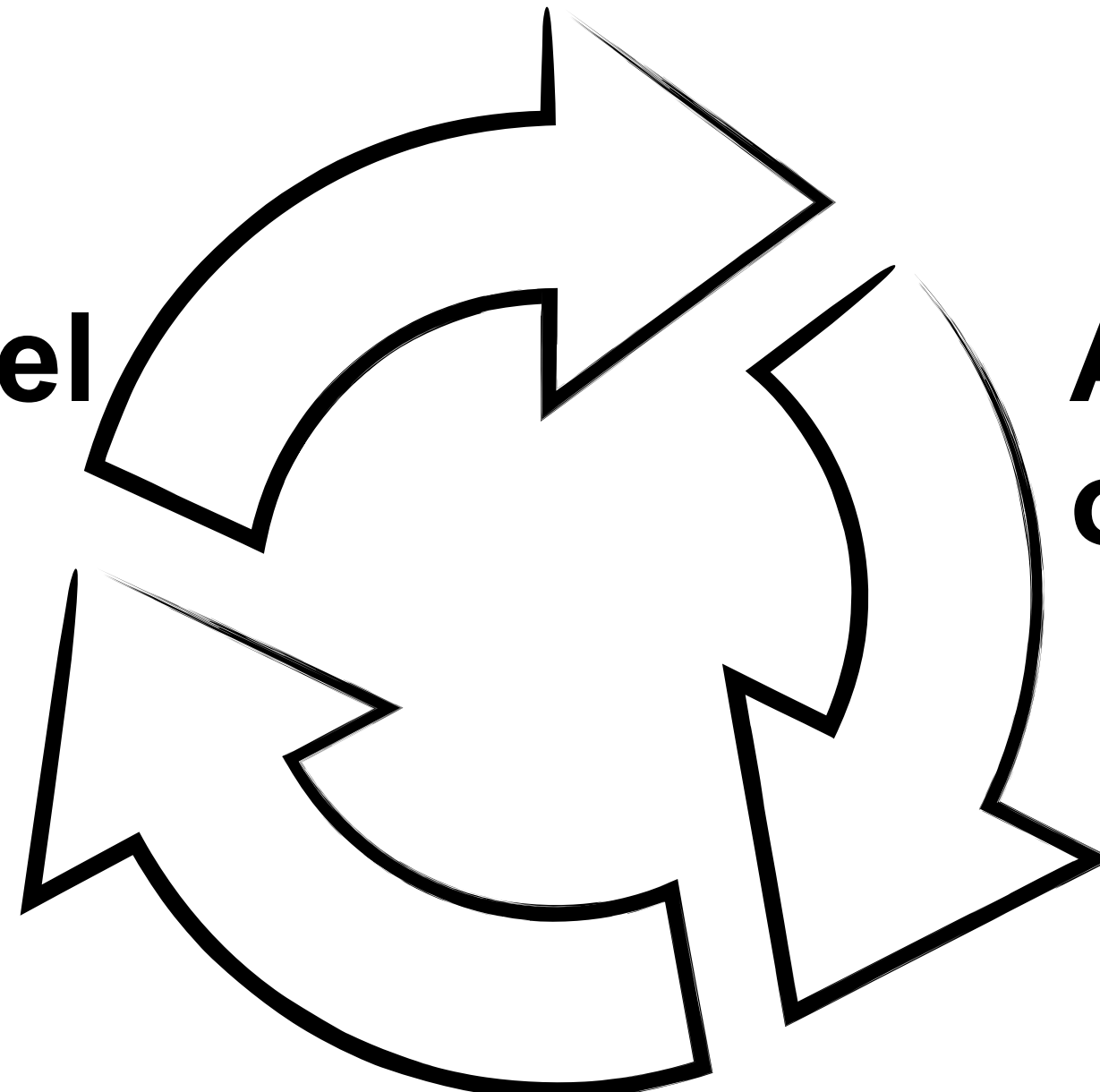
Navigational, Informational or Transactional?

Who is our channel content for?

Are we Trendy or Evergreen?



Cut, Cut, Cut



Press Record

**Plan out
Structure**

- YouTube the stuff we already know
- Navigational, Informational or Transactional?
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THUMBNAILED



SECRETS



HOW TO GO VIRAL

ON SOCIAL MEDIA

**HOW TO BECOME A
BILLIONAIRE**

Digital Culture Net... Teams • 8 5

- Home Templates Projects Tools Brand Content Planner Discover apps Smartmockups

What will you design today? Search your content or Canva's For you Docs Whiteboards Presentations Social media Videos Print products Websites More

You might want to try...

Doc Whiteboard YouTube Banner YouTube Thumbnail Video Instagram Post (Square) Instagram Story

Recent designs

Grid of recent design thumbnails including 'BREAK MASSIVE UPDATE GOOGLE ANALYTICS' and 'DEAN'S TOP 5 CAMERAS'.



Keywords

The logo for vidIQ, featuring the word "vidIQ" in a bold, sans-serif font. The "i" is black with a blue triangle above it, and the "Q" is blue. To the right of "vidIQ" is the YouTube logo, which consists of the word "YouTube" in white on a red rounded rectangle, with the word "CERTIFIED" in black below it.

vidIQ YouTube
CERTIFIED

Home

Shorts

Subscriptions

Library

History

Your videos

Watch later

Your clips

Show more

Daily Ideas

Keyword Inspector

Competitors

Trend Alerts

Most Viewed

Channel Audit

Achievements

vidIQ Academy

Subscriptions

DanceEast, Jerwoo...

- All
- News
- Music
- Gaming
- Mixes
- Live
- Machines
- Manchester City F.C.
- Cameras
- Culinary arts
- Homes
- Podcasts
- Gadgets
- Aircrafts
- Driving
- Indo...



Humanistic AI Voice
 Create more accessible content for those with visual impairments by adding narrative voice
 Ad • Veritone, Inc.



Open Door AD
 Inside David Harbour & Lily Allen's Brooklyn Townhouse | Open Door |...
 Architectural Digest
 4.1M views • 5 days ago **21K VPH**



TANK CHATS RELOADED LITTLE WILLIE
 See inside Little Willie | The Tank Museum
 The Tank Museum
 41K views • 3 days ago **268 VPH**



Undefeated Showboater Challenges Tyson
 BLTV Classic
 2.1M views • 2 weeks ago **2.7K VPH**



The Great Housing Con
 UK housing market crash is "the end of the PONZI SCHEME" | Economics ...
 The New Statesman
 615K views • 5 days ago **4.2K VPH**



Goldeneye 007 On 00 Agent Difficulty - VOD #1
 Jabo's Dumpster
 1.3K views • 1 day ago **29 VPH**

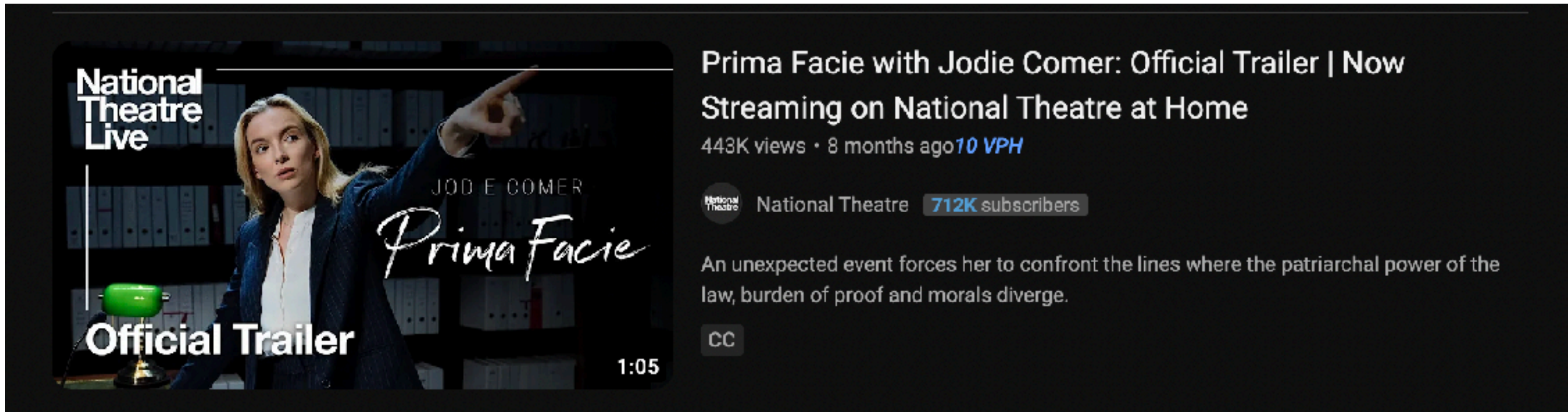


How I Made \$3 Million In 6 Months as a 20 Year Old Female Entrepreneur
 Inayah McMillan
 280K views • 2 weeks ago **4.5K VPH**



EXTENDED HIGHLIGHTS | An instant classic! | England v Scotland | 2023...
 Guinness Six Nations
 208K views • 1 day ago **6.3K VPH**

The first 150 characters of your description should explain exactly what your video is about.



National Theatre Live

JODIE COMER


Prima Facie

Official Trailer


1:05

Prima Facie with Jodie Comer: Official Trailer | Now Streaming on National Theatre at Home

443K views · 8 months ago **10 VPH**

 National Theatre **712K** subscribers

An unexpected event forces her to confront the lines where the patriarchal power of the law, burden of proof and morals diverge.

 CC



LEOPARD 2

 **COLD WAR**

 **THE TANK MUSEUM**

21:03

Tank Chats #66 Leopard 2 | The Tank Museum

1.2M views · 3 years ago **144 VPH**

 The Tank Museum **469K** subscribers

The Leopard 2 Main Battle Tank was kindly temporarily loaned to The Tank Museum by the Historic Collection of the Royal ...

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Q&A



Digital Culture
Network



Get in touch

digitalnetwork@arts council.org.uk
digitalculturenetwork.org.uk

Join the conversation

@ace_dcn
#DigitalCultureNetwork





Digital Culture Network