



Engage with your supporters

What is YouTube?

YouTube is a social media site that enables people to watch and share originally created videos. Owned by Google, over 800 million unique users visit YouTube and over 4 billion hours of video is watched each month! User generated clips range from amateur videos to commercially created clips lasting up to a maximum of 15 minutes.

Make your voluntary group stand out using YouTube

- Using YouTube's nonprofits programme you can connect with your supporters, volunteers and donors through engaging video content (click on the link for more information)
<http://www.youtube.com/nonprofits>
- You can reach out to your supporters and get them talking about you. Encourage them to leave comments about your video and your message while engaging in conversation with them to develop a relationship
- YouTube allows you to get your message across using sound and visuals creating greater awareness of your cause - don't forget to mention your Localgiving.com page in your video so supporters can donate

- Keep your supporters returning by sharing success stories or upcoming events over a series of videos
- Deliver compelling content using endorsements from people you have helped
- You can get a greater understanding of your supporters by using YouTube Insights which provides analytical data on who has viewed your video. This information is segmented by age, gender and location and also whether viewers have shared the video on other websites and the level of its popularity

Getting started

- Go to [YouTube.com](https://www.youtube.com) and click on 'sign in' on the top right hand side of the screen
- Choose to create a new account and complete the registration sheet
- Once you have registered you can log into your YouTube account and start searching for video or topics in the browse bar
- When you have found a video that you are interested in you can share it with your friends on Twitter, Facebook, LinkedIn and other social media sites. You can also click 'like' to add it to your favourites enabling you to easily retrieve it at a later date
- To upload a video from your computer or mobile simply click on the upload button and follow the instructions
- Share your video publicly or use private sharing to control who can watch it
- Include relevant keywords in the Tags section and select the appropriate category
- Give the video an accurate title and description to help people discover it.

For further information on how you can use YouTube to build your supporter network please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on 01753 524176.