

YouTUBE: A Great Venue to Provide Training

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Why YouTube?

- More than 1 billion unique users visit YouTube each month.
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth.
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network.

Polling Question

When was the last time you watched a YouTube video relevant to your work?

1. Within the last week.
2. Within the last month.
3. Within the last year.
4. Never.

Polling Question

Have you posted work-related videos on YouTube?

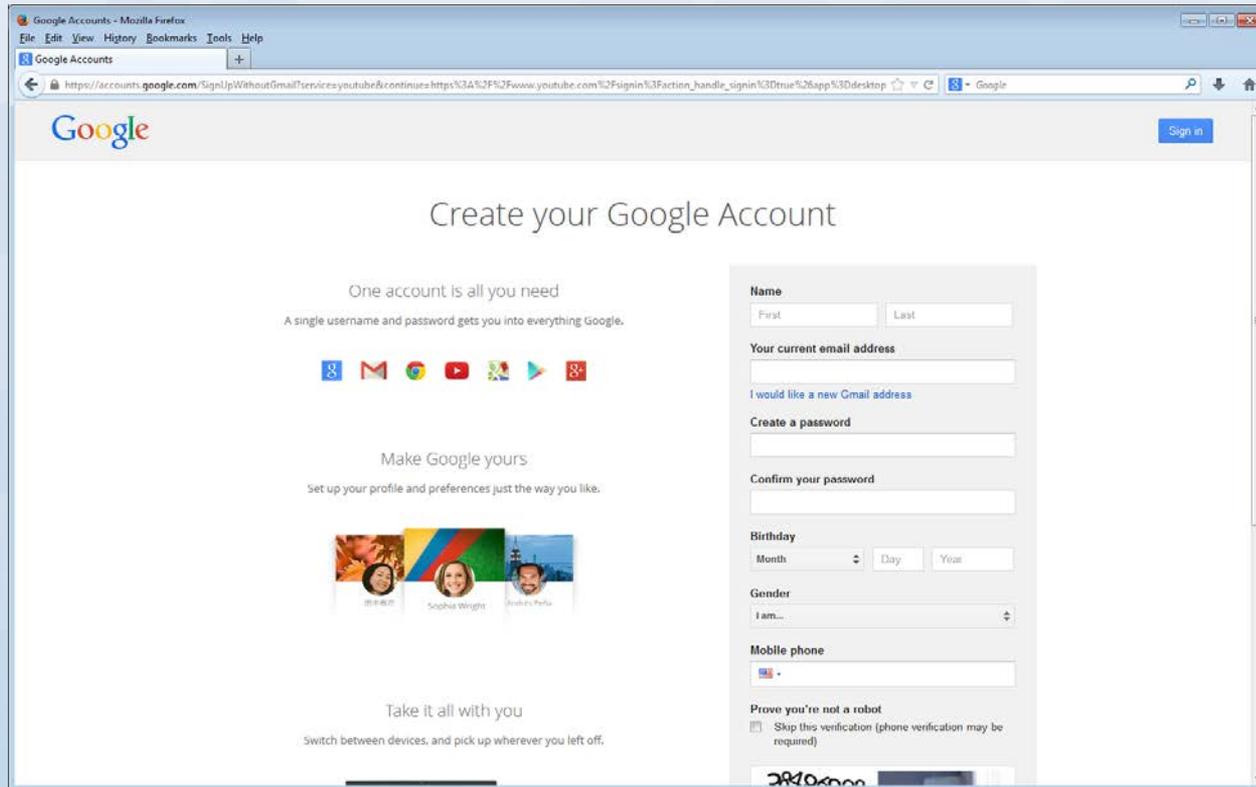
1. Yes.
2. No.

Is it an appropriate for TB Education?

- Pros:
 - Plays in all major web browsers.
 - Viewable on iOS and Android mobile devices.
 - Alleviates bandwidth problems on your webserver.
 - Tracks viewing stats for you automatically.
- Cons:
 - Some Gov't agencies may block YouTube.

How to Start

- Sign up

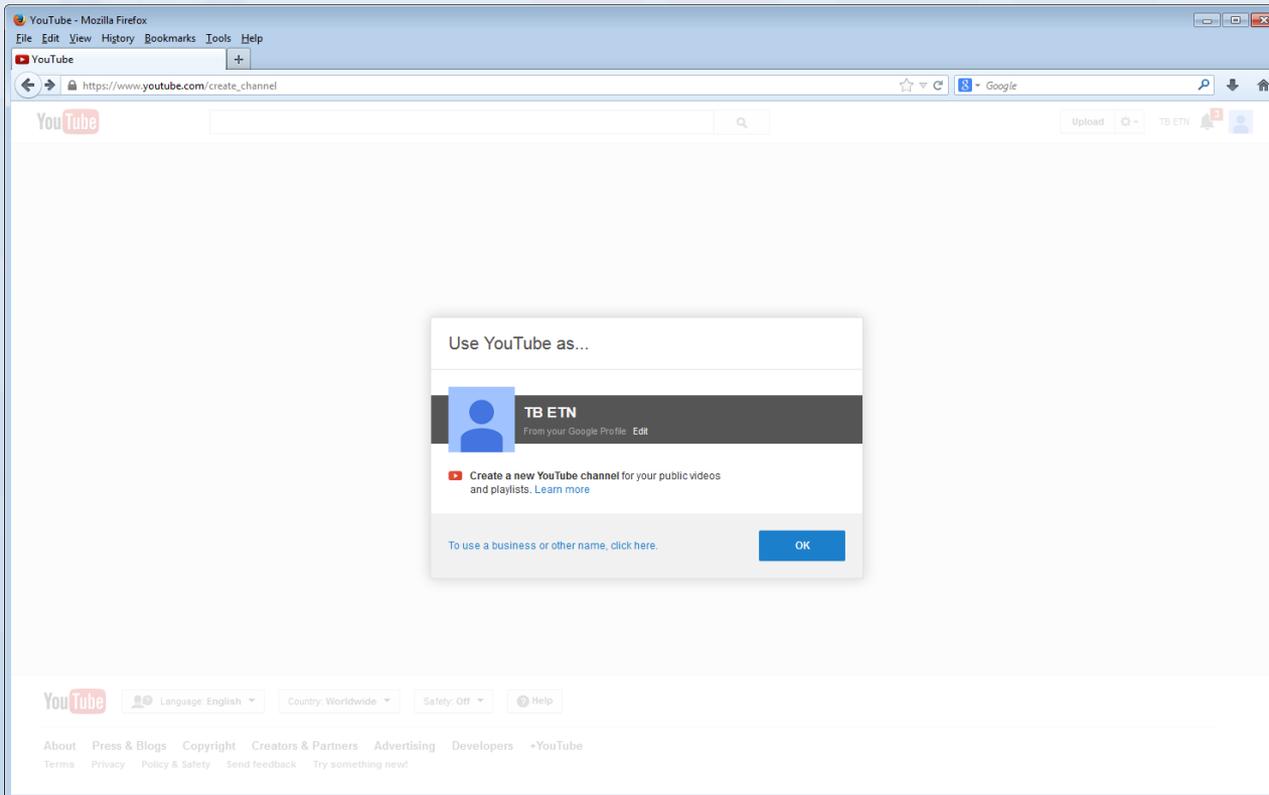


The screenshot shows the Google Accounts sign-up page in a Mozilla Firefox browser window. The browser's address bar displays the URL: https://accounts.google.com/SignUpWithoutGmail?service=youtu&continue=https%3A%2F%2Fwww.youtube.com%2Fsignin%3Faction_handle_signin%3Dtrue%26app%3Ddesktop. The page features the Google logo at the top left and a "Sign in" button at the top right. The main heading is "Create your Google Account". Below this, there are three sections: "One account is all you need" with a sub-heading "A single username and password gets you into everything Google." and icons for Google, Gmail, Google+, YouTube, and Google Maps; "Make Google yours" with a sub-heading "Set up your profile and preferences just the way you like." and profile pictures of three people; and "Take it all with you" with a sub-heading "Switch between devices, and pick up wherever you left off." On the right side, there is a registration form with the following fields: "Name" (First and Last), "Your current email address", "I would like a new Gmail address" (checkbox), "Create a password", "Confirm your password", "Birthday" (Month, Day, Year), "Gender" (I am...), "Mobile phone" (Country and Number), and "Prove you're not a robot" (checkbox to skip verification).

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Create Your Channel

Use a Business or Other Name



SHARE • LEARN • CURE



Create a new channel

Name your channel

TBETN Videos

Company, Institution or Organization

Your new channel comes with a Google+ page

I agree to the [Pages Terms](#)

Done



Upload videos

Upload public and private videos to your new channel



Join the conversation

Comment on videos using your channel name

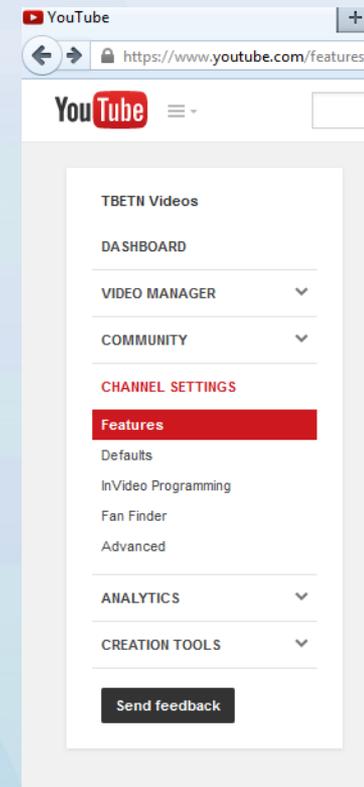


All across Google

Your new channel comes with a Google+ page

Channel Settings

- After you publish your first video, you may update your Channel settings.
 - Features>>“Verify” your account.
 - Features>> Enable Longer videos.



Default Settings

TBETH Videos

DASHBOARD

VIDEO MANAGER ▾

COMMUNITY ▾

CHANNEL SETTINGS

Features

Defaults

InVideo Programming

Fan Finder

Advanced

ANALYTICS ▾

CREATION TOOLS ▾

Send feedback

Upload Defaults

Set defaults below for future uploads. These settings can be overridden on individual videos.

Privacy **Unlisted** ▾

Category **Education** ▾

License **Standard YouTube License** ▾

Title

Description

Tags

Comments and responses **Allow comments** **Approved** ▾

Users can view ratings for this video

Caption certification **Select one** ▾

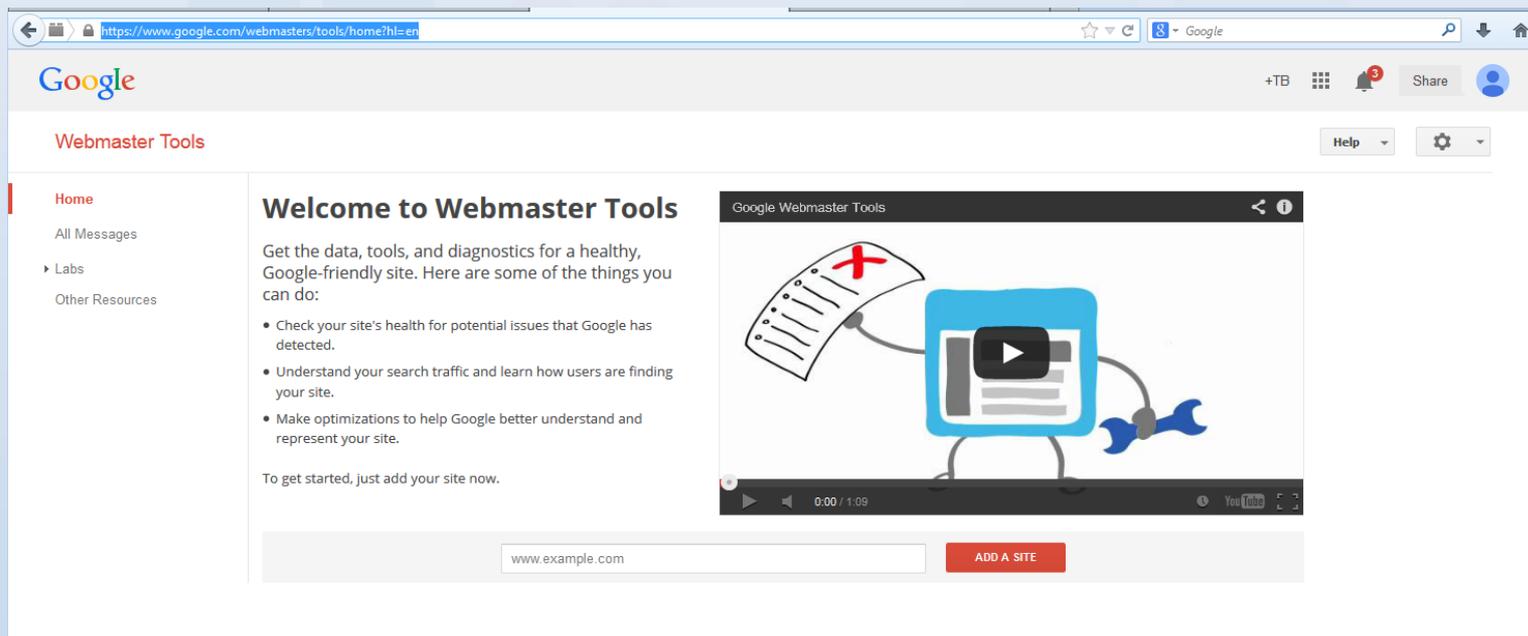
Suggest video improvements **Show edit suggestions** ▾

Video location

Video statistics Make video statistics on the watch page publicly visible [?]

Link Your Google+ Account to Your Site

- Helps with search traffic for both your site and your YouTube Channel.



<https://www.google.com/webmasters/tools/home?hl=en>

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Channel Art / Describe Channel

- Custom branding at top of your channel.
- Channel description

The screenshot displays the YouTube channel page for the Southeastern National Tuberculosis Center (SNTC). The channel art features the SNTC logo and the text "SNTC Southeastern National Tuberculosis Center". The channel has 57 subscribers and 9,012 views. The channel description states: "The Southeastern National Tuberculosis Center (SNTC), as part of the University of Florida Department of Medicine, supports the education and training missions of TB programs throughout the southeastern United States and provides a source of expert medical consultation for healthcare providers caring for TB patients. Visit our website for more information <http://sntc.medicine.ufl.edu> ."

The following webinars were recorded during the live broadcast of the online presentations.

Logos for SNTC and UF - Department of Medicine are visible at the bottom of the page. The channel statistics show 57 subscribers and 9,012 views.

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Enhance Videos

Useful to remove sections of your video.

from Video Manager Click the arrow next to the Edit button>>Enhancements

The screenshot shows the YouTube Video Manager interface. On the left is a navigation sidebar with options like 'SNCTWebinars', 'DASHBOARD', 'VIDEO MANAGER', 'Uploads', 'Live Events', 'Playlists', 'Tags', 'Search History', 'Likes', 'COMMUNITY', 'CHANNEL SETTINGS', 'ANALYTICS', and 'CREATION TOOLS'. The main area is titled 'Therapeutic Drug Monitoring: Nuts and Bolts' and features a video player with 'Original' and 'Preview' views. The video content includes a slide titled 'Evaluation and Continuing Education Information' with bullet points: 'Please note that you must complete this online evaluation by 5 pm EST on Friday, 2/14, if you want to receive nursing or physician credit.', 'No licensure credit will be provided without the completion of an evaluation.', 'Certificates will be e-mailed to the address entered into the online evaluation within 8 weeks following the event.', and 'Full attendance is required to receive credit (no partial credit)'. The right side of the interface contains enhancement controls under 'Quick fixes', 'Filters', and 'Special effects'. The 'Quick fixes' section includes 'Auto-fix', 'Fill Light', 'Saturation', and 'Slow Motion'. The 'Special effects' section includes 'Stabilize', 'Contrast', and 'Color Temperature'. Each control has a slider or dropdown menu. At the bottom right, there are 'Trim', 'Reset', and 'Undo' buttons. A 'Send feedback' button is located in the bottom left of the sidebar area.

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Add Annotations

To link to other videos, websites or to add written text to the video

TBETH Videos

DASHBOARD

VIDEO MANAGER

Uploads

Live Events

Playlists

Tags

Search History

Likes

COMMUNITY

CHANNEL SETTINGS

ANALYTICS

CREATION TOOLS

Send feedback

Info and Settings Enhancements Audio Annotations Captions

Video sample 3

Saved Publish

HealthStart IQ

Click here to view a video about TB and Diabetes recorded Sept 26, 2013.

6 Million are unaware they are diabetic.

Presented by WISQ

0:10 / 0:32

Click here to view ...

0:00 0:10 0:20 0:30 0:33

+ Add annotation

Click here to view a video ... [0:00:10.2]

Speech bubble

Click here to view a video about TB and Diabetes recorded Sept 26, 2013.

Custom

16 A [] []

Start End

0:00:10.2 0:00:18.8

Link Video

://www.youtube.com/watch?v=UGViEMr97LU

Preview link

Start linked video at: 0:30:05.0

Open link in a new window

Learn more about video annotations

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Embedding Video on your website

Video Manager >> Click your Video >> Share >> Embed

The screenshot shows the YouTube Video Manager interface. At the top, there's a search bar and a video player showing a slide titled "TB on the Stormy Seas 2/18/14" by David Ashkin, M.D., F.C.C.P. Below the player are controls for Analytics, Video Manager, and other video management tools. The video title "TB Morbidity & Mortality Review: TB on the Stormy Seas" is displayed, along with the channel name "SNTCWebinars" and "23 videos". The video has "65 views". There are options for Like, Comment, About, Share, and Add to. The "Embed" option is selected, and a code block is visible with the following HTML code:

```
<object width="420" height="315"><param name="movie" value="//www.youtube.com/v/QrRncKz4_A?hl=en_US&amp;version=3"></param><param name="allowFullScreen" value="true"></param></object>
```

At the bottom, the video size is set to 420 x 315.

The screenshot shows the Southeastern National Tuberculosis Center website. The header includes the organization's name and logo, along with contact information: 800.419.1870 - 24-hour hotline, professional use only, 888.265.SNTC - SNTC Office, So Habla Español, and sntc@medicine.ufl.edu. The main navigation menu includes HOME, TRAINING & EDUCATION, SNTC CALENDAR, ONLINE TRAINING, CONFERENCES, ARCHIVED WEBINARS, TRAINING OFFERINGS, MEDICAL CONSULTATION SERVICE, SPECIAL POPULATIONS, INTERNATIONAL INITIATIVES, PRODUCTS / RESOURCES, and ABOUT SNTC. The "ARCHIVED WEBINARS" section is active, showing a list of webinars. The current webinar is "TB Morbidity & Mortality Review: TB on the Stormy Seas" from 02/18/2014. The page includes a search bar for webinars, a "Go" button, and a table of supporting documents. A video player is embedded at the bottom of the page, showing a slide with chest X-rays.

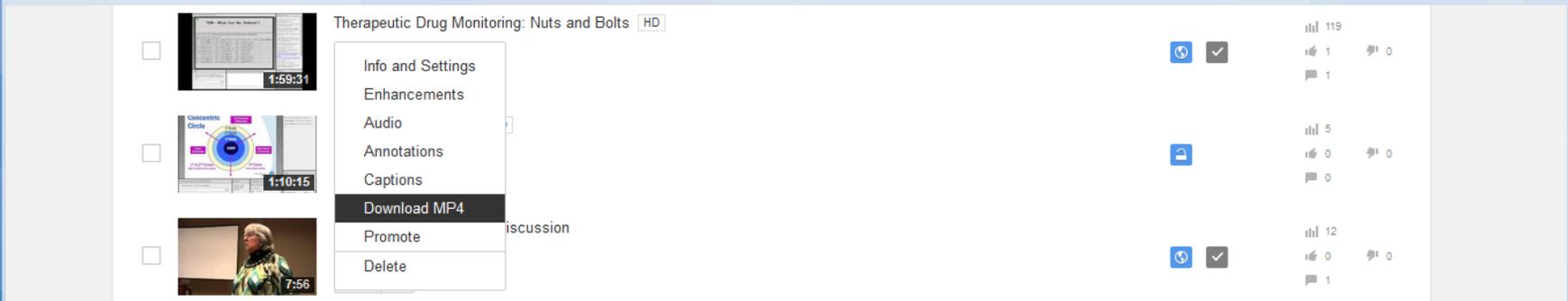
Title	Date	Supporting Documents
TB Morbidity & Mortality Review: TB on the Stormy Seas	02/18/2014	PDF Slides - Ashkin PDF Slides - Cohen

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MP4 Download

- YouTube gives you the ability to download your videos in MP4 format.
- MP4 is the current standard for computer video.

from Video Manager Click the arrow next to the Edit button>> Download MP4



The screenshot displays the YouTube Video Manager interface for a video titled "Therapeutic Drug Monitoring: Nuts and Bolts" in HD. On the left, a list of video segments is shown with checkboxes and thumbnails. The first segment is titled "Therapeutic Drug Monitoring: Nuts and Bolts" with a duration of 1:59:31. The second segment is titled "Concentric Circle" with a duration of 1:10:15. The third segment is titled "Discussion" with a duration of 7:56. A context menu is open over the first segment, listing options: Info and Settings, Enhancements, Audio, Annotations, Captions, Download MP4 (highlighted), Promote, and Delete. On the right, the video player interface shows three video thumbnails with their respective engagement metrics: 119 views, 1 like, 0 dislikes, 1 comment; 5 views, 0 likes, 0 dislikes, 0 comments; and 12 views, 0 likes, 0 dislikes, 1 comment.

Video Manager

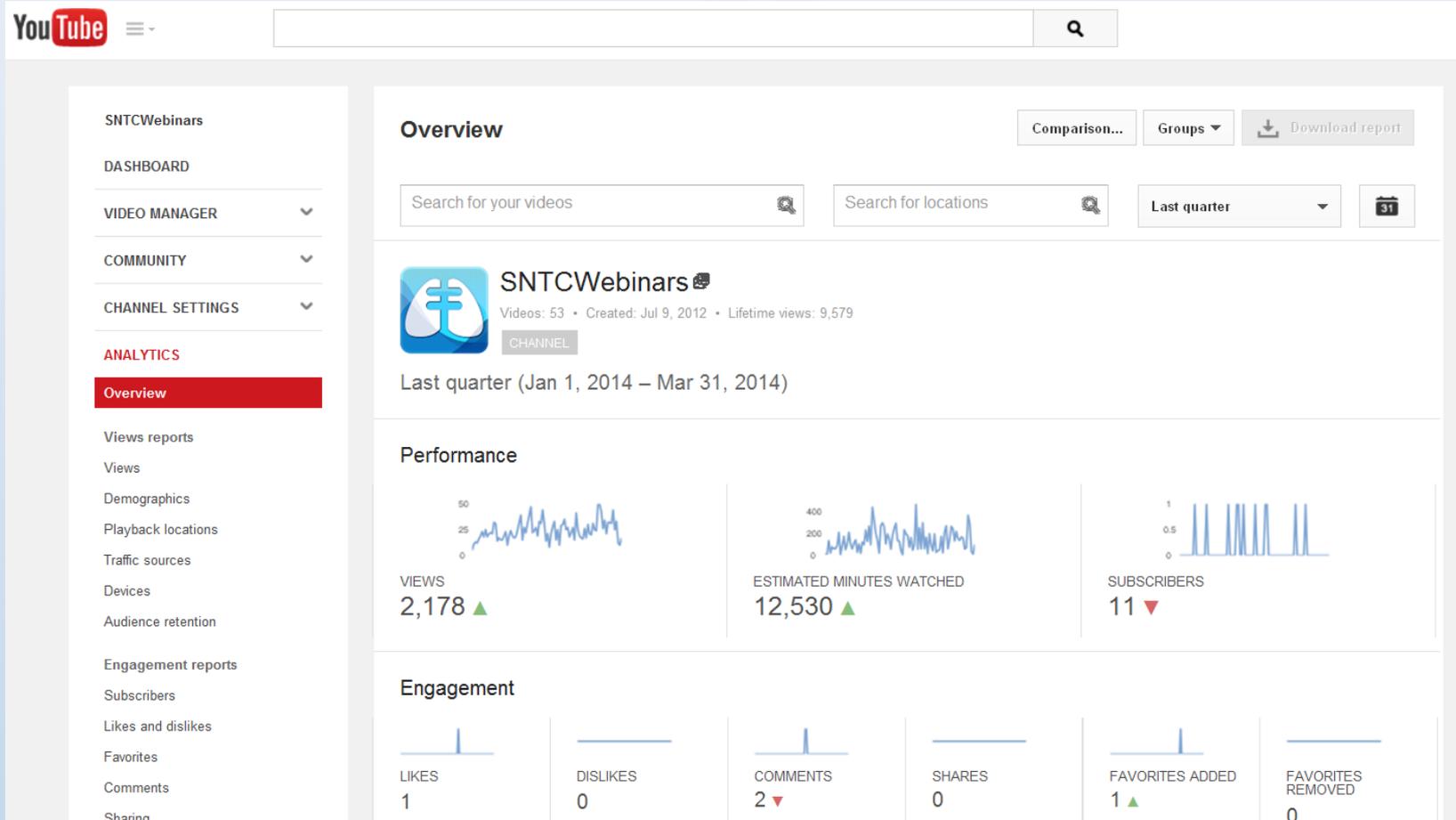
Provides high level status of all of your videos.
Publish date, access level, number of views, likes,
number of comments.

The screenshot displays the 'Video Manager' interface. On the left is a navigation sidebar with sections: 'SNTCWebinars', 'DASHBOARD', 'VIDEO MANAGER' (with sub-items: Uploads, Live Events, Playlists, Tags, Search History, Likes), 'COMMUNITY', 'CHANNEL SETTINGS', 'ANALYTICS', and 'CREATION TOOLS'. A 'Send feedback' button is at the bottom of the sidebar. The main area is titled 'Uploads' and includes a search bar, filters for 'Actions', 'Playlists', and 'Tag', and a 'View: Most viewed' dropdown. A list of four video uploads is shown, each with a thumbnail, title, date, and statistics (views, likes, comments).

Thumbnail	Title	Date	Views	Likes	Comments
	Tuberculosis: Pathogenesis and Transmission	July 18, 2012 8:50 AM	4,803	3	0
	MDR-TB, XDR-TB, and TDR-TB. Is This Progress?	September 13, 2012 3:15 PM	697	0	0
	You Can Prevent Tuberculosis	March 5, 2013 11:37 AM	510	7	1
	A Practical Approach to Using IGRA in Diagnosing TB	August 13, 2013 6:51 PM	418	1	1

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Analytics



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Other uses

- Short just-in-time videos
 - Show how to fill out a form.
 - How to use specific software.
- Short video showing training location.
- Embedding into Powerpoint presentations.

More info

- YouTube Playbook:

<http://www.youtube.com/yt/playbook/index.html>