



UNIVERSITY OF LEEDS

# YOUTUBE VIDEO GUIDANCE

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This document is subject to periodic revision.

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to make sure you have the most recent version.

# YouTube Video Guidance

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YouTube is the ideal platform for reaching a wide audience. Having over one billion unique active users each month and catering to 76 languages, YouTube allows for world-wide accessibility (excluding China).

It is important to create content that your viewers will want to watch. Think of what kind of videos do well with your target demographic. Currently the most popular content on YouTube includes:

- How to
- Personal experiences/storytimes
- Reviews and recommendations
- Travel and cooking guides
- Challenges

YouTube videos can be watched across all platforms. Consider that your viewers are likely to watch it on mobile and TV as desktop and laptop use is shrinking.

The ideal video format and resolution is landscape at 1080p as this is supported across most devices.

Please see [comms.leeds.ac.uk/video/video-guidelines](https://comms.leeds.ac.uk/video/video-guidelines) for further technical specifications.

## Optimisation

YouTube uses an algorithm to rank and categorise videos. This algorithm is a set of rules that uses the information you provided in the Title, Description and Tags to understand what your video is about. This is to ensure that your video is found by the relevant demographic.

It is vital to optimise your content by providing accurate Title, Description and Tags. This will make your videos are easily discoverable through Search (when a viewer searches for specific topic) as well as suggested videos (your video appearing next to related content).

The Title of the Video should be within 60 characters including spaces. This ensures it remains visible and is not cut off.

The Description allows for 5000 characters. The first 157 characters always remain visible (without clicking “see more”) so place any links for the corporate website within the first 157 characters. In order to make your content stand out it is important to create a high quality thumbnail.

For thumbnail guidance please refer to the Video Guidelines [comms.leeds.ac.uk/video/video-guidelines/](https://comms.leeds.ac.uk/video/video-guidelines/)

## Analytics

YouTube Analytics can provide you with insight into how well your video has been received. Recently Analytics focusing on sensitive data such as Gender and Age have become more limited due to GDPR. However, videos receiving a lot of views, demographics Analytics such as Gender and Age can still be fully accessed.

Using YouTube analytics you can measure:

- How many views your video has received in a selected time period
- Audience retention (how long the viewer watches your video for)
- Watch time (the total number of minutes your video has been watched for)
- Impressions and how they led to watch time
- Traffic source type (external/internal/search).
- Engagement (subscriber count, likes/dislikes, comments, shares)
- Top countries viewing your content
- Age and gender (only once you have reached a significant number of views due to GDPR)
- Watch time from subscribed/unsubscribed viewers
- Top subtitle/CC languages used.

Keep in mind that for the first 2/3 days analytics do not provide an accurate insight due to this being the view count adjustment period. Wait at least a week before requesting Analytics data.

## Further help

For more help commissioning, creating, distributing and measuring video content visit: [comms.leeds.ac.uk/video](https://comms.leeds.ac.uk/video)

Contact the digital communications team for further support: [webcomms@leeds.ac.uk](mailto:webcomms@leeds.ac.uk)