

GUIDE

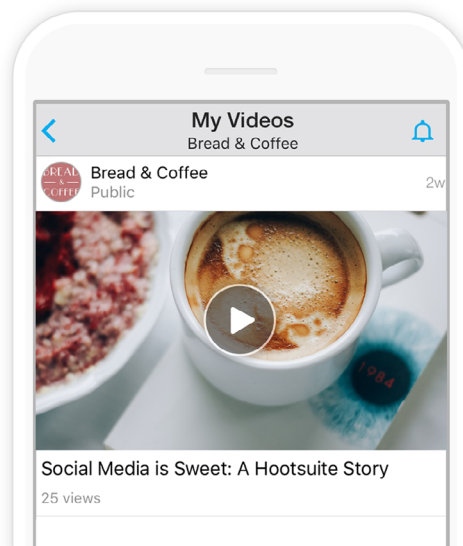
# YouTube and Hootsuite

A Quick Start Guide



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## A Quick Start Guide



YouTube is a video giant. It receives more than [one billion unique visitors every month](#) (that's almost a third of all people on the internet) and is the [second largest search engine in the world](#). If you're doing marketing for a business or personal brand, there's no doubt that YouTube is where you want to be.

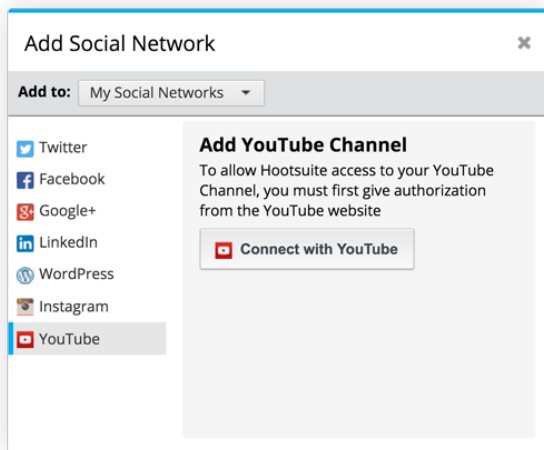
Hootsuite can help you realize the full potential of your YouTube videos by making it easier to grow your audience and reduce the complexity of sharing video content.

### In this YouTube Quick Start Guide, you'll learn how to:

- ✔ Connect YouTube and Hootsuite
- ✔ Share your videos across multiple channels
- ✔ Monitor channel streams and respond to comments
- ✔ Set up appropriate team permissions
- ✔ Measure the effectiveness of your videos

## Connect YouTube to your Hootsuite dashboard

1. Click your profile image at the top of the launch menu.
2. Under 'My Social Networks' click the 'Add a Social Network' button.
3. Click 'Add to: My Social Networks' dropdown and choose an organization.
4. On the left menu select YouTube.
5. Click the 'Connect to YouTube' button.
6. Enter your YouTube account details and click 'Allow.'



## Easily share video content on social in a few clicks

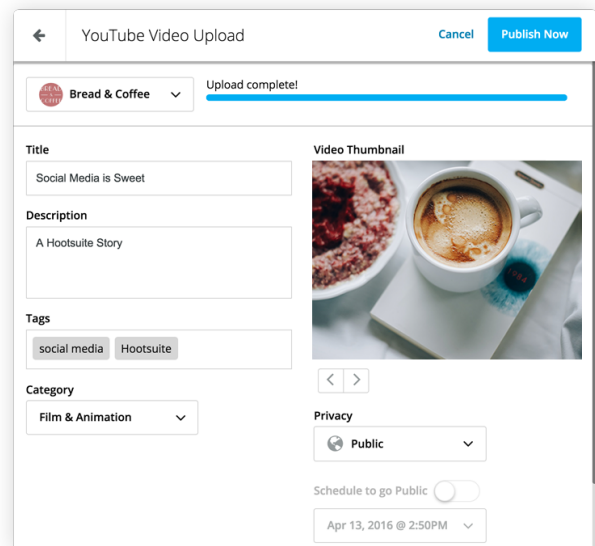
There are [400 hours of video](#) uploaded to YouTube every minute. How do you ensure that your videos find their way to your target audience and stand out in the crowd?

With Hootsuite, you can share your YouTube videos across major social networks to increase your reach and impact.

## How to get started:

**Upload a YouTube video to Hootsuite:** You can upload your YouTube videos (public, private, or unlisted) to Hootsuite and share across your social networks.

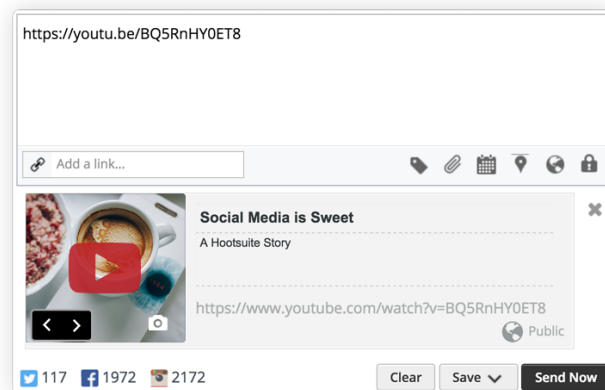
1. Click 'Compose Message.'
2. Select 'Attach media.'
3. Drag a video into the upload area or click to choose a video to upload.
4. If you have multiple channels, select one from the dropdown.
5. Add info about your video, including: title, description, tags, category.
6. Select a playlist to add the video to (optional).
7. Adjust privacy settings by selecting public, private, or unlisted from the privacy dropdown.
  - a. **Public:** Anyone can search and view the video.
  - b. **Private:** Only the YouTube channel owner can view the video.
  - c. **Unlisted:** URL is required to view the video. It is not accessible by search or through the channel.
8. Select 'Publish Now' for videos you want to go public. Select 'Done' for private and unlisted videos.



After a video is successfully uploaded, a pop-up will appear confirming the video has been published to YouTube. You can then share with an embed code, video URL, and to your other social networks through Hootsuite.

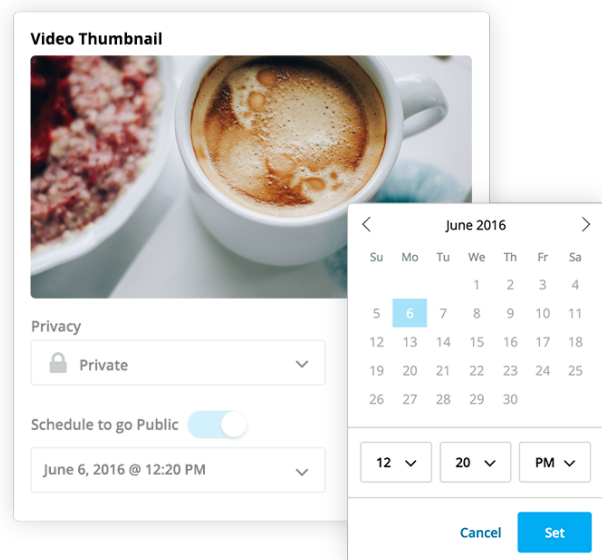
### To share your uploaded video:

1. Click 'Share via Hootsuite.'
2. The YouTube video's URL will be added to the compose message.
3. Select social networks.
4. Compose your message.
5. Publish and/or schedule. You can also share links to videos that have already been published in YouTube.



**Schedule YouTube content:** Save time by scheduling video content to go public at a later date or time. This option is available when publishing private or unlisted videos.

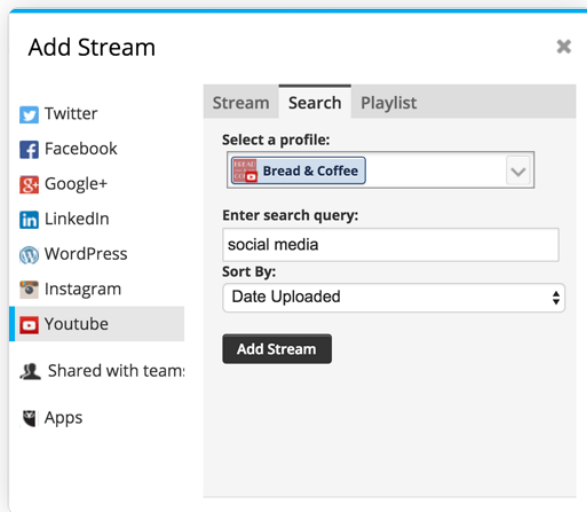
1. Follow the same steps to upload a video to YouTube.
2. Select unlisted or private videos from the dropdown.
3. Toggle 'Schedule to go Public.'
4. Select a date and time for the video.
5. Click 'Set.'
6. Click 'Schedule' in the top right corner.



[Watch this video to learn how to publish YouTube videos using Hootsuite.](#)

**Find, curate, and share YouTube videos:** You can view streams of unowned YouTube videos and easily share video links with your audience. Start by conducting keyword searches to view and engage with unowned videos.

1. Select 'Search' in the add a stream helper.
2. Type in a search query.
3. Choose an optional 'sort by' category:
  - a. Date uploaded
  - b. Relevance
  - c. View count
  - d. Rating
4. Click the 'Search' button to add the search stream.
5. Select more stream options.
6. Click 'Share' to share a video to your social networks.



## Monitor videos and engage with your audience

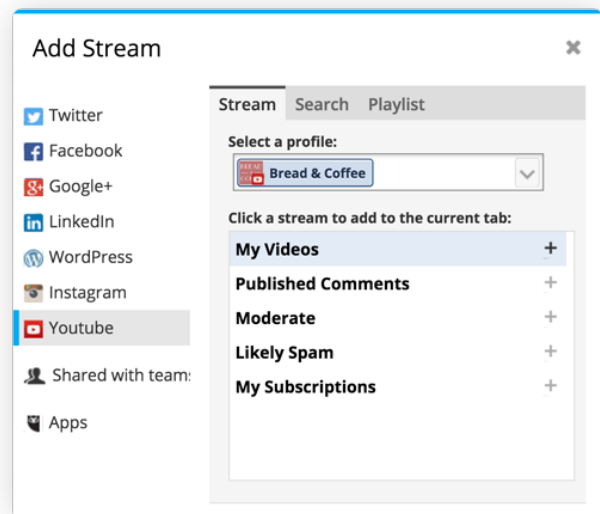
While video views are an important indicator of success, they shouldn't be your only concern. As Kissmetrics points out, [engagement has to be one of your top priorities](#).

With Hootsuite, you can monitor videos and moderate comments through the dashboard. That way, you know you're engaging with your biggest fans while promptly addressing negative comments and eliminating spammy messages.

### How to get started:

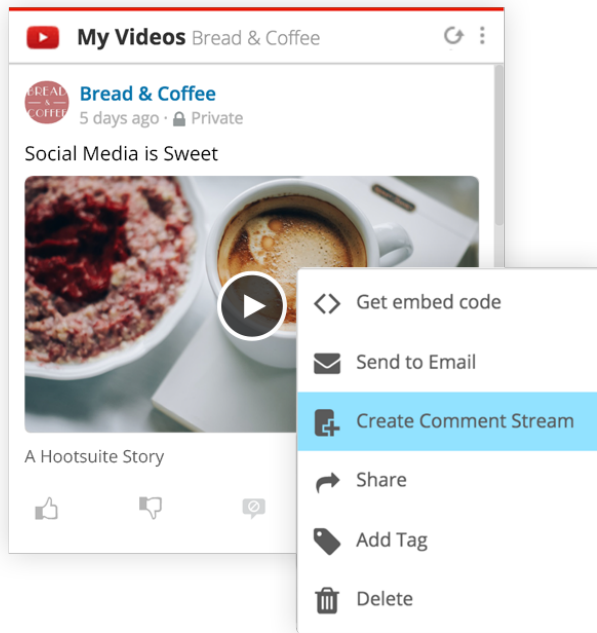
**Add 'My Videos' stream:** You can view activity across all your videos including the number of comments, likes, and dislikes.

1. Go to the tab you'd like to add a stream to.
2. Using the add a stream helper, select the profile dropdown.
3. Select your YouTube channel.
4. Click 'My Videos.'



From the **'My Videos' stream**, you can create a separate stream to monitor comments received on a specific video.

1. Scroll to the video you would like to add a comments stream for.
2. Click for more stream options.
3. Click 'Create Comment Stream.'

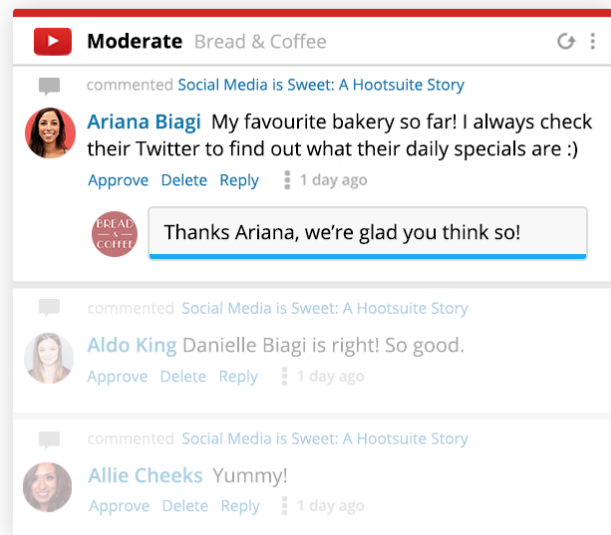


**Add 'Published Comments' stream:** This will show you all comments that have been approved and published by your team.

1. Go to the tab you'd like to add the stream to.
2. Using the add a stream helper, select the profile dropdown.
3. Select your YouTube channel.
4. Click 'Published Comments.'
5. To reply to a comment, click 'Reply.'

**Add 'Moderate Comments' stream:** You can approve and reply to comments, as well as address spam or other brand-damaging content before it goes public.

1. Go to the tab you'd like to add the stream to.
2. Using the add a stream helper, select the profile dropdown.
3. Select your YouTube channel.
4. Click moderate.
5. You can approve, delete, or reply to a comment. (\*Replying to unapproved comments will automatically approve the comment when it is submitted.)
6. Other comment options include reporting as spam or abuse, send to email, and hide user comments.



[Watch this video to learn how to engage your YouTube community with Hootsuite.](#)

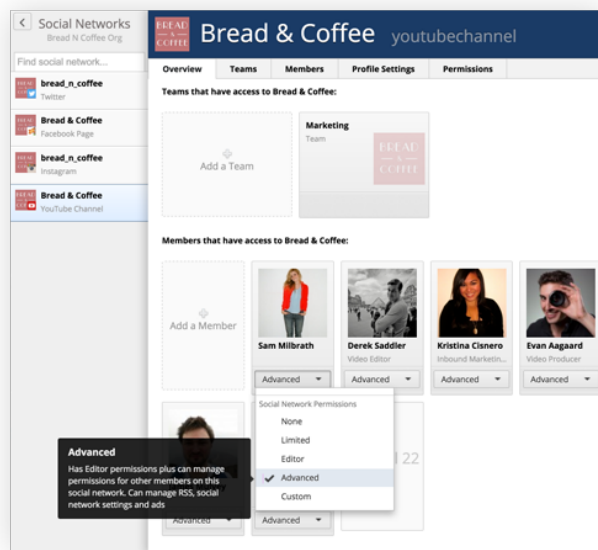
## Make social video campaigns a seamless team experience

With separate team roles, logins, and schedules, running a video campaign on social can feel anything but organized. With Hootsuite, everyone can be on the same page and participate based on their roles and responsibilities.

### How to get started:

In teams and organizations, you can share access to YouTube channels just like you would for other social networks.

1. Select your profile image from the top of the launch menu.
2. Click 'Social Networks' under the organization name.
3. Select a YouTube profile from the list on the left, and click the member's existing permission level to select a new level (if applicable).



In order to complete these steps you need [appropriate team and/or social network permissions](#).

## Measure the effectiveness of your video content

If you aren't tracking the performance of your YouTube videos, now is a great time to start. By identifying [key goals](#) and [video metrics](#) for your marketing campaign, you'll get feedback from your audience on what's working and what's not.

With Hootsuite, you can report and measure the effectiveness of your content to better serve your audience. Once a video is published in Hootsuite, you can see the number of views and comments your videos receive.

For a better way to identify your top performing videos and get additional data points, add the [Youtube Analytics app](#) to your dashboard from the App Directory.

### Next Steps

[Log in to Hootsuite](#) and add your YouTube account.

Print this guide as a reference while you build your knowledge.



To learn more about social video strategy, from planning and creating videos to distributing them and measuring the impact, [download our Social Video Strategy Guide](#) here.