YouTube for Government

Use YouTube to engage citizens

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Agenda

1. Why use YouTube?
2. What is YouTube for Government?
3. How to engage citizens using YouTube?

Everyone uses YouTube: More than **45%** of users are over 35 years old*

YouTube is one of the Internet's most popular sites: YouTube is the #2 search engine (after Google) in the United States. The site has over **140 million** unique monthly users in the US alone*

People spend a lot of time on YouTube: The average US visitor spends more than **270 minutes** per month on YouTube*

Top Advertisers rely on YouTube: **94** of *Advertising Age's* Top 100 Marketers have run campaigns on the YouTube/Google Content Network**

*ComScore, November 2010
**FastCompany, January 2011

Why use YouTube? Content

1. Audience
2. Content
3. Virality

What is YouTube for Government?

Channel branding

Longer uploads

Custom Icons

How to use YouTube? Content

1. Be relevant
2. Be informative
3. Be genuine and engaging
4. Build a community

Be relevant

US Response to Pandemic Declaration
USGOVHHS
533 videos
Subscribe
0:06 / 2:08
360p
Like
Add to
Share
26,298
MacBook Pro

Be informative

Be genuine and engaging

Build a community

How to use YouTube? Tech advice

1. SEO / Promotion
2. Google Moderator
3. Annotations
4. Insight

Know the ins and outs of SEO and video promotion

1. SEO: Headlines, Meta Tags, Descriptions
2. Leverage social media, blogs using Activity Sharing
3. Subscribers: Annotations, Bulletins, Friends

Use Google Moderator to engage the community

Interview with PM Stephen Harper

- Following the Speech from the Throne, citizens submitted questions for Canadian PM Stephen Harper. The top-voted questions were asked in a live interview
- Over 2000 questions submitted and over 100,000 votes cast
- Broadcast nationally on CPAC and covered by over 150 media outlets

CNN/YouTube Debate on Climate Change

- Citizens submitted questions with top questions posed to Kofi Annan and others at UN Climate Change Summit
- Over 5000 submissions from citizens
- The final event viewed was by over 200 million households
- Nominated for two Association of International Broadcasting Awards

Interview with President Obama

- 14k questions submitted and 772k votes cast by 65k people
- 200k viewers during live interview and approximately 1MM video views to date on YouTube
- Substantial press about innovative event in the New York Times, Washington Post, CNN and more.

Annotations

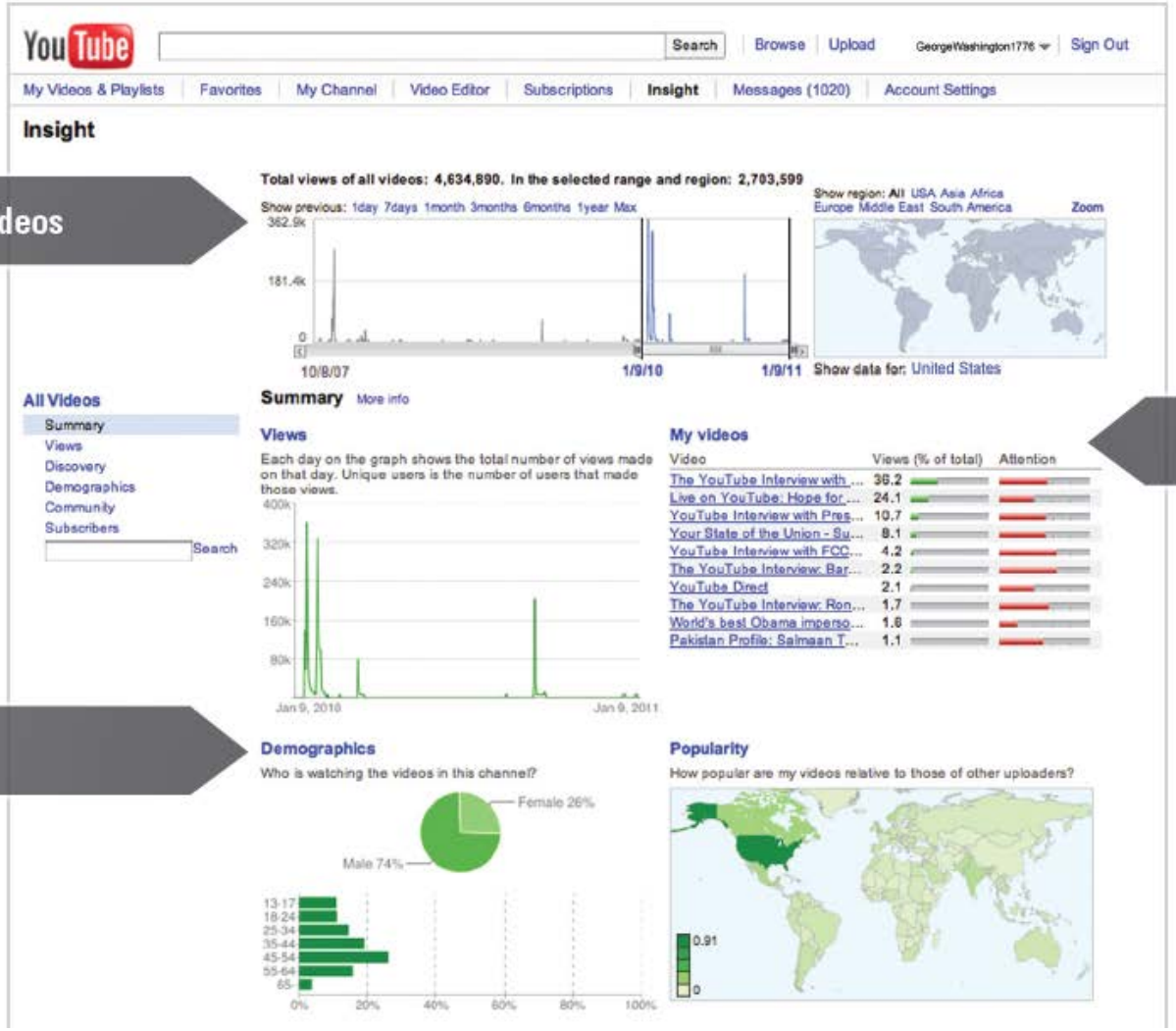
Find out who is watching your videos with YouTube Insight

Total views of all videos

See how many views you've generated over time. Filter by country and by timeframe.

Demographics

See who watches your videos by age and gender.



My Videos

See which of your videos generates the most views and which have the most interactions (comments, favorites, likes).

Playlists: Become the expert

YouTube™