

***10 FUNDAMENTALS  
OF A CREATIVE STRATEGY ON***

**You**  **Tube**

# NON-PROFITS

**4.6 billion views** of NGO videos since the start of the NP program (+11% y/y)

**24K+** Non Profit partners use our platform to do good.

**NGOs are becoming major players in the ecosystem.**

Move over PSY, Sesame Street more than **1 billion** views and 749,629K+ subs!!

# 10 FUNDAMENTALS OF CREATIVE STRATEGY

01 **SHAREABILITY**

02 **CONVERSATION**

03 **INTERACTIVITY**

04 **CONSISTENCY**

05 **TARGETING**

06 **SUSTAINABILITY**

07 **DISCOVERABILITY**

08 **ACCESSIBILITY**

09 **COLLABORATION**

10 **INSPIRATION**

# 10 FUNDAMENTALS OF CREATIVE STRATEGY

Some of the most **creative** people in the world are on YouTube.

They often build such **loyal supporters** because of a creative show or series idea that catapulted them to success.

It can be tough to predict, but there are certain **fundamentals** that we've identified as being key to developing new ideas.

Consider the following fundamentals.

**This is not a checklist or a scorecard** – you don't have to do all of these things.

01

# SHAREABILITY

*Will viewers share  
these videos?*

(c) niklaswikstrom



## 01 SHAREABILITY

This heavily shared video is powerful in the way it brings a far flung feeling crisis back to home.

**This video** is highly shareable because there's a relatable element.

“Could **this** ever happen  
in the UK?”

 /SaveTheChildrenUK

/Rhettandlink

“When people share this, what 10 words will they use to describe it to their friends?”

YouTube

## 01 SHAREABILITY

YouTube

What will be written along with this video when a viewer posts to Facebook, Twitter or G+?

Of course it doesn't have to be 10 words. Just ask yourself what will someone say to their friend about this video.



The Dark Side of the iPhone 5S Lines

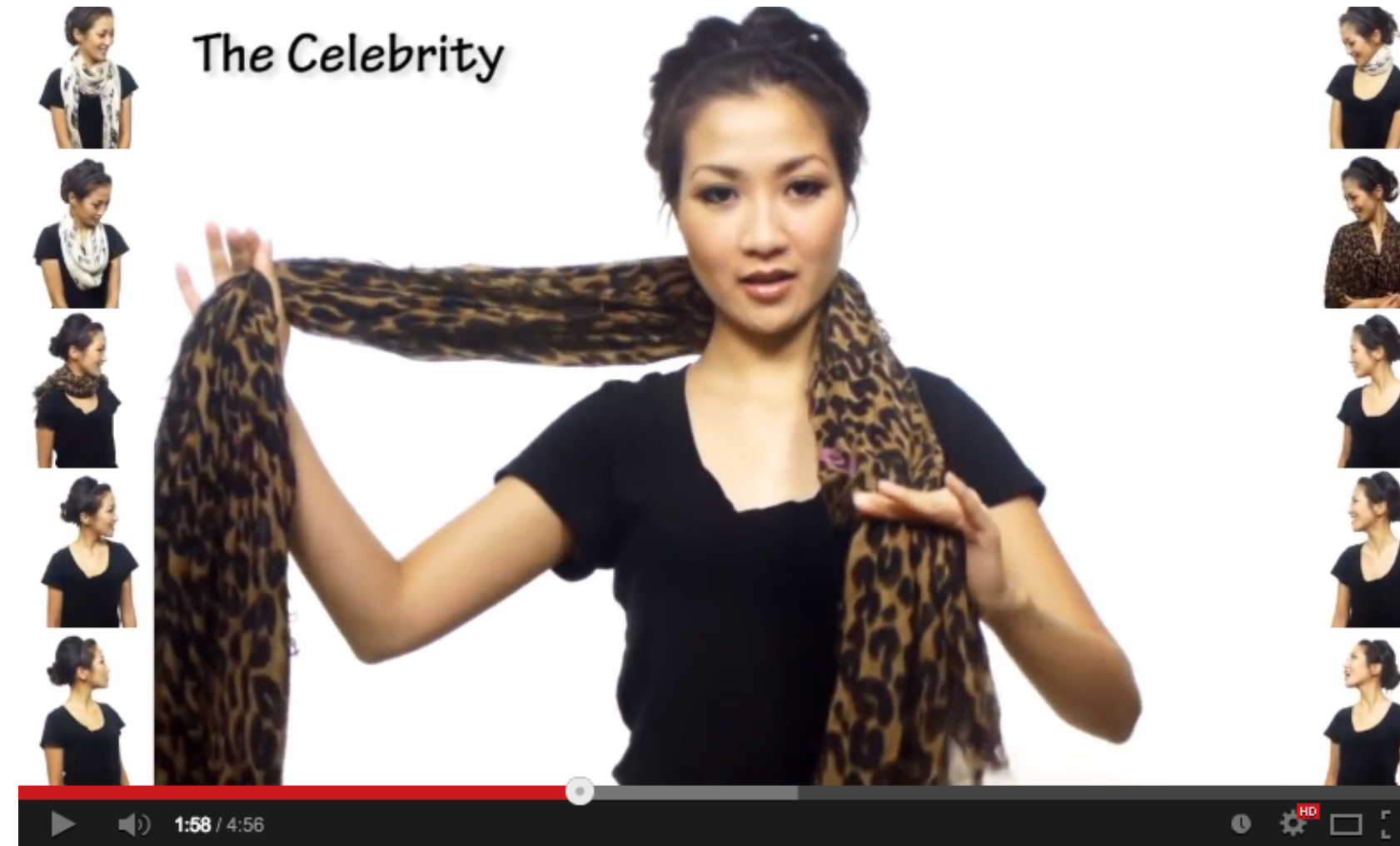
CaseyNeistat · 84 videos

4,570,070

282,581

21,949 3,137

Topical



25 Ways to Wear a Scarf in 4.5 Minutes!

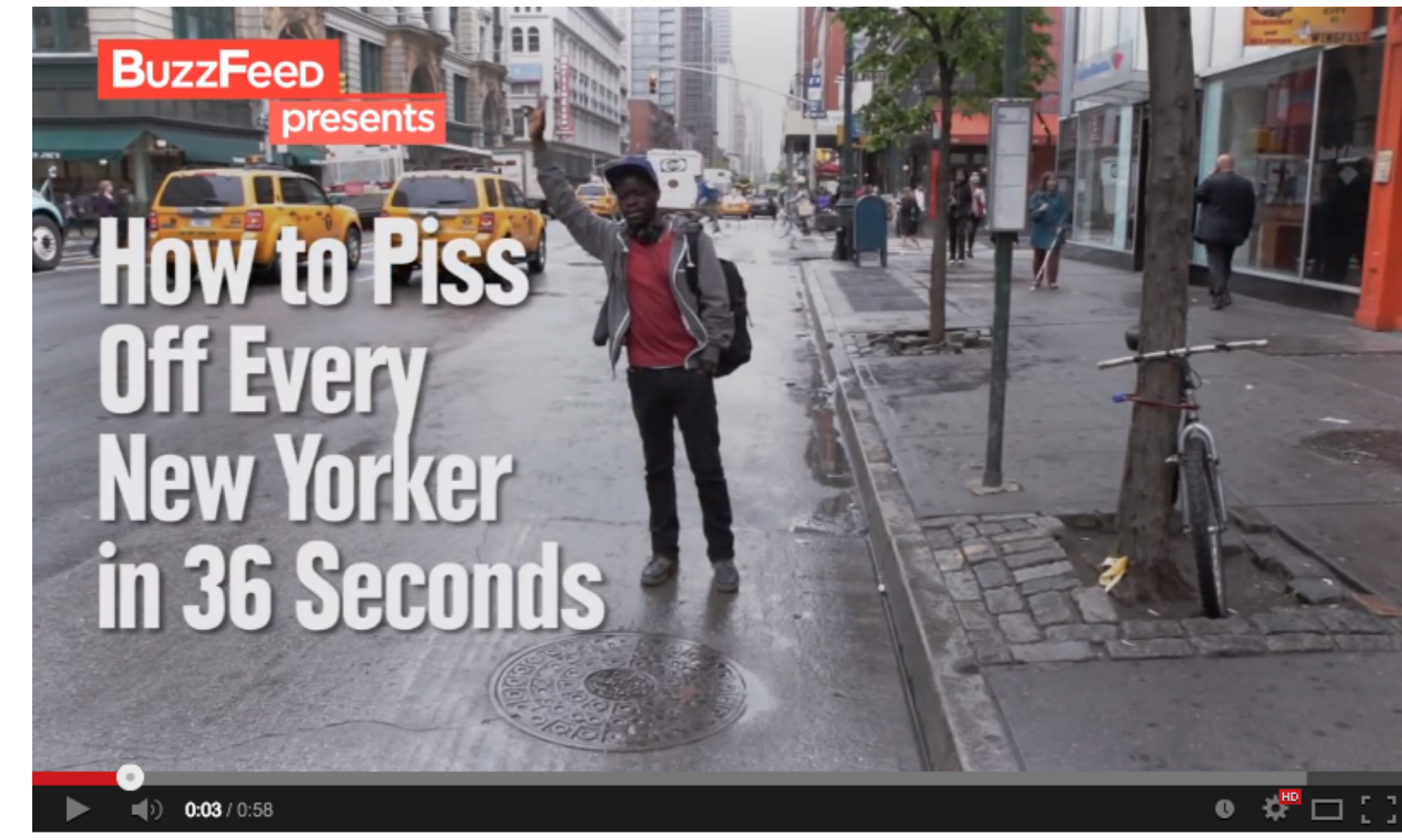
Wendy's Lookbook · 106 videos

21,262,670

490,236

190,268 2,229

Valuable



How to Piss Off Every New Yorker in 36 Seconds

BuzzFeedVideo · 435 videos

6,172,619

1,260,083

18,753 2,752

Relatable



01

# SHAREABILITY

*Be relatable*

*connect with people*

*Be topical*

*something that has everyone talking*

*Be valuable*

*provide practical value*

02

# CONVERSATION

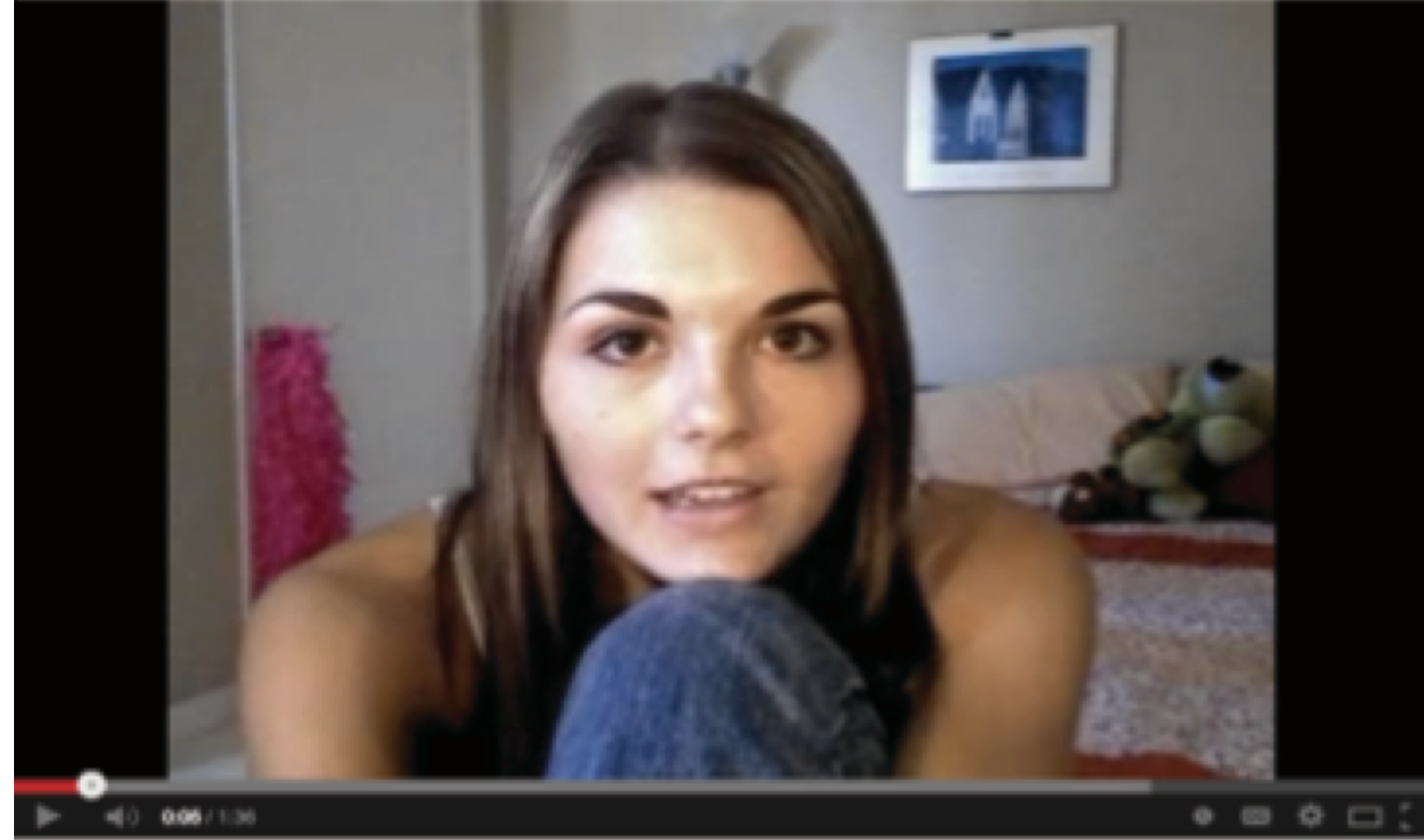
*Is there an element of speaking directly to the audience?*

## 02 CONVERSATION

Here are two iconic scripted series on YouTube, [lonelygirl15](#) and [My Name is Lizzie Bennet](#), that succeeded in large part by being conversational.

The main characters broke that “fourth wall” and spoke directly into the lens. The fans loved it.

But what if you don’t want to do this? What if you don’t want to add that “video blog” element to your content≈



First Blog / Dorkiness Prevails



4,703,876  
6,068 4,604



My Name is Lizzie Bennet - Ep: 1



1,433,490  
15,918 269

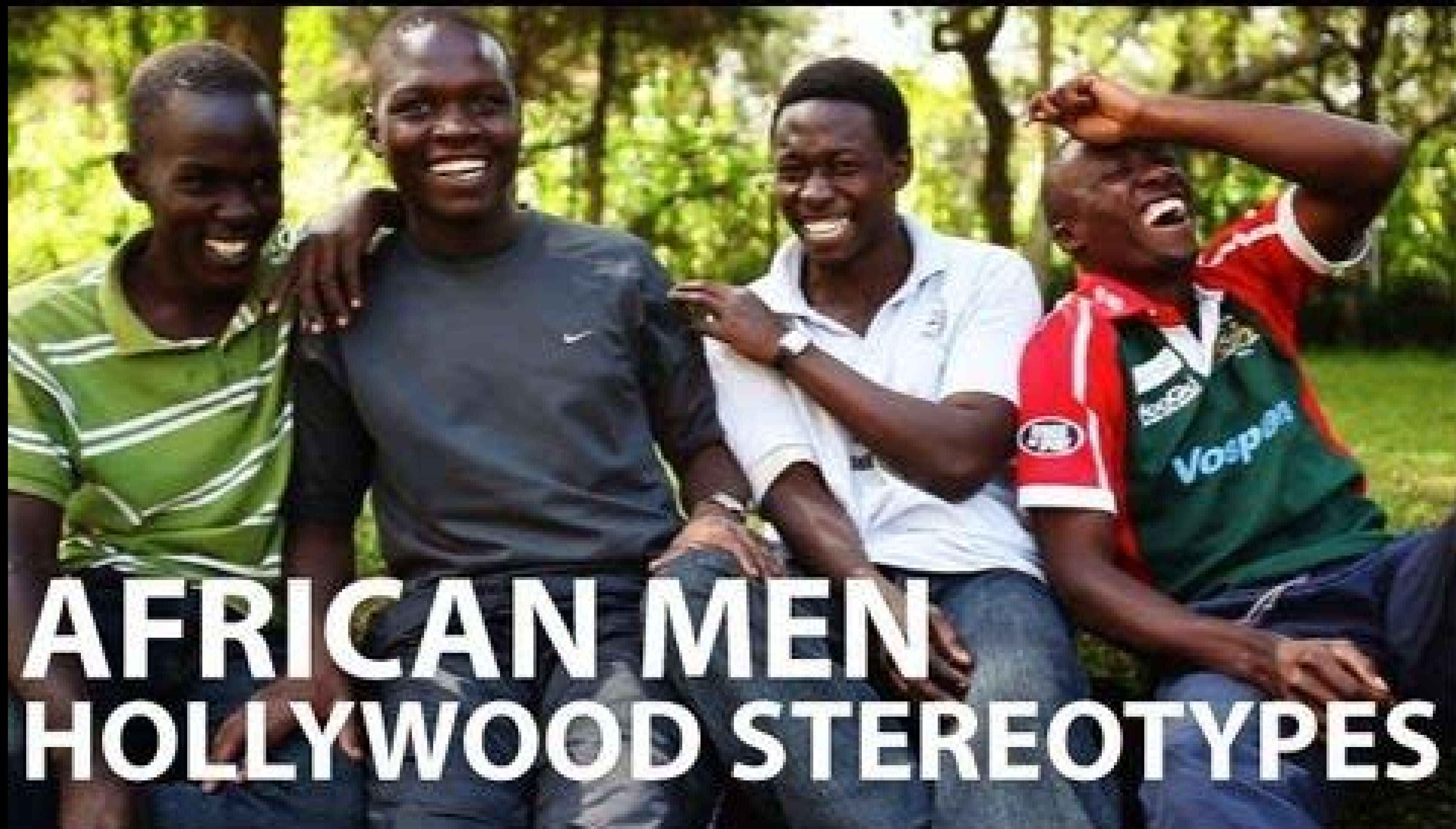


## 02 CONVERSATION

Consider uploading supplemental content, just for the sake of being conversational.

In this example, the creator of a very popular series called **“Conversations with My 2 Year Old”** uploaded a video just to thank viewers for watching.

Something simple like this can create that element of being conversational, strengthening the connection with the viewer.



Double click image to view embedded video



## African Men. Hollywood Stereotypes. [mamahope.org]



MamaHope · 24 videos

Subscribe

2,752

1,233,092

19,127 355

YouTube

## 02 CONVERSATION

*This video* also does a great job of breaking the 4th wall.

The subjects address the camera and therefore the viewer at home, effectively delivering their message.

This is powerful for the viewer who is watching up close on their monitor or their mobile phone.

02

# CONVERSATION

*In main content*

*In supplementary content*

03

# INTERACTIVITY

*Is there a way to involve  
the audience with this idea?*



## 03 INTERACTIVITY

[This video](#) does a great job of using our feature-set to create an engaging interactive experience for the viewers.

The key to interactivity on YouTube is to think of YouTube as social media or a community, versus a video hosting site.



### Sesame Street: Can You Tell-y Me How to Get to a Billion?



Sesame Street ✓ · 1,581 videos

Subscribe

874,533

259,101

1,238 303

## 03 INTERACTIVITY

Here is [another great example](#) of a nonprofit partner engaging their audience .

Sesame Street put this video together for the YouTube viewers, thanking them for helping the channel reach the milestone as the first nonprofit partner to reach 1 billion views on YouTube!

They spoke directly to the viewers via the description and made them feel special by creating this content just for them.



### Sesame Street: Counting the "You"s in YouTube



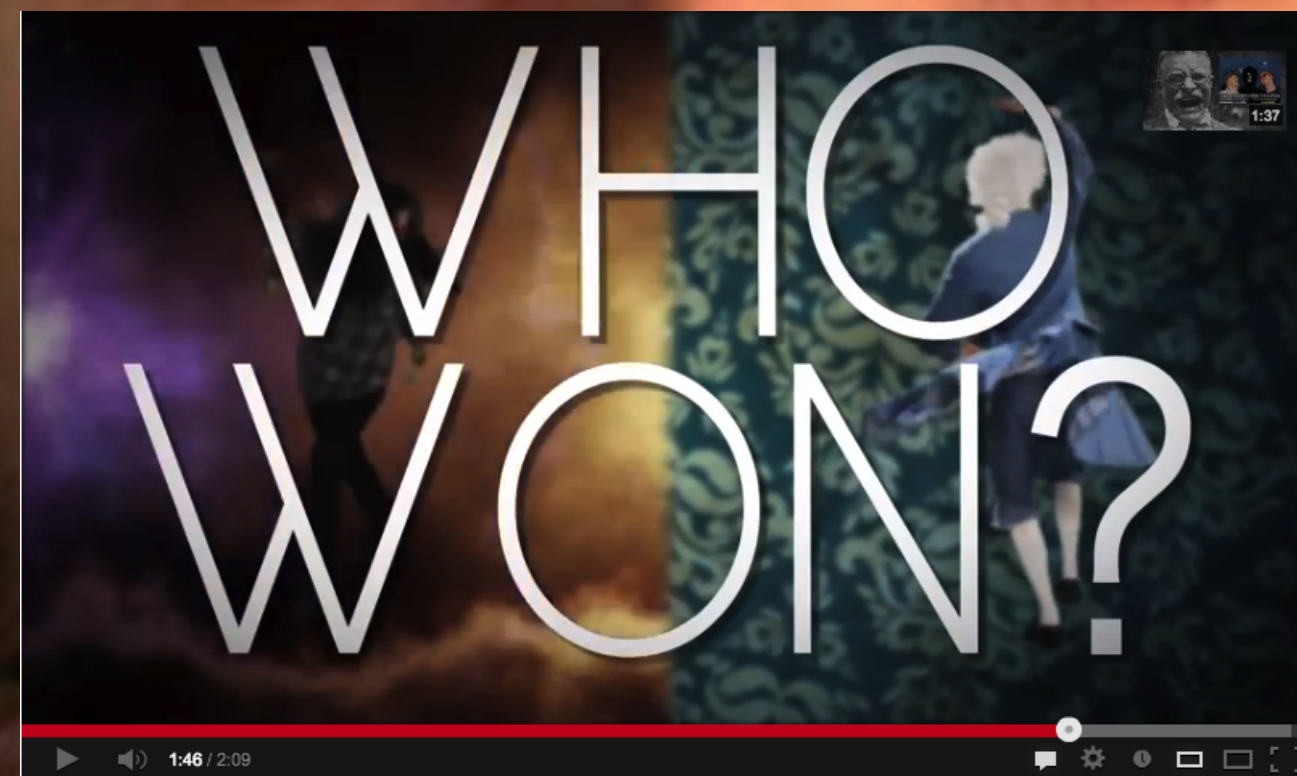
Sesame Street  · 1,581 videos

 **Subscribe**  874,533

823,097

 3,323  648

“Epic Rap Battles of History” is a hugely popular series with a powerful interactive component.



04

# CONSISTENCY

*Are there strong recurring elements to this idea?*

## 04 CONSISTENCY

The Rainforest Action Network produces a weekly show series where they call out brands.

Here's a [great example](#) of the Greenwash of the week



### Greenwash of the Week: Earth Day Sponsorships



RANVideo · 173 videos

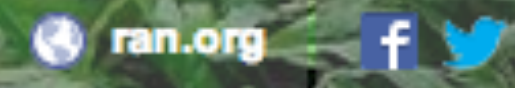


8,761





04 CONSISTENCY



# Rainforest Action Network

Subscribe 2,038

- Home
- Videos
- Playlists
- Discussion
- About



## Greenwash of the Week

by RANVideo • 13 videos • 250 views • 36 minutes

Rainforest Action Network's "Greenwash of the Week" series highlights companies that are trying to do well by looking good (while actually trashing the planet).

Play all Share

"Greenwash of the Week" is a repeatable series, showing that non-profits can have repeatable formats.



Greenwash of the Week: Earth Day Sponsorships



Greenwash of the Week: The Copenhagen Accord



Greenwash of the Week: Chevron's Solar Project Bulls#%t

RANVideo 2:48



Greenwash of the Week: Flex Fuel Vehicles

RANVideo 2:06



Greenwash of the Week: Going Nuclear

RANVideo 4:49

04

# CONSISTENCY

## *Schedule*

*tap into people's personal lives*

## *Personality*

*be consistent with the "face" of the channel*

## *Format*

*repeat your well-packaged series on a regular basis*

## *Voice*

*maintain a consistent tone and point-of-view*

05

# TARGETING

*Is there a clearly  
defined audience?*



## 05 TARGETING

In analyzing successful videos and shows on YouTube, we've noticed that those that "target" specific audiences, [like this one](#), often grow faster than those who go after the masses.

YouTube Analytics is a great way to understand the makeup and preferences of your audience. It is always recommended to take a close look so you can use this information when planning your programming strategy.



### Get to know anxiety: Hot and Cold Flushes



beyondblueofficial · 193 videos

Subscribe

2,251

10,074

36 2

## 05 TARGETING

YouTube offers a really comprehensive set of analytics that can be used to better understand your audience.

Make sure to routinely check this data to understand your core audience, and feed this information back into your programming strategy.



05

# TARGETING

*Video Level*

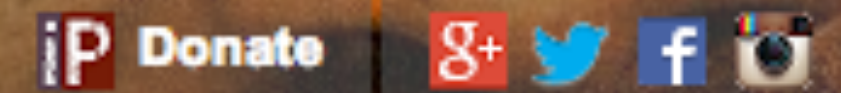
*Show Level*

*Channel Level*

06

# SUSTAINABILITY

*If the audience loves it,  
can you make more of it?*



Invisible People

**Remember, it's important to maintain the attention of your audience.**

Do you have the resources, the actors, the location, the budget, to continue this over the long haul?

## 06 SUSTAINABILITY

Create an easily repeatable series- that's not to say all your content on the channel has to be light and inexpensive.

Big-splash videos can drive a lot of traffic to your channel, but it's often a good idea to back that up with another, easier-to-make series that holds attention between the bigger efforts.

## Recent uploads



### Randy

1 week ago • 873 views

Three years ago Randy walked out of a relationship and has been living outside homeless ever since. Syracuse winter's are bitter cold, and this winter has been one of the worst. No one sh...



### Dennis

2 weeks ago • 920 views

Imagine working all your life and then in your senior years the only option for retirement is living in a park. When we recorded this interview, Dennis was a few months shy of his 60 years-...



### Bill

2 weeks ago • 1,112 views

It was snowing pretty bad when I met Bill in Syracuse. I must have had some snow on my face because when I walked up to say hello, Bill took out some Kleenex and started to wipe my fa...

# Sustainable Series

## 06 SUSTAINABILITY

The Fine Bros. have managed to keep going on YouTube for over 7 years, and their channel is now at the very top of the most successful on the site.

They will tell you've they've survived by in large part by this mantra to the left.

This might sound a bit extreme, but it's something to consider as you develop video ideas for your channel.

**“If we can't shoot at least three episodes in one day we move on to the next idea.”**

 /TheFineBros

07

# DISCOVERABILITY

*Will the content get found  
through search or related videos?*



## 07 DISCOVERABILITY

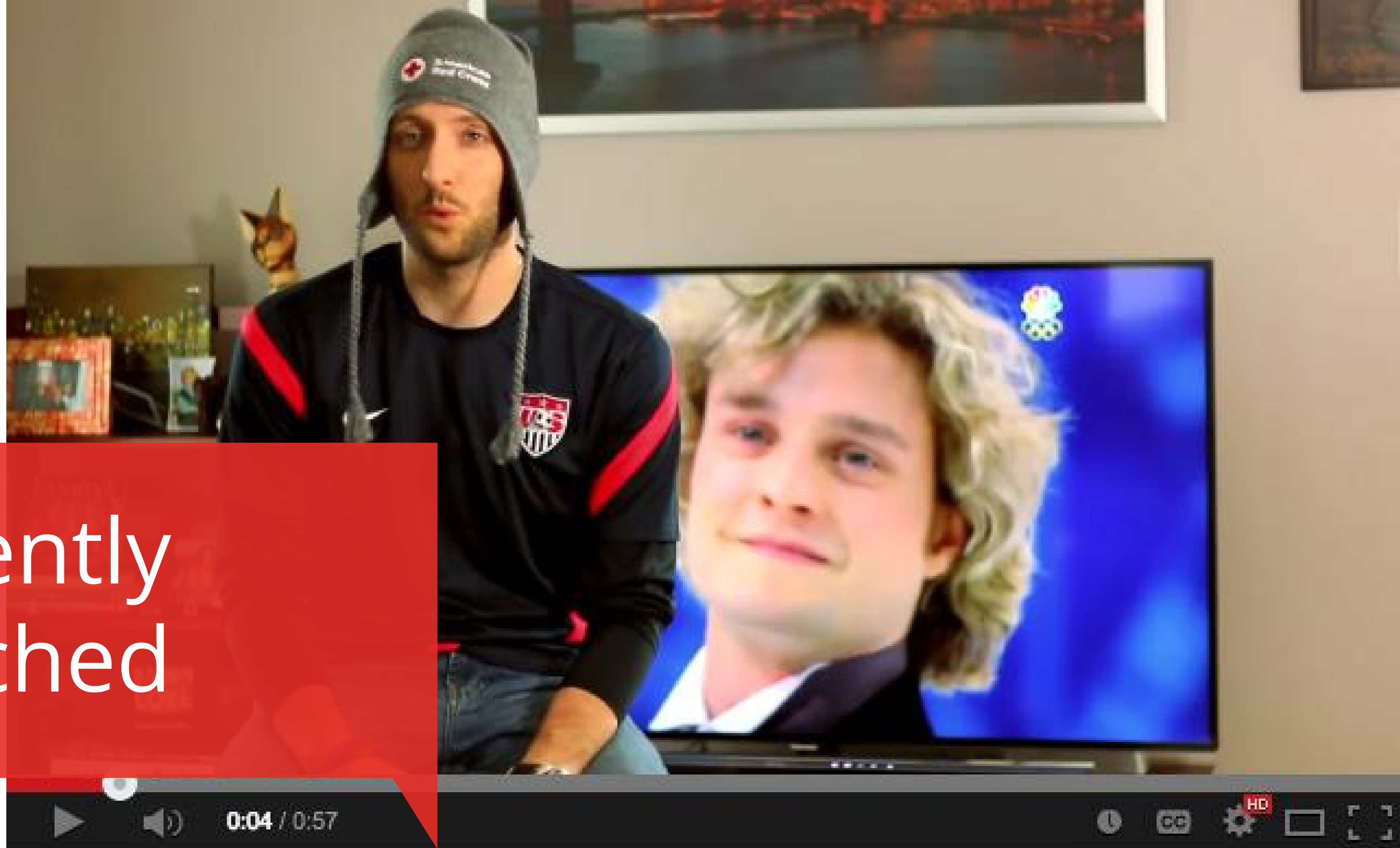
YouTube is the 2nd largest search engine in the world, and this is all about allowing your content to take advantage of that.

By search we're talking about **search results**, and by **related videos** we're talking about the videos that pop up at the end of your video, or those on the right side of the Watch Page.

Related videos can be found through keyword searches, such as "Olympic Games", bringing you [this video](#).



Frequently  
searched



Sochi 2014 Winter Olympic Games Figure Skating - American ...



RichmondChapter · 125 videos

Subscribe

65

1,496

16 0

07

# DISCOVERABILITY

*Trending*

*relevant videos to “catch the wave” of traffic*

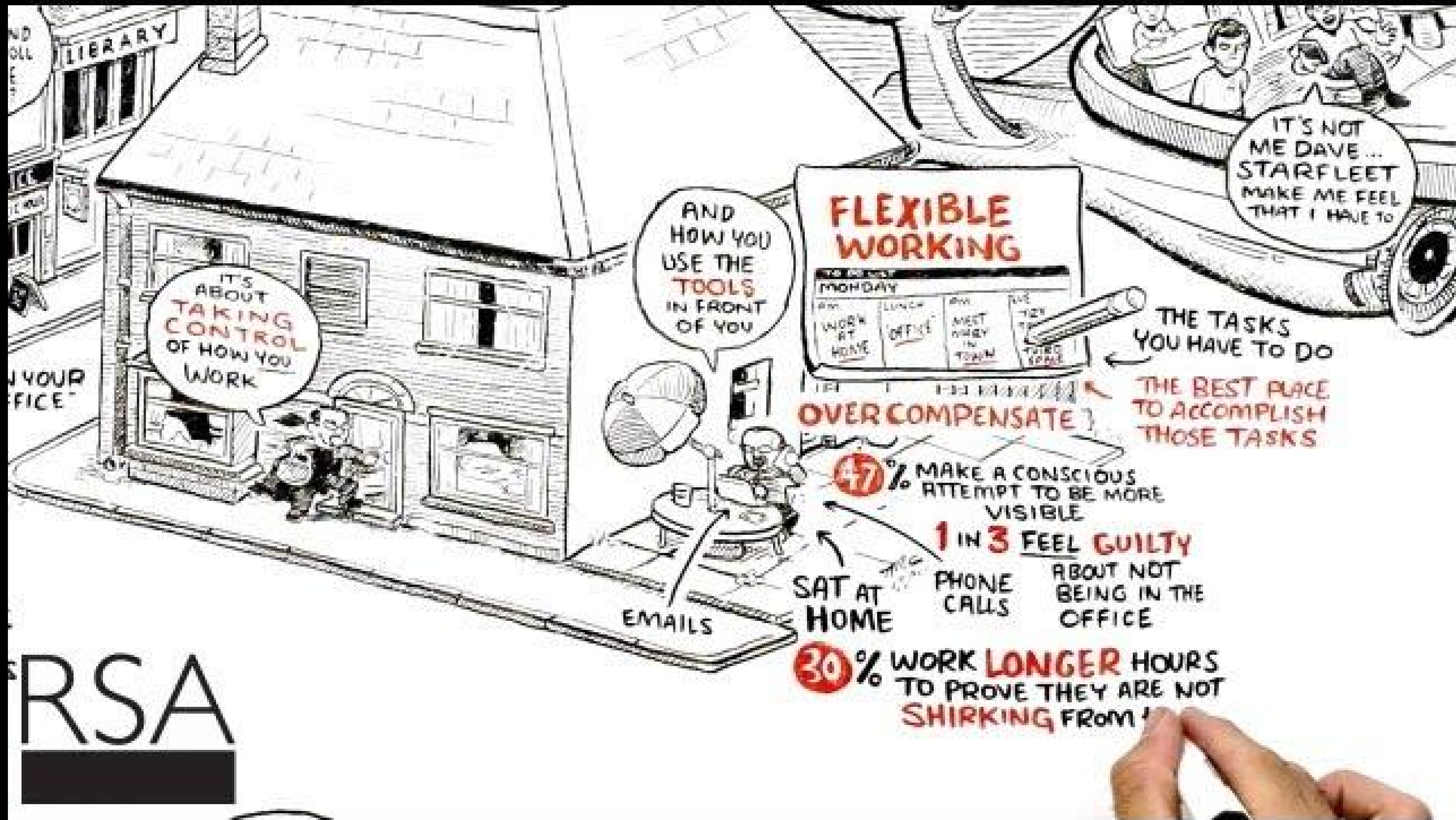
*Evergreen*

*ongoing and time-tested video searches*

08

# ACCESSIBILITY

*Can every episode be appreciated  
by a brand new viewer?*



Double click image to view embedded video

## 08 ACCESSIBILITY

Make a strong call-to-action pointing back to the pilot episode.

Let viewers know where they can learn the backstory via annotations or links in the description.

When looking at new series ideas, it's worth considering that a significant percentage of people may end up there through a single episode on a social feed, a search result, or a related video. Therefore, it becomes important to have videos that don't require a lot of context going in.



**DAVE COPLIN**  
RE-IMAGINING WORK  
SHIFTS IN THE  
DIGITAL REVOLUTION

Can every episode be fully appreciated by a brand new viewer?

RSA Animate - Re-Imagining Work

The RSA  · 723 videos

RSA  379,960

427,436

2,962 52

A man on the left is holding a professional video camera on a gimbal, filming a woman on the right. The woman is in a dynamic pose, performing a high kick with her right leg raised high and her left hand holding a small object. The background is a solid red color.

09

# COLLABORATION

*Is there a way to  
feature guest stars?*

# Matt Damon Goes on Strike!

# 09 COLLABORATION



## Matt Damon Goes On Strike!

by **Water.org** • 1 year ago • 1,130,100 views

Support **Matt's strike** at <http://strikewithme.org/> Co-founder of Water.org, **Matt Damon**, held a press conference to make an ...

HD



## Matt Damon Breaks Up With His Toilet

by **EpicLLOYD** • 1 year ago • 222,144 views

Learn how you can support **Matt's strike** at <http://strikewithme.org/epiclloyd/> Website: <http://water.org/> Twitter: ...

HD



## Matt Damon Goes on Strike!

by **Water.org**

Matt Damon Goes On Strike! 3:10

Jason Bateman, Jessica Biel, and Josh Gad Support the Strike! 1:23

View full playlist (13 videos)



## Matt Damon Goes on Toilet Strike

by **NTDTV** • 1 year ago • 1,081 views

**Matt Damon** holds a press conference to say he'll be going on a pretend toilet **strike** to raise awareness for a very real plight: many ...

Hands-down one of the fastest ways to grow subscribers on YouTube is to “collab” with those who have their own fans.

When the guest star promotes the video, you get seen by another loyal audience that already knows how to use YouTube -- how to subscribe, comment and favorite videos. If they like you, they subscribe to you too.





## Matt Damon Breaks Up With His Toilet



EpicLLOYD  · 54 videos

 Subscribed 

217,384

 5,744  104

## 09 COLLABORATION

Consider going after audiences that are similar to your own. It may not be the best idea for a cooking channel to collab with a gaming channel... or maybe that could be really interesting, who knows!

Also, remember that the point is to get the collaborator to PROMOTE the final product. Keeping that in mind, you want to make sure that person is PROUD of the finished product. Play to their talents, and *make them look fantastic.*



10

# INSPIRATION

*Is this idea coming from  
a genuine place of passion?*



## 10 INSPIRATION

This is one of the points creators told us is a “must have”

If you love what you do, not only will you have “more gas in the tank” to keep up the channel, but also, viewers will appreciate it.

[Here is a great example.](#)

True passion often comes through in the content itself -- and lack of passion does as well.

So, #10 is very simple. **Are you going to love moving forward with this idea?**

### Never Just One Thing - Ep.1



JumbaFund ✓ · 56 videos

Subscribe

1,124,950

185,079

8,208 81



**Kevin Wu**

YouTube Comedian, KevJumba

GET UPDATES FROM KEVIN WU



27

# How I Built a School in Africa With YouTube Views

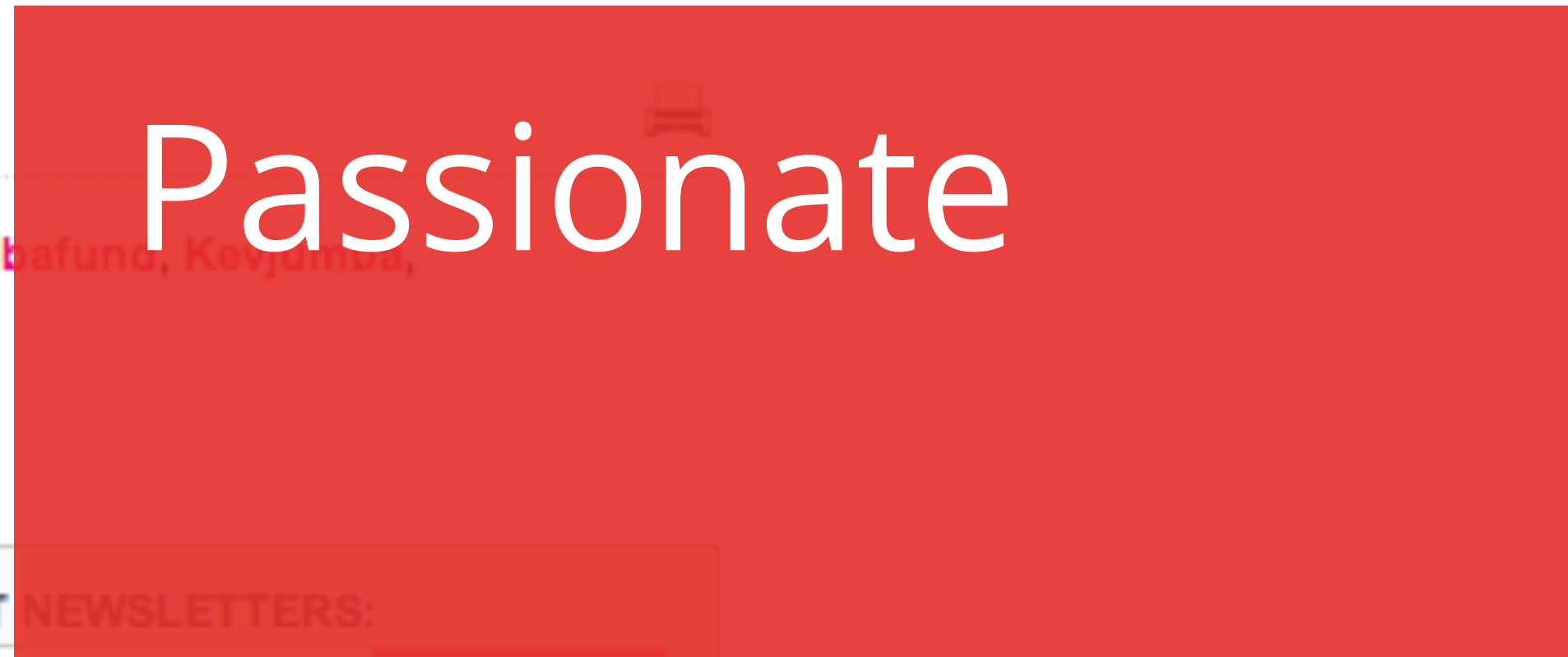
Posted: 07/26/2013 10:39 am

Follow > Kenya, Teachers, YouTube, The Supply, Education News, ImpactX, Jumbafund, KevJumba, Nairobi-Kenya, Impact News

Like 5,937 people like this. Be the first of your friends.

513	154	14	17	25

GET IMPACT NEWSLETTERS:

4 million people are subscribed to my **comedy channels** on YouTube. It's a staggering number when I think about it. My subscribers are equal to the size of countries such as Ireland or New Zealand. I am humbled knowing that so many people find my comedy videos on YouTube funny and interesting enough to return every week for more. When I made my first YouTube video, I never expected to earn a following the size my audience is today. I also underestimated YouTube's power to connect me with friends and supporters from around the world. Through YouTube, I realized that making others smile through comedy is universal, and it goes both ways. Just as I could have not predicted my success on YouTube, I never imagined that I would one day watch another YouTube video that would begin a relationship on the other side of the world.

# 10 FUNDAMENTALS

- 01 **SHAREABILITY**
- 02 **CONVERSATION**
- 03 **INTERACTIVITY**
- 04 **CONSISTENCY**
- 05 **TARGETING**
- 06 **SUSTAINABILITY**
- 07 **DISCOVERABILITY**
- 08 **ACCESSIBILITY**
- 09 **COLLABORATION**
- 10 **INSPIRATION**

YOUTUBE SPACELIA

*THANKS!*