
CHRISTIAN SOCIAL MEDIA

How do I self-manage YouTube?



Be Fearless. Have Influence.

1

Get Streaming.

Each Sunday, churches produce amazing content! And if your church is streaming, you'll want to make sure to maximize the benefits of YouTube.

YouTube is the second largest search engine on the planet, and is owned by Google (well its parent company, but basically Google).

To maximize your live stream you'll need to have

1. A Title with the name of your church and the name of the series or sermon
2. A description that starts with two relevant hashtags and that accurately summarizes the content
3. Video tags that align your content to high-volume search activity on YouTube
4. A customized end card with a call to action to subscribe and to watch you channel content
5. A custom thumbnail with readable text that is formatted for all device types



Be Concise

When writing your Video Title, you'll want to be as concise as possible. Viewership happens across all screens and longer titles will be appended on some devices. Evaluate the most important information and place this at the front of your video.

While you have more room on your Video Description, again this is an area where you might want to consider being concise. If you want your audience to spend more time reading (remember they're here to watch), then provide them links to the written content. We recommend linking to your website and social channels.

2

Use A Free Tool. We Suggest vidIQ

There is a lot to manage, and the features that YouTube provides can feel overwhelming.

We recommend using a free Chrome browser extension, vidIQ.

The free version of the tool provides a checklist, recommended video tags, rank and scoring for your tags, and the ability to create templates.

We suggest using this tool for each video you create, and to check in a few days after posting your video.

Also be sure to check out other features like competitors, and trend alerts. Much of the access to this is free.



Look for the icon

Once you've installed vidIQ as a Chrome browser extension you'll want to spend some time exploring features. One easy way is to look for the icon. Hover over the icon or use the three dots to expand information. Hover and discover other features too like graphs and trendlines.

Creating a lot of Shorts? Use the preview function in the video editor and find out how you'll look in the search results.

3

Promote With Shorts.

Creating Shorts can be a great way to extend the reach of your content. For a new channel without subscribers, or with a low subscriber count, this format will help to reach new audiences.

Typically you'll want to have a strong, high-volume hashtag in your title and quick-hitting content with subtitles. Having a background audio is optional. Some will even find success doing text-only Shorts. These are especially effective for Scripture and for summarizing your sermon content with key takeaways or key points.

The Short format can also be used on Instagram and Facebook as Reels, and on TikTok. We recommend keeping your Short to 15-30 seconds to ensure that all platforms can be used. Be sure to have a buffer space and keep text centered as much as possible.



Calendar.

You'll want to test the best time of day, day of the week, and frequency of posting.

We recommend setting up a calendar and posting a minimum of 2 times weekly as you start out.

The easiest structure is to tease or invite an upcoming live stream, and then to summarize the last stream.

Takeaways

Be Fearless. Have Influence.

Self-managing YouTube can be a rewarding experience. We recommend assigning this to a member of your Productions or Worship Arts team.

We also suggest you use a simple project management tool and a creative tool (we recommend Canva or Adobe as low cost solutions).

But, if you're finding it difficult, growing quickly, or if you are without the resources we would be honored to support you!



Canva

Canva is a DIY design tool that can be used to create Posts, Stories, Reels/Shorts, and other materials.

It can also be set up to connect to your social media platforms and post directly to them.

If you are looking for a straightforward, simple but dynamic tool, we recommend checking this tool out.

We use Canva for our own designs; in part because we want to be able to hand the designs over to you.