

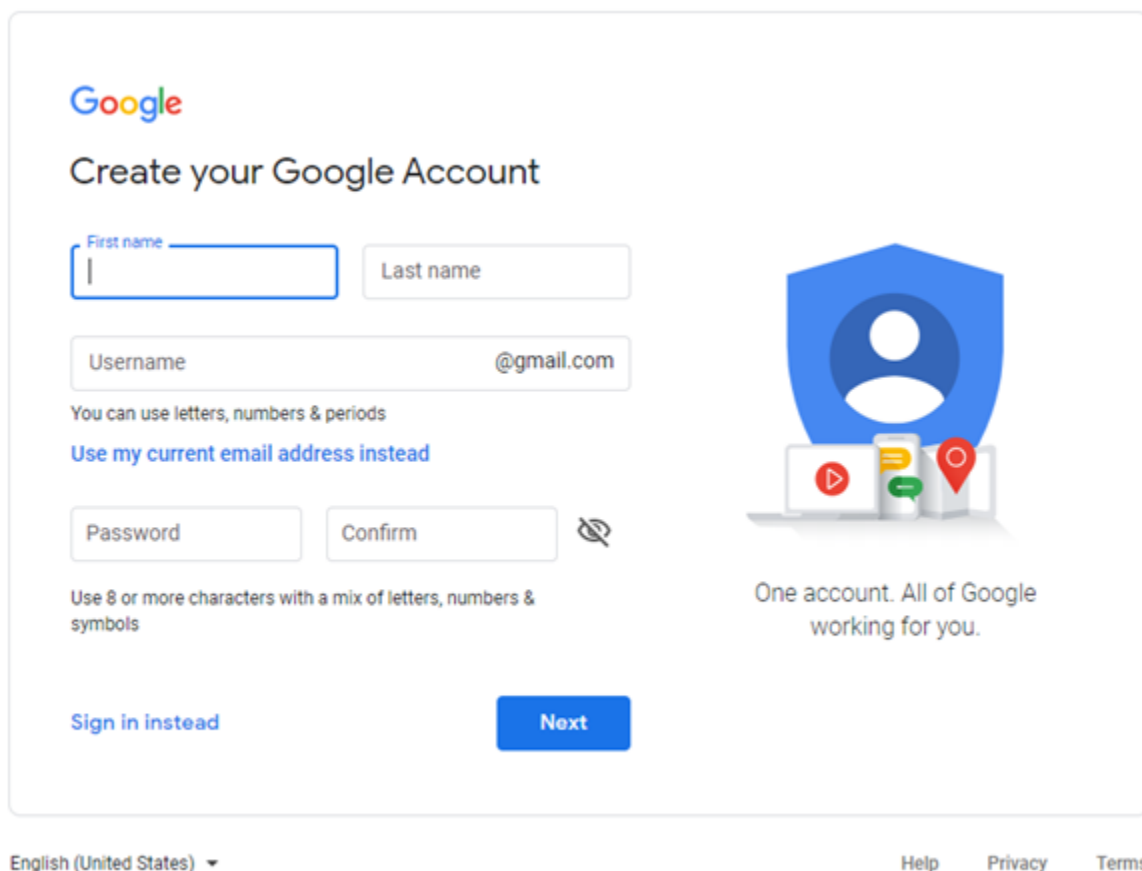
YouTube – First Steps

This manual aims to serve you as a guide for creating a Google account and your first YouTube channel. Additionally, there will be an explanation on how to upload your own videos, create playlists, personalize your channel and connect it to external accounts.

1. Create a Google account

Since YouTube belongs to the Google corporation, in the beginning it is necessary to create a Google account. With the account you will be able to use all the Google services. To start creating your account, you can follow this link:

<https://accounts.google.com/signup/v2/webcreateaccount?hl=de&continue=https%3A%2F%2Fmy-account.google.com%2Fintro&flowName=GlifWebSignIn&flowEntry=SignUp>



The screenshot shows the Google Account creation interface. At the top is the Google logo, followed by the heading "Create your Google Account". Below this are input fields for "First name" and "Last name". A "Username" field is shown with "@gmail.com" as a placeholder, with a note "You can use letters, numbers & periods" and a link "Use my current email address instead". There are also "Password" and "Confirm" fields, with a note "Use 8 or more characters with a mix of letters, numbers & symbols" and an eye icon to toggle visibility. A blue "Next" button is at the bottom right, and a "Sign in instead" link is at the bottom left. On the right side, there is a graphic of a blue shield with a person icon, and a laptop displaying YouTube, Gmail, and Maps icons, with the text "One account. All of Google working for you." below it. At the very bottom, there is a language selector "English (United States)" and links for "Help", "Privacy", and "Terms".

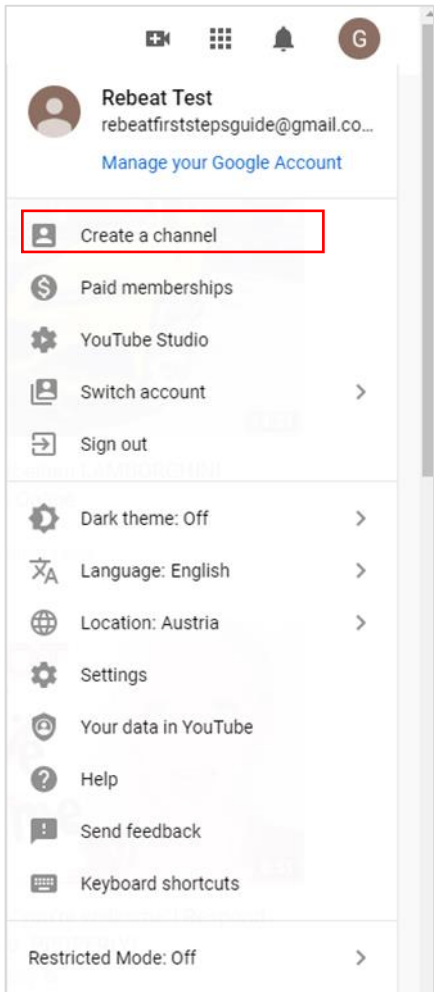
2. Create a YouTube channel

After your Google account has been created, you can register with YouTube and start building your own channel. Without a channel you will have no public presence on the platform, thus you can only watch videos without being able to share your own videos, leave comments or likes, subscribe to other channels or create playlists.

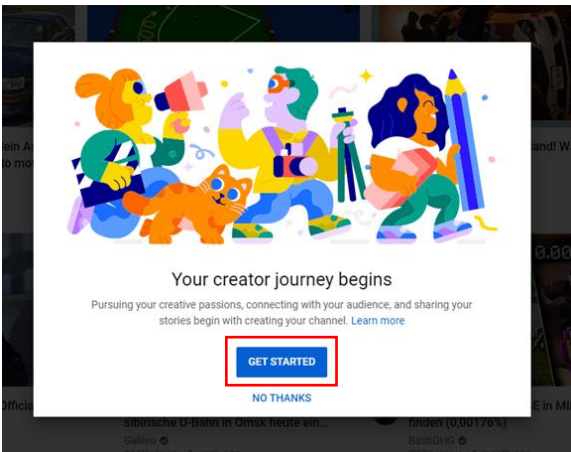
To start creating your channel, go to www.youtube.com and navigate to the circle-shaped logo in the upper right corner. With a click you can open a menu and then click "Create a channel" (1) and then in the pop-up window on "GET STARTED" (2).

When creating the channel, you have the ability to use the name of your Google account or a custom name of your choosing (3).

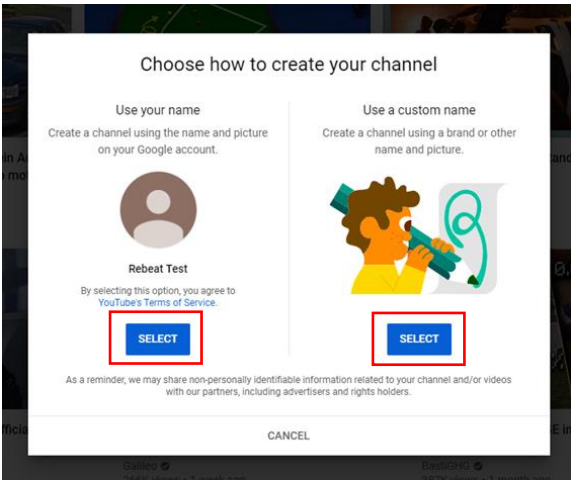
1



2



3



The image shows three sequential steps for creating a YouTube channel. Step 1: A screenshot of the YouTube mobile app's profile menu. The 'Create a channel' option is highlighted with a red box. Step 2: A screenshot of the 'Your creator journey begins' pop-up window. The 'GET STARTED' button is highlighted with a red box. Step 3: A screenshot of the 'Choose how to create your channel' pop-up window. Two options are shown: 'Use your name' and 'Use a custom name'. Both options have a 'SELECT' button highlighted with a red box.

The channel has officially been created! Next, you can upload a profile picture (4), write a description to your channel (5), and connect different external accounts (6).

4

Nice work!
Your channel "Rebeat Test" has been created.

Next, follow the steps to complete your channel. You can do these steps now or come back to them later.



Upload a profile picture

Your profile picture appears next to your videos, comments, and other places. It's your signature image on YouTube.



[UPLOAD PICTURE](#)

Your profile picture is linked to your Google Account. Any changes will show on your account and channel, and may take a few minutes to apply. We recommend a square or round picture that's 800 x 800 pixels. Use a PNG, GIF (no animations), BMP, or JPEG file (4MB or less). Make sure your picture follows [Community guidelines](#).

5

Tell viewers about your channel

Let viewers know what or whom your videos are about. Your description can show up in search results and other places.

Channel description
Add channel description

6

Add links to your sites

Sharing links helps viewers stay connected with you and your latest videos.

Custom link

Linktitel Meine Website	URL Add URL
----------------------------	----------------

Social links

URL f https://www.facebook.com/Profilname hinzufügen
URL t https://www.twitter.com/Profilname hinzufügen
URL i https://www.instagram.com/Profilname hinzufügen

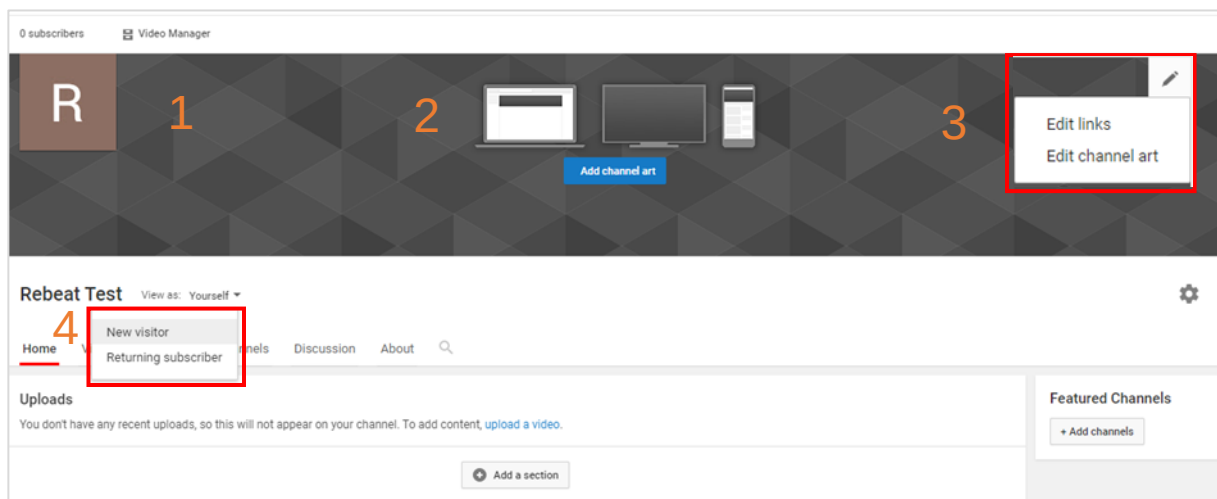
[SET UP LATER](#) [SAVE AND CONTINUE](#)

Afterwards, you can click either "SAVE AND CONTINUE" or "SET UP LATER" (if you did not take any of the above mentioned customization options). This will lead you to your channel overview page.

3. Customize your YouTube channel

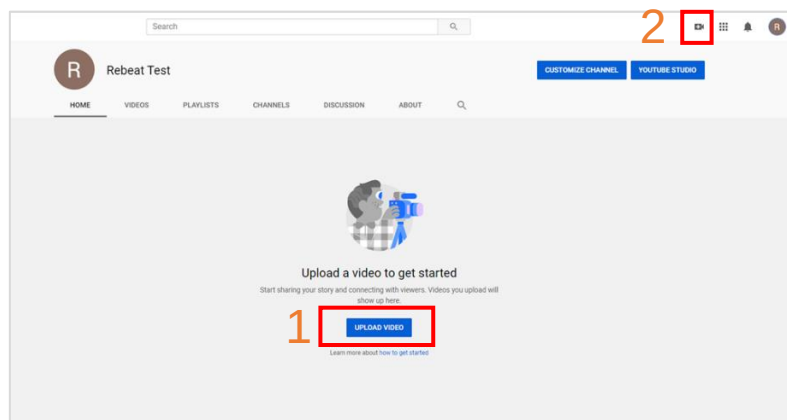
To start customizing your channel, first click on "CUSTOMIZE CHANNEL" in the upper right corner which will take you to the main page of your channel. From here you can adjust all kinds of settings.

In the top left corner you can change your profile picture (1) and in the upper center you can add or change the channel art (2). If you hover the mouse cursor over the upper area, you will see a small symbol of a pencil appear in the upper right corner. Clicking on that symbol and then on "Edit links", you can set the linked accounts (e.g. Facebook, Twitter, Spotify, etc.), which will eventually appear in the bottom right corner of your channel art (3). Furthermore, it is possible to view your channel from two different perspectives (new visitor and returning subscriber, 4).

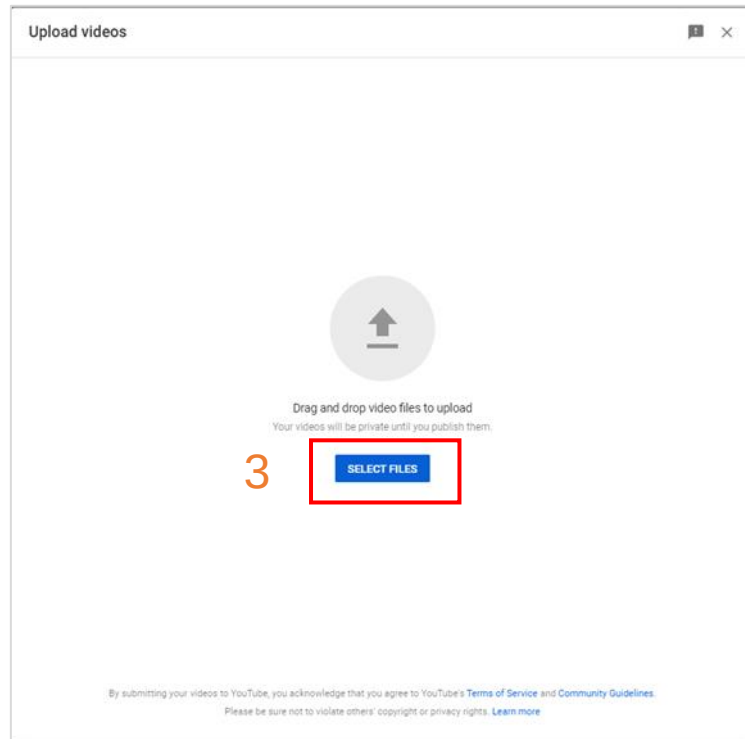


4. Upload a video

If you have not uploaded videos yet, your channel homepage will display a message in the center of the page, asking if you would like to upload a video (1). Alternatively, you can find the symbol for uploading a video in the upper right corner of the page (2).



Afterwards, you can drag and drop your video into the new window or open the file explorer to start uploading it to YouTube (3).



You can find a list with all the supported video and audio file formats here:

https://support.google.com/youtube/troubleshooter/2888402?visit_id=637269443110448179-2497949371&rd=1

After picking your video, you can add information like title (1), video description (2) and thumbnails (preview picture of the video, 3). You can also set the video as being part of an already existing playlist (4).

The screenshot shows the YouTube video upload interface for a video titled "videoplayback". The interface is divided into three main sections: Details, Video elements, and Visibility. The "Details" section is currently active and contains several fields for video information. On the right side, there is a section for video processing status and links.

1 Title (required)
videoplayback

2 Description ?
Tell viewers about your video
0/5000

3 Thumbnail
Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)
Upload thumbnail

4 Playlists
Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)
Playlists
Select

5 Audience
Is this video made for kids? (required)
Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)
☐ Yes, it's made for kids
☐ No, it's not made for kids
✓ Age restriction (advanced)

6 MORE OPTIONS
Paid promotion, tags, subtitles, and more

Processing video...

Video link
<https://youtu.be/ixp8na7IFXo>

Filename
videoplayback.mp4

Finished processing

NEXT

The COPPA Law (Children’s Online Privacy Protection Act) defines that you have to choose one of two categories for your video: made for kids or not made for kids (5). When uploading your video, you have to pick one of the two. Clicking on “MORE OPTIONS” will give you even more settings for your video (6).

You can restrict your video to viewers over 18 (7), select if it contains paid promotion (8) and you can insert tags (keywords that can help viewers find your video) (9).

The screenshot shows the YouTube video upload interface for a video titled "videoplayback". The interface is divided into three tabs: 1 Details, 2 Video elements, and 3 Visibility. The "Details" tab is active. On the left side of the "Details" tab, there are four red boxes with orange numbers 7, 8, 9, and 10, highlighting specific settings.

- 7 Age restriction (advanced)**: A section titled "Age restriction (advanced)" with the question "Do you want to restrict your video to an adult audience?". It explains that age-restricted videos are not shown in certain areas of YouTube and won't include ads or be monetized. There are two radio buttons: "Yes, restrict my video to viewers over 18" (unselected) and "No, don't restrict my video to viewers over 18 only" (selected).
- 8 Paid promotion**: A section titled "Paid promotion" with the text "If another party paid to show a product or service in your video, let us know. Paid promotions need to follow our ad policies and any applicable laws. Learn more". There are two checkboxes: "My video contains paid promotion like a product placement or endorsement" (unchecked) and "Add a message to my video to inform viewers of paid promotion" (unchecked).
- 9 Tags**: A section titled "Tags" with the text "Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. Learn more". There is a text input field labeled "Add tag" and a button "Enter a comma after each tag". The character count "0/500" is shown at the bottom right of the field.
- 10 Language, subtitles, and closed captions (CC)**: A section titled "Language, subtitles, and closed captions (CC)" with the text "Select your video's language and, if needed, a caption certification". There are two dropdown menus: "Video language" (set to "Select") and "Caption certification" (set to "None"). There is a button "UPLOAD SUBTITLES/CC" with a help icon.

On the right side of the "Details" tab, there is a "Processing video..." status bar. Below it, there is a "Video link" field showing "https://youtu.be/9OMHrV9rN04" and a "Filename" field showing "videoplayback.mp4". At the bottom of the interface, there is a "Recording date and location" section with a progress bar showing "94% processed" and a "NEXT" button.

It is also possible to set the recording date and location (11), switch between a standard license or Creative Commons license (12), pick a certain category for your video (e.g. gaming, music, etc., 13) and adjust the settings for the comments (14).

11

Recording date and location
Add when and where your video was recorded. Viewers can search for videos by location.

Recording date
None

Video location
None

12

License and distribution
Learn about [license types](#) and [distribution](#).

License
Standard YouTube License

☒ Allow embedding ⓘ

☒ Publish to subscriptions feed and notify subscribers

13

Category
Add your video to a category so viewers can find it more easily

People & Blogs

14

Comments and ratings
Choose if and how you want to show comments

Comment visibility
Hold potentially inappropriate...

Sort by
Top

☒ Show how many viewers like and dislike this video

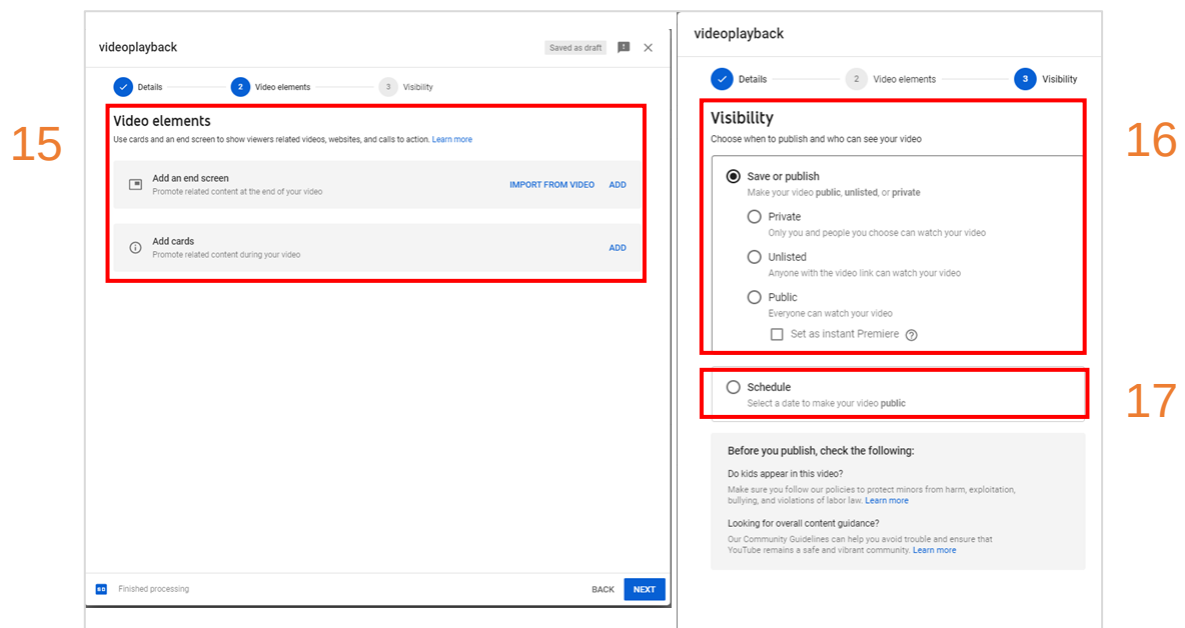
95% processed

NEXT

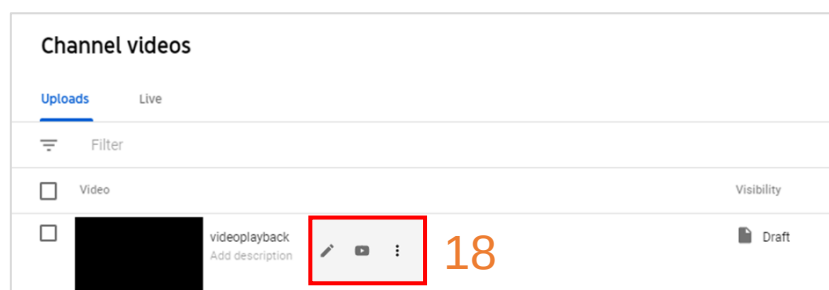
Video link
<https://youtu.be/9OMHrV9rN04>

Filename
videoplayback.mp4

Clicking on “NEXT” will lead you to the second page of the upload screen where you can add credits or info cards to your video (15). Another click on “NEXT” will let you adjust the settings for visibility (private, public, unlisted, 16) and lets you schedule the video for a specific date and time (17).



After closing the window you can find your video on your channel as soon as its upload and processing is finished. You can still adjust the information and the settings for the video afterwards. Hovering the mouse over the bar where the video information is shown, you can find a pencil symbol, the YouTube logo and three dots (18).



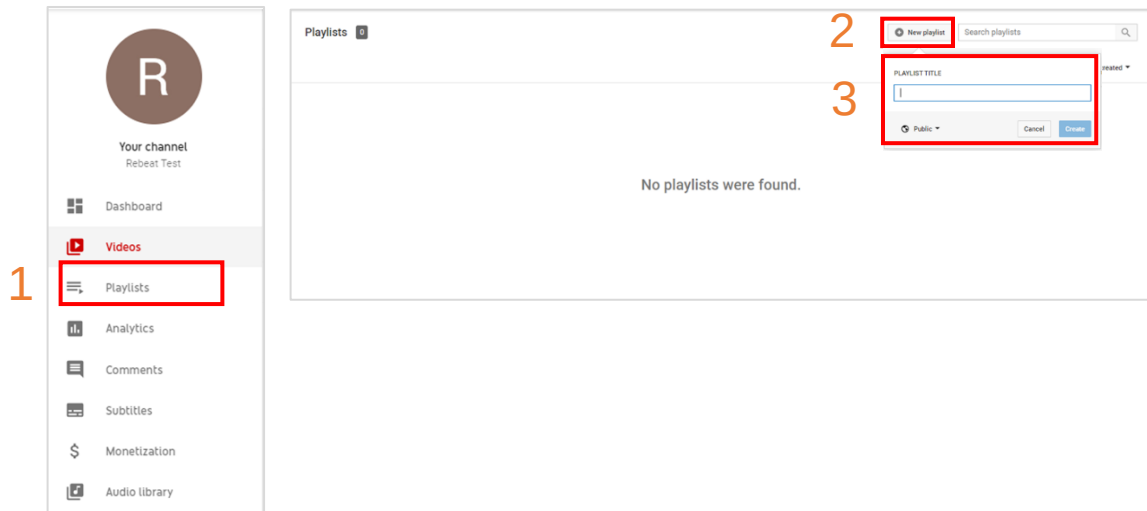
Clicking on the pencil you can adjust the video details, while clicking on the YouTube logo will take you to your video page. The three dots will give you even more options for the video. If you have saved the video as a draft, you can edit the draft on the right hand side of the page (19).

Date ↓	Views	Comments	Likes (vs. dislikes)
			EDIT DRAFT
Rows per page: 30 ▼ 1–1 of about 2 < < > >			

19

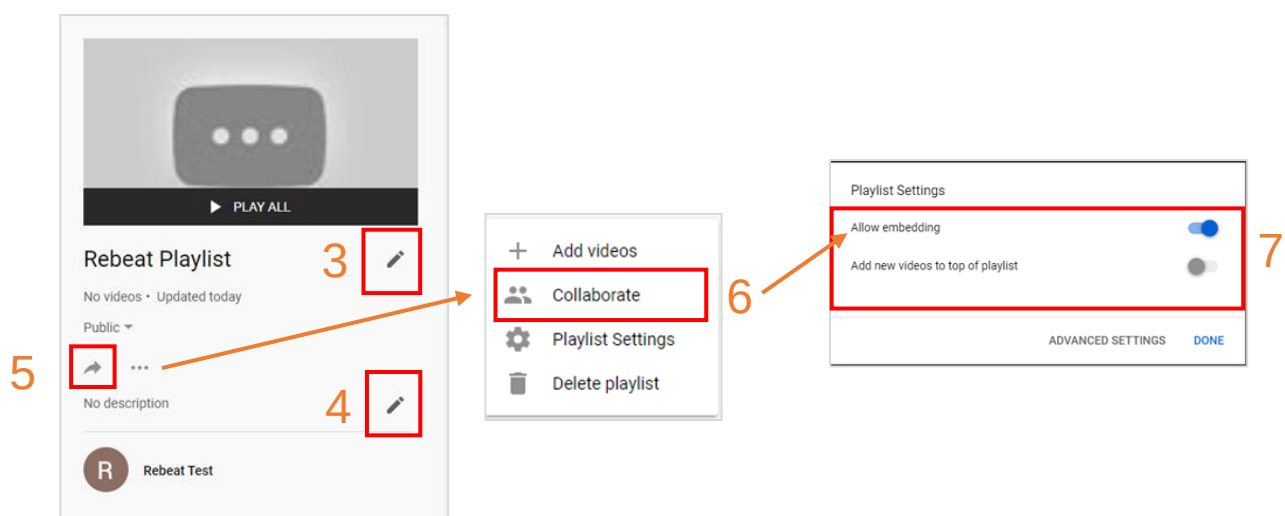
5. Create a playlist

In order to create a playlist, you can click on “playlists” on the left in the navigation bar (1) and a new window will be opened. There you click on “create new playlist” (2) and give it a title (3).



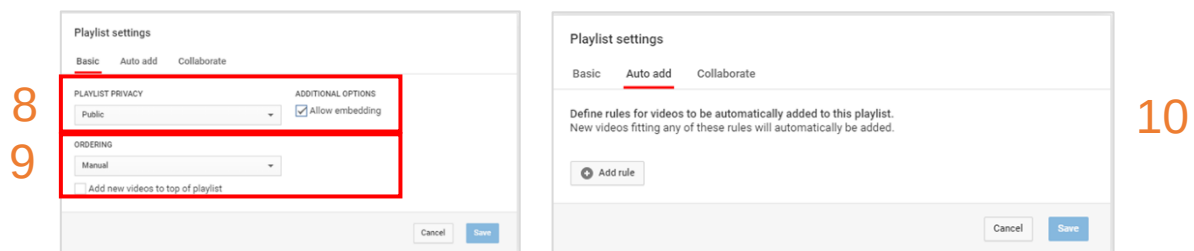
A new window will be opened again in which you can adjust different settings for the playlist. You can change its title (4), write a description (5), share it via a link (6) and, by clicking on the three dots, add videos to it, adjust collaboration settings, delete the playlist and click on playlist settings (7). With a click on the latter, a new window will be opened.

Here you can adjust whether you would like to allow the playlist to be embedded on other websites and if newly added videos should be shown at the top of the playlist (8).



Clicking on "ADVANCED SETTINGS" will open another new window. In the "Basic" tab you can adjust the privacy settings of the playlist (public, unlisted, private, **8**) and the type of ordering system you would like to use (**9**).

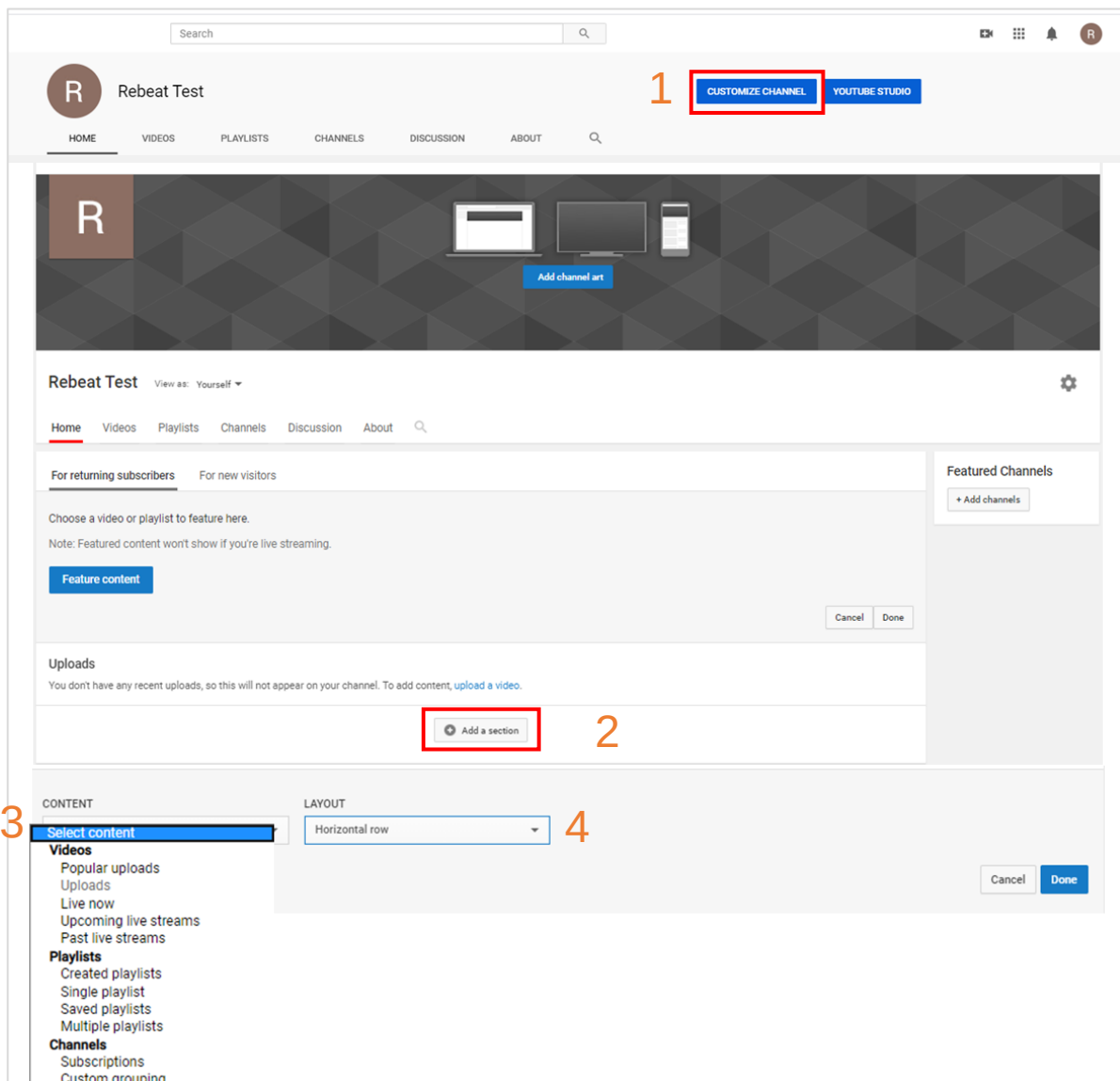
In the tab "Auto add" you can set specific rules, which can help you add videos to the playlist automatically, if they apply to the rules (**10**). With a click on "Save" the window will be closed and the overview page of the playlist will be shown.



6. Adjust channel

On the main page of your channel you can find the button "CUSTOMIZE CHANNEL" (1). Clicking on it will take you to a new page where you can adjust the look of your channel.

After clicking you will get to an adjustment page on which you can click the button "Add a section" (2). With this option you can divide your page into different sections, containing different categories like popular videos, specific playlists, and others. The fold-out menus "Content" (3) and "Layout" (4) give you the option of setting the right section and adjusting it either horizontally or vertically.



As soon as you have uploaded one or more videos, you will have the option to set a channel trailer on the same page (5). The channel trailer is a video that will be shown to new visitors on your channel. This feature has been added so that you can present your channel and yourself briefly.

On the right-hand side of the page you can also set a list of channels that you actively watch or which you would like to recommend to your viewers (6). This is a good way to show your viewers what you like or to support certain partnerships.

