

## 1 FILE NAME

Modify the **file name** of the video to match the video title, using a hyphen (dash) to separate each word. Use keywords in your video file name.

YouTube supports the following file types:

.MOV	.AVI	.FLV,
.MPEG4	.WMV	.3GPP
.MP4	.MPEGPS.	.WebM

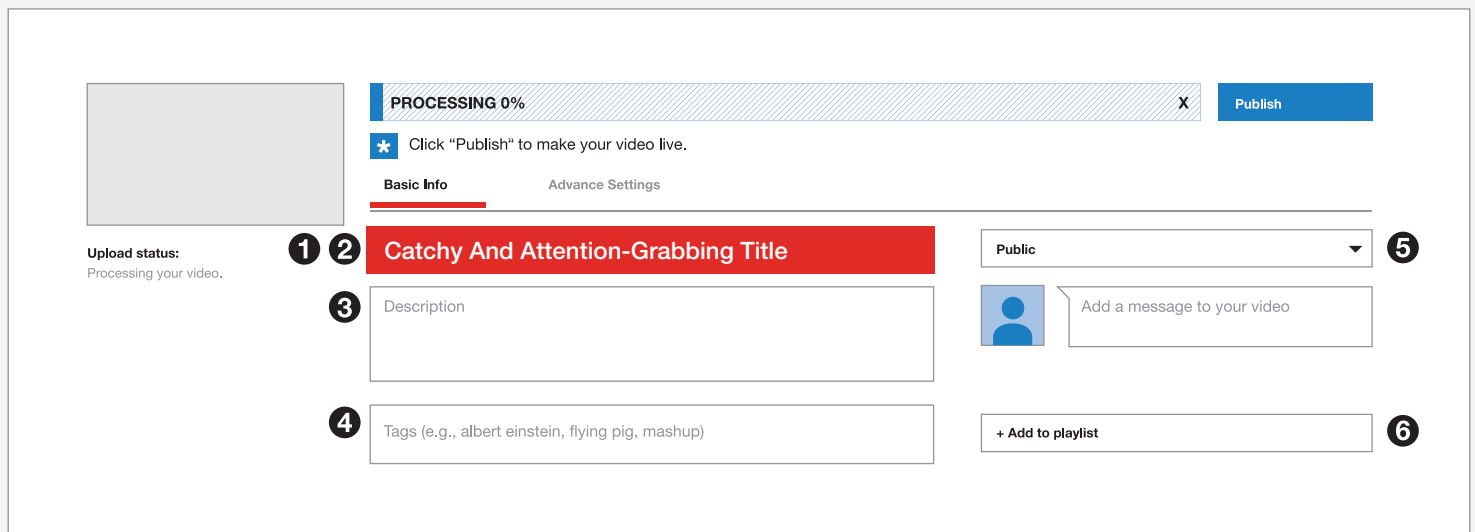
## 2 VIDEO TITLE

Make sure the titles are **catchy, attention-grabbing** and that they also offer up a little bit of information about the video content – what can viewers expect from the video. You'll want to **capitalize every word** in your video title and be sure they're keywords that users will search for. As mentioned in the previous step, the video title and the file name should match.

## 3 KEYWORDS

Your video title (and file name) should already **include 2-3 keyword phrases, and you should repeat these in the YouTube video description**. Focus on semantically correct sentences when including keyword phrases; don't just drop them into the description at random.

**Catchy-And-Attention-Grabbing-Title**



## 4 TAGS AND CATEGORY

Start with the keywords you used in your description, and end off with a few related tags. Don't use too many tags, around 8-10 is a good number. Don't forget to **select the most appropriate category** for your video in the tagging section.

## 5 PUBLIC VS. PRIVATE

When uploading a video decide whether your video is meant for external or internal audiences?

**Unlisted: internal audiences**  
(lectures, presentations, training)

**Public: general public**

## 6 PLAYLIST SELECTION

Every video uploaded needs to be put in a playlist. Please put your video in the appropriate playlist by selecting the **correct school/college or campus initiative**.