**How To YouTube**

**(Beginners Class to Learning the Basics of Video Social Media)**

(Ages: 13 - 20)

**Leilani Melendez**

**leilanimelendez5@gmail.com**

**Description:** Doing YouTube is more than just filming. It is pulling from all of the disciplines they have learned throughout life to make a piece of work. The students will learn how to pick a channel theme, write a story, write captivating headlines, film, edit, design clickable thumbnails, understand SEOs, tags, hashtags, write descriptions and then follow the progress of their channel through analytics in order to understand how the platform works. We will also learn about the internet and social media safety as well as how one can make money online.

Students must be 13 years of age due to YouTubes Terms of Service.

Part of this class will require students to upload content to YouTube. They will need their own YouTube account. I understand parents are concerned about the safety and privacy of their child. Here are some thoughts to consider while thinking about this class.

1. The content uploaded does not ever have to show faces. It can be cartoon, puppets, art, or any other form of media. Names do not have to mention either. As a parent you may request that and I will back you up 100%.
2. Student may work with a partner when creating content. However, if they do this, they will need to be in communication with them throughout the week. (It is easy to have your own channel).
3. There is an option to set the channel to private or have it only sharable through links. As a parent you can ask your child to set it this way and monitor it. I will back you 100%.
4. It is suggested that all parents have access to their son’s or daughter’s account. That way you can check the statues, uploads and privacy settings of the videos.

Since we are working with a social media platform, I am asking that all parents monitor their child’s account and work. If something is inappropriate it is the parents responsibility to confront and deal with it.

Youtube is an amazing platform that, when used correctly, can bring business opportunities, improve people skills, and instill self-discipline.

**Supplies**

* Some kind of recording device (phone, ipad, tablet)
* Free editing software is available. You can also download apps to your phone. We will go over these in class.
* Depending upon how the student plans to edit, they may need a phone or computer. Yes - you can do all editing and uploading through the phone. However, you will need a desktop to the full view of analytics. I will supply 2 in class, but the students may need access to one during the week.