

YouTube for Campaigns

YouTube enables campaigns to reach and engage voters through the power of video. Below are recommendations on how to get started.

Create a channel: It's important to create a digital presence for your campaign -- on YouTube, the first step is to start a channel by following [these steps](#).

- **Align branding:** Publish [channel art](#) at the top of the channel and choose a [channel icon](#) that represents the campaign.
- **Feature priority content:** Welcome viewers to the channel by featuring a priority video in the [channel trailer](#) spot, curating videos into [playlists](#) and featuring those playlists in [sections](#) on the channel page.
- **Deliver strong metadata:** Choose titles, descriptions and thumbnails for videos that accurately describe the content and capture a viewer's attention.
- **Drive interaction:** Use [end screens](#), [cards](#) and the [Community tab](#) to encourage viewers to watch additional content, subscribe to the channel and take other actions.

Develop compelling content: When creating videos, consider how to best capture a viewer's attention and encourage them to support the campaign.

- **Use authentic style:** On YouTube, authenticity is key. Viewers are attracted to content that feels less polished and more relatable. This can enable your campaign to develop a more direct connection with supporters.
- **Explain policy positions:** Viewers on YouTube are willing to go deeper on topics, learning more about a campaign. Capture this interest by creating videos about the issues that matter to voters.
- **Live stream:** Whether it's digital or TV, some moments are best experienced live -- a rally, a major announcement, an interview. Connect directly with voters by live streaming events.
- **Maintain frequency:** Underlying all of this is a key principle for developing successful digital content: frequency. By focusing on distributing regular programming a campaign can remain part of the dialogue and cultivate a steady base of followers who tune in.

Measure results: Utilize [YouTube Analytics](#) to understand what is capturing the audience's attention, enabling you to refine video strategy.

- **Reach:** Monitor [views, watch time and audience engagement](#) to assess which content is driving viewership, where viewers are coming from, their demographics, and how much time they're spending on specific videos.
- **Interaction:** Review [subscribers, comments and interactive elements like end screens](#) to gauge how viewers are going deeper with content.