11 things for Access Centers to know about Youtube and their channel

look like a professional organization at the channel level!
  fill out the profile (Vimeo) or the about (Youtube) section of the channel.
  indicate the location - city/county/state of your facility.
    Cunningham Memorial Library of Indiana State University
    Marathon City School District
    osulibraries's channel
  add a human readable user name or channel name
    tslacld

  use proper speeling and CAPITALIZATION on the channel name
  use your city, county, organization's official logo

get educated about formats used in web video vs broadcast tv
  HD vs. SD, 16x9 vs 4x3 Aspect Ratio
  send your "best" format, not your SD broadcast version
    but don't upload a 20GB 20 minute video output from Final Cut to Youtube.

edit ruthlessly!
  the last thing you want to overhear about your 64 minute project is
  "that would make a good 45 minute video"
  try to stay within the 30 - 60 minute programming time blocks
    you'll get more access centers willing to air your non-local show!

  https://www.youtube.com/watch?v=oNv64SHqs5o
  "3D print July 28, 2015" runtime 8:00:00

distribute through multiple channels - but use appropriate format
if you want to distribute your show to air on other public access TV, provide a **link to a broadcast-ready format** not your Youtube channel. Options include:
  pegmedia.org, Telvue Media X-change, Internet Archive (need 50 items for before they'll assign your own collection unless you're a part of the Community Media Archive), or the LinkedIn "Public Access TV" group (3,100 members)

educate yourself about the **Creative Commons** licensing options, label your media appropriately
on all platforms. if you upload to Youtube but have used a **CC license** elsewhere,
please make sure your show isn't labeled with the **Youtube Standard License**

Tagging and Titling
use proper speeling and CAPITALIZATION on the channel name

don't reuse titles each week for meetings or series.
  https://www.youtube.com/user/AmesChannel12/videos
    make them unique, by including the date (meetings) or episode name (series) in the title

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don't use "|" in titles. It makes John grumpy when he's cataloging your metadata.
   he uses it as a field separator
   https://www.youtube.com/user/AmesChannel12/videos

use only "AZaz0-9_-" characters in video titles
   it will make the transition to Internet Archive smoother (title become identifier)
      use proper speeling and CAPITALIZATION on the titles
      https://vimeo.com/99101712 "RANCHING ACCIDENT ENDS WITH LIFE FLIGHT RESPONSE"
      https://vimeo.com/73902963 "PART I – TODD MAY, NASA – SPEAKING TO FAIRHOPE HIGH SCHOOL STUDENTS – 9.5.13"

provide as much metadata about the show as possible.
      how is someone ever going to find it in an online video archive of millions of items?
      put the **episode information first**, then the series information
         it's counterintuitive, but more **search engine friendly**
      https://www.youtube.com/watch?v=NEPj30LcTeM

add a **tags**: or **keywords:** line in the Youtube description
      this can be easily mapped to Archive's subject/keywords
      https://www.youtube.com/watch?v=cTsnbbnvNu0
   or use Vimeo's tags
   https://vimeo.com/rompevientotv/videos/sort:date/format:detail
   Click on "more details" link under each video
   https://vimeo.com/135080906
   Tags appear under Related Collections

More Resources:

Spreadsheet summary of Access Centers, Governments, Schools & Libraries use of Youtube and Vimeo as of 7/29/15

Photo Mosaics made from Youtube video thumbnails:
Erica Jones photo mosaic image made from Somerville Community Access TV Youtube thumbnails
Mike Wassenaar photo mosaic made from Saint Paul Neighborhood Network Youtube thumbnails
Daniel Krawczyk photo mosaic image made from PEG Media Partners Youtube thumbnails
Access Humboldt photo mosaic test of using Internet Archive thumbnails for tiles
SHLB Conference Logo as a Photo Mosaic made from libraries Youtube thumbnails

Community Media Archive Wiki:
ACM 2015 National Conference Presentation Links

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