

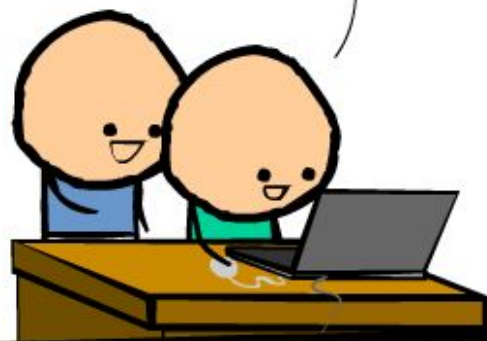


300
hours of
video are
uploaded every
minute, and
over

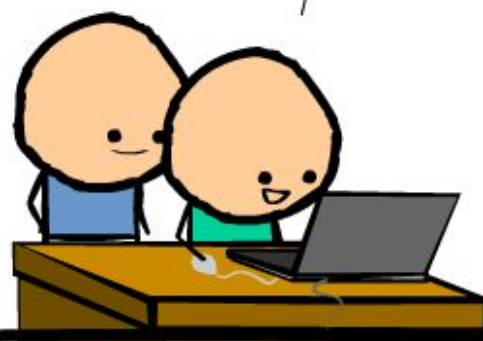
6 billion
hours of
video are
watched each
month on
YouTube.

HAVE YOU SEEN
THIS VIDEO ON
YOUTUBE?

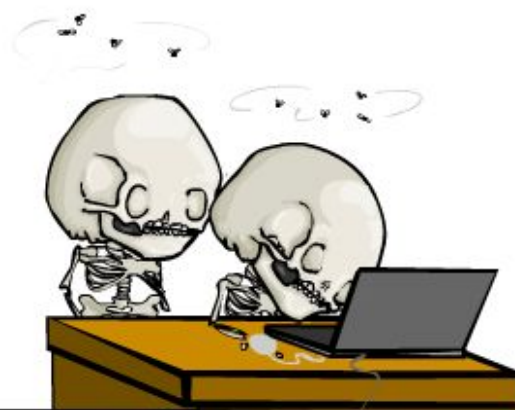
THAT'S
GREAT!

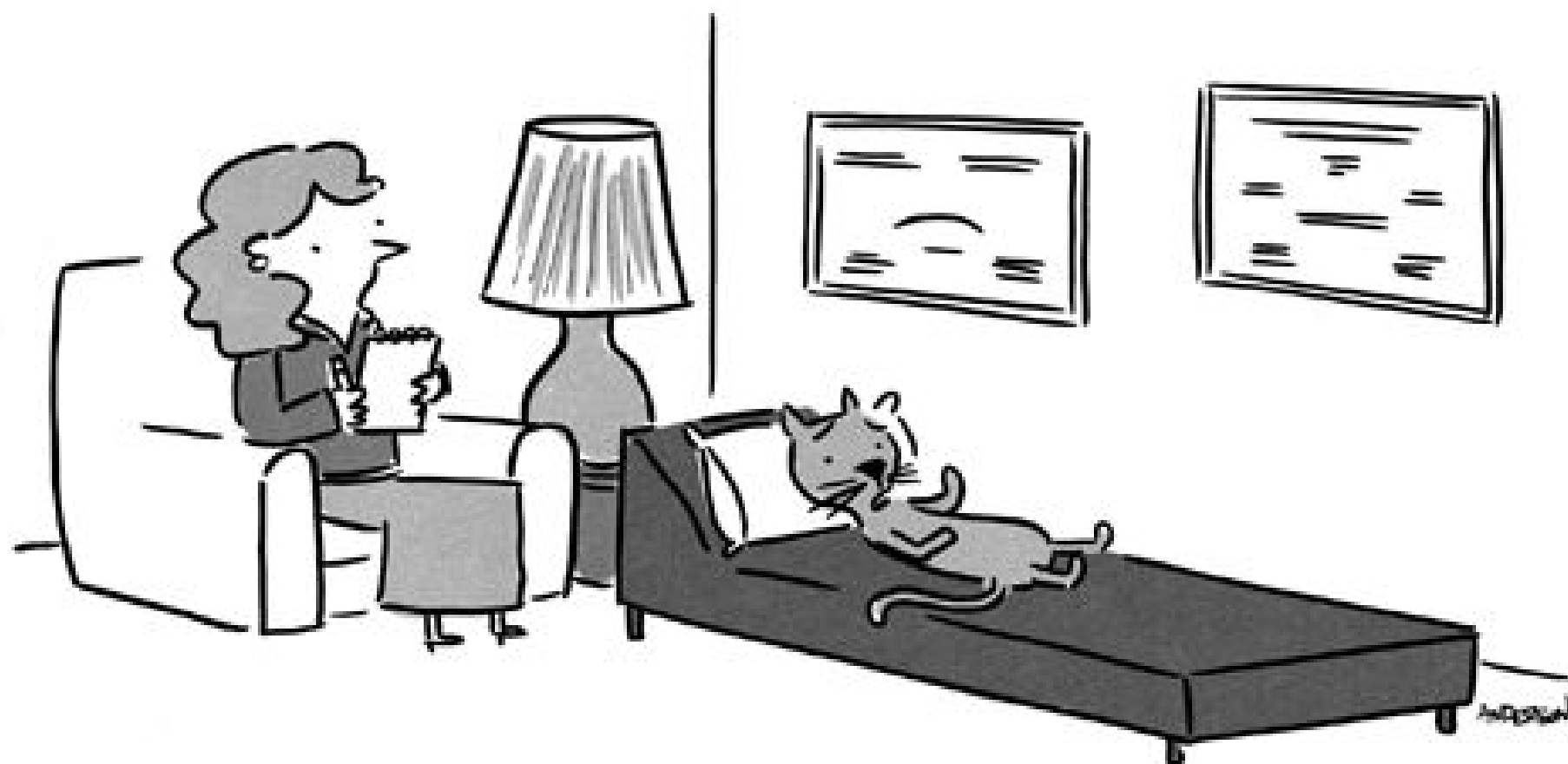


HAVE YOU SEEN
THIS ONE?



EVENTUALLY





"I'm not on YouTube."

You**Tube** Guide



Create

Add your voice to the conversation. Start a YouTube account today.



Connect

Access great LDS content online. Check out our list of LDS accounts.



Contribute

Accelerate the work of sharing the gospel. Learn the tips & tricks for using YouTube.



Caution

Avoid the dangers of interacting online. Protect yourself with these simple steps.



Create



Connect



Contribute



Caution

Create



YouTube.com > "Sign in" > "Create an Account"



Profile Photo is Pulled From Google Account

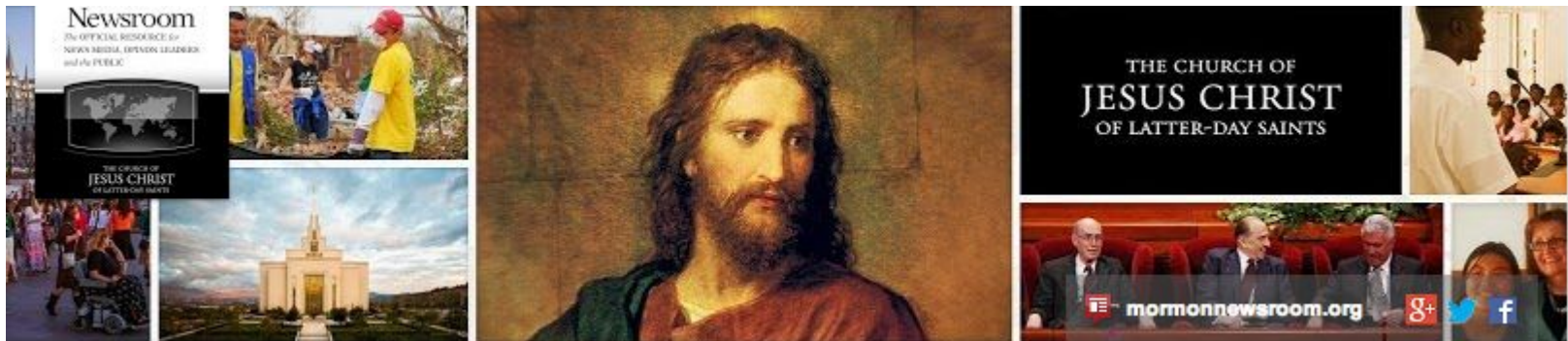


Add Channel Icon

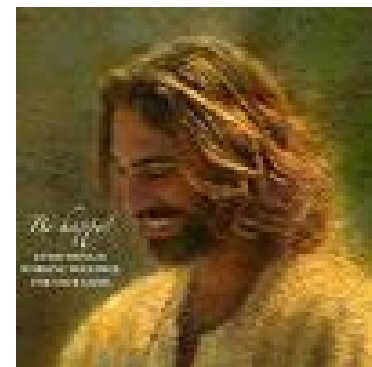
Use LDS or faith
themed photos on
your channel



Change Channel Art



Use LDS or faith
themed photos on
your channel



ACTIVITY

Brainstorm a channel name,
cover photo, and profile pic
to use this semester.

You have 5 minutes! Go!

FOLLOW-UP

What did you come up with?

What ideas can you
implement from your
favorite channels?



Create



Connect



Contribute



Caution

Connect

Subscribe to, like, &
watch videos from
LDS Channels

Connect with LDS YouTube Channels

Share a YouTube
video on Facebook,
Google+, or Twitter



- | | | |
|-----------------------------|------------------------------------|-----------------------------|
| ▶ Mormon.org | ▶ Mormon Tabernacle Choir | ▶ Mormon Information |
| ▶ Mormon Newsroom | ▶ What Mormons Believe | ▶ Book Mormon |
| ▶ Mormon Channel | ▶ I love the Book of Mormon | ▶ Prepare to Serve |
| ▶ #BYUtv | ▶ LDS General Conference | ▶ Alfox |
| ▶ Family Search | ▶ Defending Mormonism | ▶ Mormon2011 |
| ▶ LDS Youth | ▶ Every Day Missionaries | ▶ Mormon Evidence |
| ▶ LDS Public Affairs | ▶ Mormons Made Simple | ▶ LDS Church History |

ACTIVITY

Use the Connect list to
look up 10 channels.
Subscribe to at least 5.

You have 5 minutes! Go!

FOLLOW-UP

What new channels
did you learn about?

What did you like?



Create



Connect



Contribute



Caution

Contribute

Make it **Clear**



Conversation

- Pick a descriptive title
- Add a relevant description & 10-12 keyword tags
- Choose a thumbnail



Length

- Match length to subject
- First 10 seconds are critical
- Shorter is typically better - under 15 minutes is standard

Post inspiring videos based on LDS quotes & beliefs

Make it **Current**



Trends

- Keep up on trends
- Make videos on current topics
- Check out the [YouTube Keyword Tool](#)



Interaction

- Subscribe to other channels
- Reply to comments promptly & positively
- Promote videos by sharing

Post videos on LDS topics, trends & questions

Make it **Count**



Influence

- Post about once a week
- Ask for likes, shares & subscribes
- Learn from the [YouTube Playbook](#)



Sharing Testimony

- Keep it simple
- Keep it personal
- Keep it honest

Post videos about your own beliefs & experiences



Mormon Messages

► Play

Short messages about values and principles important to society



Abide with Me

by Mormon Channel 45,456 views



Wrong Roads

by Mormon Channel 141,686 views



General Conference - October 2013

87 videos 3 months ago

Post inspiring
videos based on
LDS quotes &
beliefs

What to watch next



The Parable of the Talents

by Mormon Channel 21,570 views



What Mormons Believe: The Godhead

10 months ago • 7,858 views

A video explaining basic Mormon beliefs about the Godhead....

Post videos on LDS
topics, trends &
questions



mormonsmadesimple uploaded a video



The Purpose of Life - Made Simple

2 years ago • 13,548 views

Have you ever wondered about the purpose of life? And what happens when we die? Find answers to these and other questions...



Post videos about
your own beliefs &
experiences

Sharing Favorite Verses in The Book of Mormon

People reading their favorite verses of The Book of Mormon and explaining why they are so important to them personally.



**The Book of Mormon Teaches
that Christ is the Messiah**

by I Love The Book of Mormon



**Does The Book of Mormon
Hold the Key to Happiness?**

by I Love The Book of Mormon



**The Book of Mormon is a
Book about Families**

by I Love The Book of Mormon

ACTIVITY

Using the Connect list,
find, watch, and like a video.
Share it with a partner.

You have 5 minutes! Go!

FOLLOW-UP

What YouTube video
did you watch?

What LDS YouTube videos
would you like to see/create?



Create



Connect



Contribute



Caution

Caution



Create

Privacy: Don't include personal info in your URL. Choose public or private video settings.

Notifications: Unsubscribe or change your notification settings to avoid spam.



Connect

Connections: Connect to known, trusted channels. Block offensive material.

Security: Turn on safety mode & flag offensive material.



Contribute

Conversation: Do not engage in arguments. Respond appropriately to comments.

Information: Be conscientious in sharing pictures & personal info.

IN CASE OF EMERGENCY

If your account is hacked, or you see inappropriate content, you may consider:

Closing the Browser: If necessary, shut down the computer or mobile device.

Asking for Help: Report privacy violations, threats, or inappropriate content directly to YouTube.
Talk to a trusted friend or leader for additional support.

Deleting the Account: Stop using the account.

Avoid Arguing
Bear Testimony
Cite Sources

YouTube Q&A

Additional Resources:

[YouTube Help Center](#)

[YouTube Playbook](#)

APPLICATION

Use the Connect list to look
up 5 LDS channels.

Subscribe to at least 3.

COMPETITION

Find a video about missionary work. Share it on another social network.

First to share wins.