

YouTube Mini-Class Script

Click PRESENT

CLICK YouTube creators Chad Hurley, Steve Chen, and Jawed Karim recorded a video that they wanted to share with some coworkers. The video uploading platforms available at the time were slow and complicated, so they decided to make their own. On April 23, 2005, Karim uploaded the first YouTube video - a 19 second clip of him at the San Diego Zoo. YouTube was launched to the general public one month later.

CLICK Within five years the website went from one video uploaded to over 100 million videos uploaded *daily*. YouTube has become the third most visited site after Google and Facebook. 1 billion people visit YouTube each month, and watch 6 billion hours of video.

CLICK YouTube is simple to use. Anyone can watch YouTube videos, but with a YouTube channel or Google + account you can also rate videos with a thumbs up or thumbs down, and post comments. With a YouTube channel you can also upload your own videos. From there you can create playlists with videos you've made or videos you like. You can also share videos or playlists on different social media platforms including Facebook, Google + and Twitter.

CLICK With the average person in the United States spending about 40 minutes a day on YouTube, this is a great place to reach a large audience to start sharing the gospel online.

CLICK Our purpose today is to talk about how we can use YouTube for missionary work. In order to share the gospel on YouTube, you don't necessarily have to create your own channel and upload videos. YouTube is actually focused more on consumption than creation. Sharing inspiring videos can be a low-pressure way to introduce gospel topics on YouTube, and on your other social media profiles. YouTube gives you a lot of flexibility in terms of commitment and time spent sharing, so let's look at some of the ways YouTube can help us become more visible about our faith, and more approachable and likeable as member missionaries.

CLICK When you create your YouTube profile, you can add links to LDS websites, or mention that you're a Mormon. Even more importantly, you can watch, favorite, like, or comment on uplifting videos-- when you do, those videos are visible to others when they view your channel or account. That means your account can create opportunities for others to anonymously notice Mormon Messages or other inspiring videos that you watch and like. The information you consume online generates a digital picture of what you care about - because it's what you spend your time viewing. This is certainly true on YouTube: your priorities are visible to others in what you choose to watch, like, and comment on. So make sure that along with cat videos, you're spending time watching inspiring videos and videos with good information about the LDS church. That alone will help others see how important the gospel is to you, and will make you more approachable on gospel topics.

CLICK Posting your own videos is another great way to share what you believe in, and to let people know that you are willing to talk about it. Simply recording and uploading a two minute video with your testimony, your thoughts on a specific gospel topic, or a story about your life can have a big influence. Although posting your own video may take a little bit more time, and may be a little bit more intimidating, it can lead to conversations and questions that can lead to conversion.

Keep in mind that you can control comments on the videos you post - you can disable comments altogether, or moderate them privately. YouTube tends to be a scary place when it comes to comments: even on positive LDS videos, you are likely to find anti-Mormon sentiments strewn throughout the comments. So be careful, and be prayerful about how you should participate in this platform. Never engage in arguments or mudslinging in YouTube comments. If you feel you should respond, remember the ABC's - avoid arguing, bear testimony, and cite sources for more information.

As you create your own videos, you can build up positive traffic by posting them as responses to other church-related videos. During upload you can also include helpful links or quotes in the description, and tags that identify what your video is all about. Frequently, YouTube consumers will watch a video and then click on videos in the sidebar that interest them. You want good videos showing up in the sidebar, and you can influence that with tags.

Even if you don't create videos for your YouTube channel, you can still create a shareable product by putting together a playlist. People can subscribe to your playlists through your account. Create a playlist featuring spiritual music, or with I'm A Mormon videos, or Mormon Messages. A playlist is a great way to give subscribers a consistent stream of good videos showing up in their feed.

And remember that the name of the game online is interaction - the more attention you give to a video or channel by liking, subscribing to, or sharing it, the more likely it will appear at the top of a search. So the more you go out and watch positive LDS channels and videos and add them to your playlists, the more likely they are to appear ahead of negative channels and videos.

CLICK The leadership of the church hasn't asked us to become the next YouTube sensations, but they have asked us to open our mouths and share the gospel to our friends and families. Small and simple things can help you become a trustworthy source of wholesome content on YouTube, and attract subscribers who are looking for light and truth.

As appropriate, you can send private messages through YouTube by going to the channel of the person you would like to message and clicking "send message" under the about tab. If the time comes for a gospel conversation, this gives you the freedom to connect to your subscribers on a one-on-one basis. You can also share specific videos or playlists to people privately. As you pray about your friends, and think about who may be ready to learn more about the church, perhaps the next step is to send a spiritual video. Rely on the Spirit to guide your efforts, and you will be led to the next step to take to share the gospel online.

CLICK After seeing a video about Grace on YouTube, Kris reached out to it's LDS creator to find out more. He said the video spoke right to him, and taught him things he didn't know. He

started attending church, reading the Book of Mormon, and meeting with the missionaries. He kept in contact and said that he was “excited about the process and the LDS church... They are my kind of people.” He then told his YouTube member- missionary: “You are a good spiritual friend.” and was soon baptized.

CLICK YouTube is one of best social mediums we can use to share the gospel today. In his talk “Waiting on the Road to Damascus”, Elder Uchtdorf said, “This is not always easy. Some would rather pull a handcart across the prairie than bring up the subject of faith and religion to their friends and co-workers. They worry about how they might be perceived or how it might harm their relationship. It doesn’t need to be that way because we have a glad message to share, and we have a message of joy.” YouTube is a great place to share that message of joy. Missionary work has evolved and the good news of the restored gospel is going forward all over the internet and through social media. As we share our faith on YouTube, the Lord will bless us with inspiration and direction, and we will not “Be not overcome of evil, but overcome evil with good.”

CLICK for Q&A

CLICK for During Activity