



# YouTube for Nonprofits

.....  
Ryan Jones  
Marketing Coordinator



# Lets talk video today!

How to make the most out of your YouTube for Nonprofits account

- Why Video?
- Why YouTube?
- What's different with YouTube for Nonprofits?



# Why video?

- Storytelling is a great way to get your story across
- Many people are visual
  - **Don't tell people about your impact, *show them***

# Children are living in poverty





# Storytelling is easier now

Storytelling tools are more affordable than ever

- Video equipment – Digital SLRs, mobile phones
- Audio equipment – cheap, interfaces with easily accessible cameras
- Editing software – Free and/or cheap tools available

Storytelling tools are easier to use than ever too!



YouTube





# YouTube Non-Profit Programme

- Enhanced features for charities
- Call to action overlays
- Increased branding opportunities





## Ryan Jones

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**Ryan Jones** uploaded a video 4 weeks ago



### Axis360 Slider Test BMPCC

by **Ryan Jones** • 4 weeks ago • 17 views

Terrible grade of BMPCC set to Timelapse mode, one frame every 2s, on a three axis Axis 360 set to Timelapse Keyframe...



**Ryan Jones** subscribed to a channel 1 year ago



### NineInchNailsVEVO

46 videos

CHANNEL

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147,592

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# More Than Dance...

 <http://www.anaheimballet.org>



## AnaheimBallet

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### Ballet: Alyssa 2014

72,143 views 1 month ago

Ballet: Ballet dancer and Houston Ballet member Alyssa Springer dancing ballet in this ballet video.

ballet...ballet...ballet...

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**Nice Peter** ✓

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### Anaheim Ballet Super Playlist!

Anaheim Ballet: More Than Dance... Ballet dance videos from the online ballet series, "Anaheim Ballet: More Than Dance..." ballet...ballet...ballet...



2:43

#### Ballet: Alyssa 2014

by AnaheimBallet 72,143 views  
1 month ago



2:49

#### Ballet: Aria Alekzander 2013

by AnaheimBallet 1,151,012 views  
1 year ago



2:20

#### Ballet: Dancers

by AnaheimBallet 13,012,053 views  
7 years ago



2:25

#### Anaheim Ballet Special Guest: Misty Copeland!

by AnaheimBallet 1,004,115 views  
3 years ago





Habitat For Human



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[connectingup.org](https://connectingup.org)



# Get your business on Google for free

**New** – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

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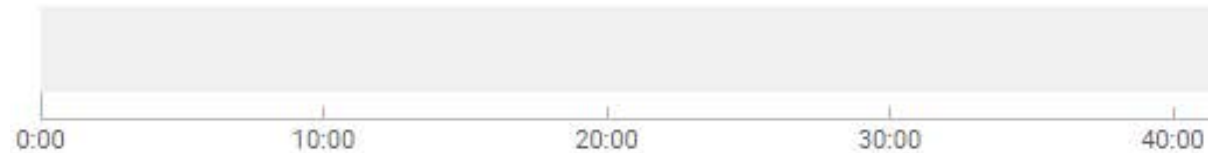
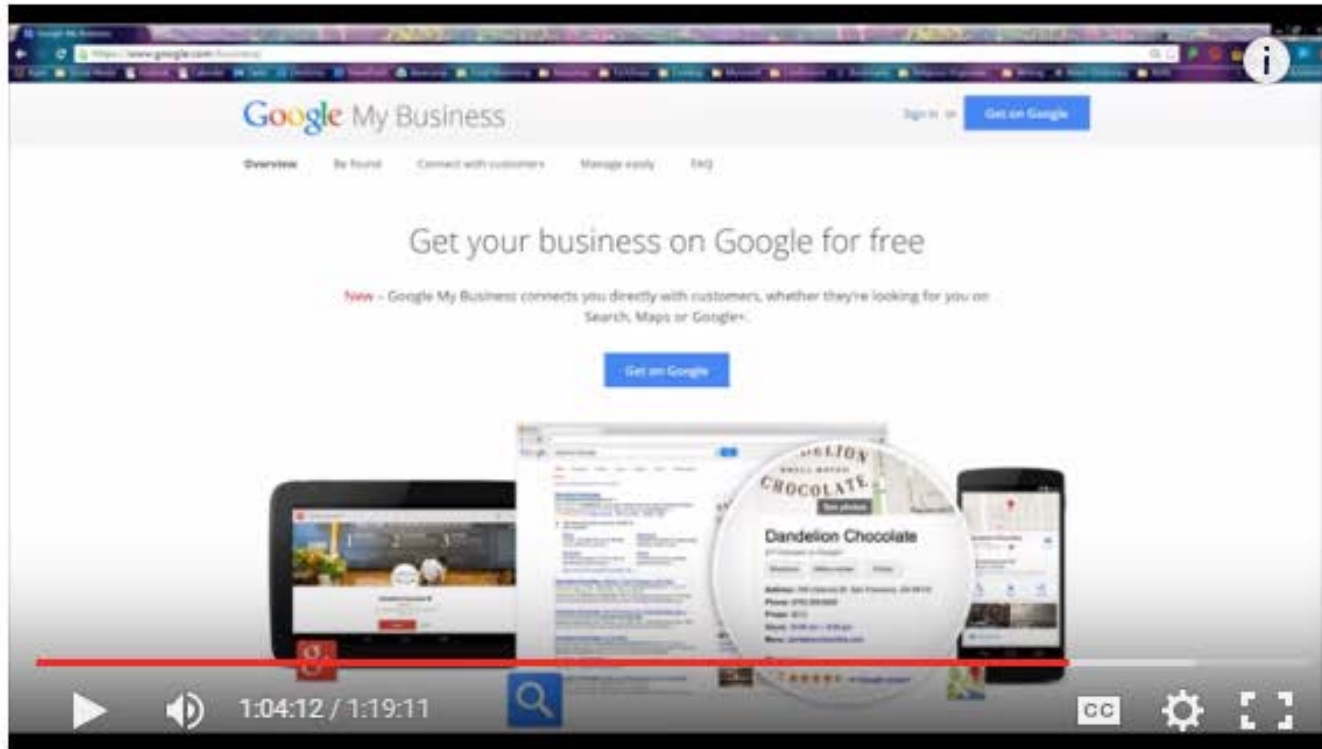
In this video



google.com.au

Google My Business  
Setup now





Add card ▾

Link

Feature an external link

Create

Associated website

Feature your website

Create

Fundraising

Encourage viewers to contribute to your projects on supported fundraising sites

Create

Merchandise

Feature a product on supported merchandise sites

Create

Video or Playlist

Promote a video or playlist

Create

Channel

Promote another channel

Create

# Cards

## Link


Link to an external website and add your own call to action.

CALL TO ACTION

LINK URL

This domain will be displayed in the card. [Change](#)

TEASER TEXT



Please provide an image file



# Resources for charities

- YouTube Playbook for Good: <http://bit.ly/PlaybookForGood>
- YouTube for Nonprofits: <https://www.youtube.com/nonprofits>



# Take it to another level

- YouTube Nonprofit Creator Academy - <http://bit.ly/NonprofitCreatorAcademy>
  - **Learn more**

# More on video storytelling...

- TechSoup Global Storymakers competition
  - <http://forums.techsoup.org/cs/community/b/tsblog/archive/2014/10/28/storymakers-2014-winners-a-global-success.aspx>
- Digital Storytellers
  - <http://digitalstorytellers.com.au/>



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