YouTube Videos

Link to digital tool	https://www.youtube.com/
Level of knowledge	intermediate
Learning objectives	LO1: Be able to create, design and implement relevant contents (non-conventional city tours) through relevant channels. LO2: Be familiar with the concepts, tools, and strategies of gamification and storytelling, and apply them to content creation. LO3: Identify and use different communication strategies according to the specific engagement target.

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Linked to module	3, 4, 5
Description of the tool	**YouTube** is a free online video sharing and social media platform owned by Google. It acts as a proper search engine for videos. YouTube has expanded beyond the core website into mobile apps, network television, and the ability to link with other platforms. Video categories on YouTube include music videos, video clips, news, short films, feature films, documentaries, audio recordings, movie trailers, teasers, live streams, vlogs, and more. Most content is generated by individuals. This includes collaborations between YouTubers and corporate sponsors. YouTube has had an unprecedented social impact, influencing popular culture and internet trends.

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	All YouTube users can upload videos up to 15 minutes each in duration. Users can verify their account, normally through a mobile phone, to gain the ability to upload videos up to 12 hours in length, as well as produce live streams. There are plenty of tutorials on how to create good videos on YouTube, both on general Google, YouTube itself and the platform YouTubeCreators.
How to use the tool as part of the course	For our purpose of Storytelling and Engagement of the public, YouTube is a great place to share your virtual urban tours. **For Storytelling** To get the most out of it, and according to our purpose of creating a virtual urban tour, the suggestion is to create a dedicated channel.

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	1) First of all, you have to **choose what kind of "story" is behind the channel and how you want to tell it.**
	You can do that following different approaches. According to the learning objectives of Module 3, our suggestions for organising your virtual urban tours through a YouTube Channel are:
	- The most popular narrative format on YouTube concerning travel is a personal space where you talk about your experiences, travels, favourite locations, etc. Keep this in mind when creating your virtual tours on YouTube. - Of course, **you are free to try and explore different narrative styles** and maybe start a new trend for channel formats!
	2) Collect your video tours in playlists organised per tour, topic, episodes, format and categories. You can also include the same video in different playlists.

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	● Remember to make sure to add each new video you make to the relevant playlist(s). 3) Choose the format for your videos, making sure to include more than one to avoid a monotonous experience for the public. ● Keep yourself up-to-date with the most popular formats on travelling and tours within YouTube by checking channels similar to yours and looking at videos with the highest number of visualizations. ● Some popular formats that can help to get the most out of your virtual urban tour are video blogs (vlogs), borough tours, home tours (i.e. "local club tour", or "Airbnb tour" if you are staying at a local/typical house), to-do lists (x things to do in YourPlace), checklists (x things you don't want to miss when in YourPlace), interviews (a day with me in YourPlace), pathways to follow, and much more... You can really get creative and find inspiration through the online community.

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	● Try to **include a variety of formats in your video contents**, this way your channel will provide the public with an entertaining offer of contents. 4) Whatever the format you choose for your video, **it's essential to jot down a script or storyboard to organise your ideas**. It doesn't always need to be extremely detailed, but it is essential to have some structure or draft storyboard when designing and creating video content. This will improve the quality of your content exponentially and the community of YouTube users will notice it. 5) Include a **cover image or an intro jingle** to give continuity through your videos and leave more information and links in the information box of the video.

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	For Engagement
	In order to keep your niche engaged and gain new audiences, the main suggestion is to keep consistency within your contents, in terms of both the topics and the regularity of your posted contents. It's also recommended to stay updated on format trends on the platform. Other aspects you should consider including in your videos to keep a good rate of engagement could be: 1) **Incorporate relevant keywords and hashtags in your title and descriptions.** 2) Consider recording the video with a good camera and pay extra attention to the quality of light and audio. You can also use an editing app to enhance the quality of your content. YouTube has evolved through the years and its community is getting used to **good quality of content**.

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	- **This doesn't mean you need to spend lots of money on technical tools**. You can achieve good results with cheaper tools, renting from others or simply paying attention to the wind, sunlight and planning for editing and voiceover if needed. - When you have a good audio track, preferably good quality voiceovers, you can download the audio file and upload it to other platforms to be used as a podcast that people can listen to when they are actually in the location of the tour. 3) **Include both voiceover and captions in your contents in order to be inclusive** for people with auditive or visual disparities and engage the wider public. - It is also possible to automatically translate the captions in other languages: after you publish your video, you will find this option on the voice "edit video".

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	4) Engage your viewers in taking some action and participating as much as possible. With videos this can usually happen with you (or your voice) inviting them into actions: • A classic **Call to Action**, usually at the end of the video: You can invite them to follow your account for more tours or to comment below the video and share their opinions, ideas, suggestions, etc. You can also invite them to share their own videos using a specific hashtag, or you can engage them in asking you questions or answering your questions, among other options (i.e., "3 fun facts about Main Street of YourPlace, guess what the 4th is"). • Launch a Challenge: This can be a good way to engage and bond with your niche (i.e., "Explore YourPlace in X days"). 5) Last but not least, on top of the previous points, **you should aim to engage, create and keep a positive and proactive online community.**

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	• Maintain a safe virtual space, providing positive and ethical behaviour. **Do not engage** in hate speech or "fake" or misleading news. If you experience being attacked by haters or cyberbullies, use the tools provided by the platform such as "report", "ban" and "block", and eventually consider reporting these instances to the authorities and proceeding with legal action. • Interact with others as much as you can, both in your community and in the larger community on YouTube. Keep your attitude positive and ethical. Interactions are meant as comments, likes, visualisations of others' stories, replies, mentions, etc.

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