



YouTube User Guide (for the Purpose of Running a Festival)

This document will walk through how a festival might be run through YouTube and how to accomplish all of the required steps using YouTube from a computer. There will also be tips about using the mobile YouTube app for certain pieces of information where the app is likely to be utilized (such as competitors posting videos). Any instructions related to the use of the YouTube app will be italicized for easy reference.

Overview:

YouTube is a great option for video submissions for virtual festivals. YouTube is a free resource for all (competitors, adjudicators, and local festivals) and has many built-in tools that can be utilized to make it a really smooth experience for adjudicator viewing. YouTube can be utilized on its own as a tool for running a virtual festival or YouTube can be used in coordination with a video conferencing tool like Zoom (AMFA has also created a user guide for Zoom which can be accessed on the AMFA website at albertamusicfestival.org/agm). There are many other video tools besides YouTube (such as Vimeo, DailyMotion, or even FaceBook's video upload options) that you may want to consider and explore. However, AMFA will only be creating a user guide for YouTube at this time as YouTube is free for all users, is accessible to those with the link (so adjudicators do not need an account to view competitor videos), and is widely known as a video platform to people of all ages.

Creating a YouTube Account/Channel using a Computer:

1. **Google Account:** You will need to have a Google account to be able to set up a YouTube account/channel. *If you already have a Google account (if you use Gmail, you have a Google account), proceed to step 2.* If you do not have a Google account, continue with one of the below options.
 - A. Option A - Create a Gmail account: Go to www.gmail.com and click "Create account" and follow the steps. This gmail account can then be used for step 2.
 - B. Option B – Create Google account using a non-Google email: Go to <https://accounts.google.com/SignUpWithoutGmail> and follow the steps. You can now use the email you entered in this sign up as your Google account.
2. **YouTube Account:** YouTube is a Google product so once you have your Google account, you can sign-in to YouTube. Visit www.youtube.com and click "Sign In" at the top right corner. If it does not have "Sign In" and has a circle with your profile picture or your initials, you are already signed in. Even though you have this account, you still need to create a "channel" to post videos.
3. **YouTube Channel:** Once signed in, click on the circle at the top right (it will either have your initials in it or your profile picture). Click on "Create a channel" (If you do not see "Create a channel" and instead see "Your channel", you already have a YouTube channel set up). Follow the setup options. You can use your own name or a new name (i.e., your festival name). If it asks you to verify with a phone number, do so – it will save you hassle in the future. You can use your own name or a new name (i.e., your festival name). **IMPORTANT NOTE:** Anyone planning to upload a video to YouTube (such as your competitors) will need to create a YouTube channel.

Creating a YouTube Account/Channel using the YouTube app:

- I. **Google Account:** *Set up your Google account if you do not already have one (you can refer to the same instructions above as the process is pretty much the same).*
- II. **YouTube Channel:** *In the YouTube app, click on the blank profile picture at the top right. From there, click "Sign In" and enter your Google account information. Now that profile picture in the top right will be your initials or your profile picture. Click on it again and click either "Create a channel" or "Your channel" (whichever option you see). If you need select "Create a channel," follow the instructions as per number 3 above.*

Uploading a Video using a Computer:

1. **Video Upload:** From your channel's main page (found by signing in, clicking the profile picture/initial circle, then clicking "Your channel") click on "Upload Video." The screen that opens will allow you to either select a file on your computer (click "Select Files") or you can click on your video file and drag it to this window. **IMPORTANT NOTE:** The user's channel MUST be verified to upload videos longer than fifteen minutes or to Live Stream. To Verify your account, go to your main channel page (click the profile pic when signed in and click "channel"). On the left hand menu, scroll down and select "Settings." From here, click "Channel status and features" and then click verify and enter your phone number. If you do not have videos longer than fifteen minutes and do not need to live stream (which you likely will not), you do not need to verify.
2. **Video Details:** In the next screen, you have to add the video details.
 - a. **Title:** Add whatever title you want.
 - b. **Description:** Add a description if you desire. This is not required.
 - c. **Thumbnail:** If you want a special thumbnail (the image that shows before you view the video) you can upload it here.
 - d. **Playlists:** If you are adding all of your competitor's videos yourself (if you recorded them at a single venue instead of asking them to upload themselves), this is a great time to add them to Playlists to make thing easy for your adjudicators. Playlists will be discussed more below.
 - e. **Audience:** If your competitors are uploading and you plan to make playlists, they MUST SELECT NO for "intended for young audience". If you are not using Playlists, they can say Yes or No.
 - f. **Click Next**
3. **Video Elements:** You can ignore this screen and just Click Next. There are some useful tools here for content creators but you will not need them for your festival purposes.
4. **Visibility:** DON'T SELECT PRIVATE and make sure your competitors do not post the video privately. Competitors can post Unlisted or Public (it is up to them depending on the visibility they prefer). If you are posting all of the videos yourself, you should definitely choose Unlisted. Ignore the "Schedule" option and click Next.
5. **Once Posted:** Once the video has been posted, there is a link associated with that video that the competitor needs to send to the local festival. Provided the video is unlisted or public, it will be accessible with the link. Provided the young audience setting (from 2.e) was set to no, you can compile these videos into playlists later even if you did not post the original video (more about Playlists below).

Uploading a Video using the YouTube app:

- I. **Video Upload:** Sign in to your account on the Youtube app (to sign in, click the blank profile picture in top right corner). Once signed in, click on the profile picture (top right corner) and click "Your channel." Click the "Create" button. This will open your device video feed. From here, you can either select "Record" and record a new video to upload, or you can select a video you have already recorded from the options below. Once you have chosen your video, all of the options (title, description, unlisted, etc.) are found on one menu. Select the correct options (review item 2 above in the computer walkthrough) and click Next. If you plan to use Playlists, make sure you select No for "is this video made for kids" and then click upload.
- II. **Once Posted:** Once the video has been posted, there is a link associated with that video that the competitor needs to send to the local festival.

Sending Video to Your Adjudicator/Competitors: You should now have received all of your video links from competitors (or uploaded them yourself if you are recording them)!! Now, you need to organize them for your adjudicators. There are a couple of ways to accomplish this.

1. **Option 1: Playlist Creation using a computer (you will not want to do this on the app – it is possible but cumbersome – definitely do this from a computer if you can):** A great resource for learning how to do this can be found here: <https://www.youtube.com/watch?v=raeelvoJ99o>. Make sure to make your Playlist unlisted when you create it. You will not need to worry about embedding your Playlist so don't stress about that step. In the advanced options, you will want your playlist to be set in an official order (in order of the performances). When you go to add video, you will use the URL option and enter the link that the competitor sent to you. There are a few different ways for you to create your Playlists (below). You should pick the option that works best for your situation:

- a. By session: You can add the competitor videos that would create a single regular session if you were running in-person. This way will create multiple playlists for each discipline (provided you have more than one session of that discipline).
 - b. By Discipline: You can create a single Playlist that includes all of the competitor videos in a single discipline. This would be a larger single playlist for your adjudicator (and your competitors if you are sending to them) but would not be broken into sessions and might take a bit more adjudicator time for them to find where they left off.
 - c. Any other way you want (i.e., by class, by day, by age, etc.): The sky is the limit!
2. Option 2: Don't use Playlists at all. Instead, you can send your adjudicator and competitors an email or a document with links to each individual video. You might want to send them a listing of the competitors in order with links attached. Or, if you type a name and then highlight it and press CTRL+K, you can create a hyperlink to the competitor video (meaning they click on the competitor's name to access the video). For example: [King's Singers - Gaudete](#) (this is one of my favourite videos – if you don't know about classical music shreds, well worth the time listening to them all...). Like the above, you can arrange these by session, class, day, or any other way you would like to.

If you want your adjudicators to send back a video adjudication, you might decide not to send anything to your competitors until you receive that video link. That way, you can add your adjudicator feedback to your playlist (or your listing of competitors with links included) so that your competitors have everything in one place.

Delivering Your Festival with YouTube AND Zoom: Once you have built all of your playlists, etc., you might decide to have all of your competitors join a Zoom call and get live feedback from the adjudicator (or play the adjudication video at the end if you have received video and don't want to pay the adjudicator for this additional time). Zoom has tools for playing video and audio from a host computer so this is definitely do-able and can create a bit of the live atmosphere and comradery that is lost with just using YouTube. For more ideas about how to combine these, check out the Virtual Festival Format ideas found at www.albertamusicfestival.org/agm (under the heading "Virtual Festival Meeting"). A couple of these formats provide some suggestions for using both tools together. As mentioned above, there is also an AMFA's produced Zoom User Guide available for download (found at the same link) if you want to learn more about the tools you can use to run a Festival through Zoom.

Congratulations!! You have done everything you can to make your virtual festival a success using YouTube!!