YouTube SOP

Document Created Shannon Goodell 07/12/24

(1.0) Purpose

To ensure the process of creating and publishing our YouTube videos remains consistent and error free.

(2.0) References and Related Documents

You'll find details including the next video assignment, the Google folder, the title of the files you need, a copy of the script, the YouTube title, description and tags on this board:
https://liveyourmessage.monday.com/boards/3879823512

Brand Voice and Style Guide:
https://docs.google.com/document/d/1Heg1tFewXh23srhzT5fe1MpMZE5hJ593hMjXmYwykWk/edit?usp=sharing

(3.0) Roles and Responsibilities

- Mainly Responsible -- Leslie -- Social Media Manager

- Video Editing – Muhammad Ali -- Independent Contractor

- Video Uploading/Publishing -- Social Media Manager, Marketing Assistant

- Filming Videos – Marisa Murgatroyd

(4.0) Procedure

Video Editing Process

1. Follow Editing Style Guide:
   https://docs.google.com/document/d/1OD84GiWqOLVtrDa3QKt0e6ODFsaRrNwdmMa2aIBnd_s/edit?tab=t.0
2. Create a Google Folder named the title of the video in the Marketing Org Shared Folder
3. The video files will be named in Monday and you'll go to Frame.io to download those video files:
   https://app.frame.io/projects/e4a9abaf-1d03-4bb2-850f-4c3826ae1217
4. Upload the files to the Google Folder
5. Open the copy of the script from the Monday update:
   a. Be mindful of the cues in the script and follow the editing guidelines per cue directive
6. Take out all the actions and the props **but keep in the post-production notes that are in bright green**
7. Move the script to the folder (or create a new doc in the folder and just copy and paste the script)
8. Create a shareable link to the Google Folder.

9. In Monday, you'll go to the same video item and click on "Edit Video" -- tag the video editor @ Muhammad Ali and add the Google Folder link -- let him know the next video is ready and when you'll need it by

10. Add the "Edit Video" date next to the item

Subitem		Owner	Status	Date	+
Edit Video	💬1	👥	Done	Jul 8	
Review Video	⊕	👤	Done	Jul 12	
Upload Final Draft to YouTube (Add Link Here Once Live)	⊕	👤	Not Started	Jul 16	

YouTube Video: Is This the Most Toxic Business Book of All Time? 3   💬1   👥   **Done**   **Youtube**

×

YouTube Video: Is This the Most Toxic Business Book of All Time?

Edit Video

🏠 Updates / 1 | Files | Activity Log | +

Write an update...

✉ Write updates via email

Shannon Goodell ●

🕐 Jun 12 🔔 ⋯

@Muhammad Ali This one is ready for you!

https://drive.google.com/drive/folders/1aJK4PqWkLxst2cJPMK8rrmSec7Jvq9qg?usp=sharing

👁 1 Seen

11. Once the video is complete, Muhammad will upload the video in **Frame.io** and provide the link to whoever needs to review (Eloisa and Leslie)
    a. For revised videos, the editor must upload/replace the video in Frame in order to keep track of revision rounds (see V4 here as an example):
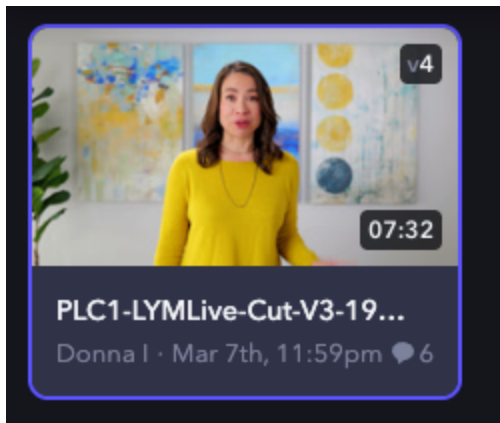
~~12. Muhammad will add a link for the edited video in the "Review Video" update beneath "Edit Video"~~

13. Watch the video and using our [Brand Voice and Style Guide SOP](#) -- Watch the new version and provide feedback and notes -- you're looking specifically for capitalization and punctuation mistakes as well as anything that doesn't fit/seems out of place

14. For reviewing updated videos, review via "Comparison Mode" from Frame to check if notes have been implemented
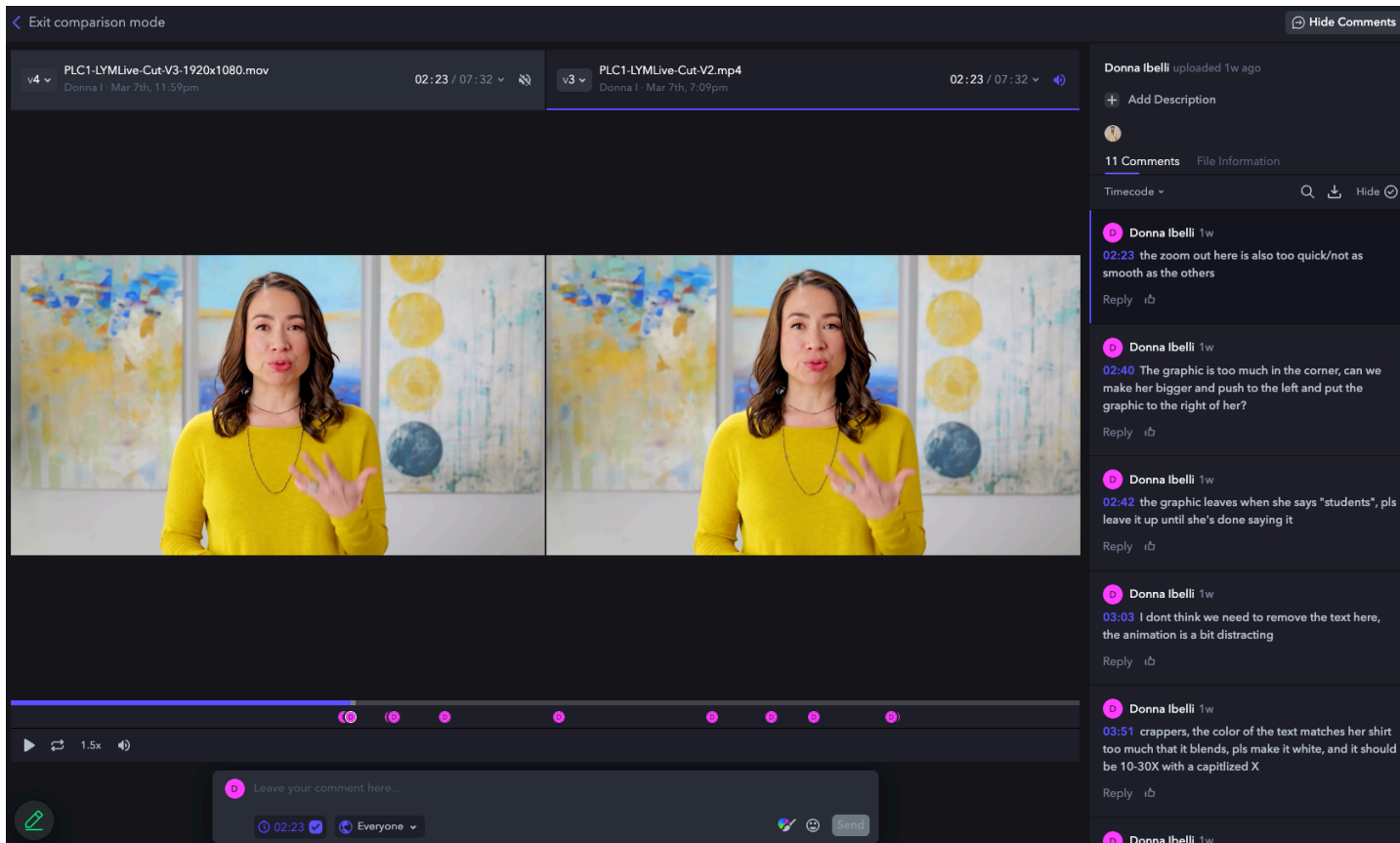
15. **Checklist for feedback:**
    a. Not too much b-roll that takes away from the flow of the video
    b. Graphics should be placed in the space around Marisa (not at the edge)
    c. Another issue is if the music is too loud
    d. For sentences, DON'T use all caps. Only emphasize one or two words.
    e. Full-screen graphics and b-roll: use Marisa in a circle at the corner.
    f. Graphics should be much larger next to Marisa to the left or right of her (not placed almost to the edge of the video)
    g. Don't use the same kind of graphics so they don't look too repetitive.

16. He'll then edit a new version and add the link in the same update thread on Monday.
17. At this point, tag Leslie and let her know that the video is ready for her review. She'll provide her notes and tag Muhammad and you
18. If you had no notes for the first version, let Leslie know and she'll watch that version BUT please pay very close attention and have a good attention to detail so she's not watching an edited version that isn't ready to be published -- you want to get her a version that you feel confident is ready to go (this will take a few videos to get the hang of)
19. If needed, another edited video will be created and Muhammad will tag both Leslie and Eloisa -- **Leslie will give the final go-ahead that the video is ready to be scheduled/published**.

Video Uploading/Scheduling -- Main Videos

1. Download the final version and rename it to the exact title of the video from the script
2. Make sure the thumbnail is also named the exact title of the video followed by YouTube Thumbnail
3. Upload the video to YouTube -- Make sure you are on the Live Your Message Channel!
4. Double-check that the title is correct and make any updates as needed
5. The description, tags, endscreen videos and links will all be provided in each individual script
6. Copy and paste the provided description into the description field underneath the title
7. Scroll down and upload the custom thumbnail in the "Thumbnails" section
8. Then go to the "Playlists" section and choose the playlists
9. Choose "Not Made for Kids" and "No Altered Content"
10. Scroll down to the "Tags" section and add the tags as given in the Monday update OR add relevant tags from this researched list:

    How to create an online course
    Online course creation
    How to sell online courses
    Create online course
    Online business
    Make money online
    Online business ideas
    Online business from home
    Entrepreneurship
    Entrepreneur Motivation
    Scale your business
    Grow your business

11. Hit "Save"
12. Scroll up and on the right-hand side, go to "End Screen" and add the end screens -- these will typically be the next 2 videos to watch that are linked at the bottom of the description
    a. End Screens can be the next video to watch, a playlist to watch, a subscribe button plus a video -- choose the most relevant type
    b. For instance, if you're choosing the next video to watch, you'll select "Choose specific video" and then search for that video title and select it
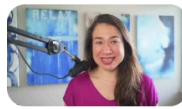
Choose specific video ✕

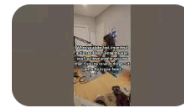🔍 Search your videos   🔍 Search videos from other channels

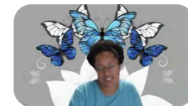|				
MISSED THE BOAT? THINK AGAIN! Is It Too Late to Start an Online…	**DO NOT READ THIS IF YOU WANT A SUCCESSFUL BUSINESS!** Is This the Most Toxic Business Bo…	Jul 12, 2024 Story Incubator	Take Fast, Imperfect Action #shortvideo…	Jul 11, 2024 Group Coaching with…
Jul 11, 2024 Pod Call with Coach…	**CRUSH YOUR WEEK!** Business Time Management |…	Jul 10, 2024 Pod Call with Coach…	Jul 10, 2024 Pod Call with Coach…	Jul 9, 2024 Pod Call with Coach Jennifer
Jul 9, 2024 Pod Call with Coach Maria	Jul 9, 2024 Pod Call with Coach Melanie	Jul 9, 2024 Pod Call with Coach Carolyn	Jul 9, 2024 Pod Call with Coach Kanu	Jul 9, 2024 Pod Call with Coach Kanu

13. Hit "Save"
14. Cards are also on the right-hand side and this can be an action for them to take while watching -- such as a similar video to check out. This is a great way to keep people on your channel if they're ready to jump from your video
    a. This would be a great place to add cards where people are dropping off
15. Double-check everything including the description, title, thumbnail, cards, end screens -- make sure it matches exactly what you were given
16. Hit save and next until you get to the publishing screen
17. Hit "Schedule" and choose the date and time to schedule the video
18. Grab the video link and add it in the "Upload Final Draft to YouTube" update -- tag whomever is in charge and let them know the video has been scheduled for date/time
19. After the video is published, you'll immediately add a comment that will be provided in the Monday update and the YouTube Descriptions Doc. Pin the comment
20. Monitor the video for 30 minutes and heart the first comment that comes in
21. Reply to all comments immediately
22. NOTE: If you find a mistake after uploading and you've already got views, you can edit out the part in YouTube's editor. Here's a tutorial: https://youtu.be/gscPeoMMEKU?feature=shared

Video Uploading/Scheduling -- Shorts

23. Click on "Upload Video" and choose the short you want to upload
    a. NOTE: Shorts for YouTube have to be under 60 seconds
24. Add the title and next to the title, add 3 relevant hashtags
    a. The first hashtag will be: #shortvideo
    b. For business growth videos: #shortvideo #growyourbusiness #scaleyourbusiness
    c. For course creation videos:
25. Add a quick and relevant description -- include a relevant video for them to watch (related to the short) or a resource
26. You can't do custom thumbnails for Shorts so don't worry about this
27. Add to the "60 Second Business Advice" playlist
28. Choose "Not Made for Kids" and "No Altered Content"
29. Scroll down to the "Tags" section and add the tags as given in the Monday update OR add relevant tags from this researched list:

    How to create an online course
    Online course creation
    How to sell online courses
    Create online course
    Online business
    Make money online
    Online business ideas
    Online business from home
    Entrepreneurship
    Entrepreneur Motivation
    Scale your business
    Grow your business

30. Click "next" and you'll be taken to this screen:

Video elements

Use cards and an end screen to show viewers related videos, websites, and calls to action. Learn more

▷   **Add related video**   Add

    Connect another of your videos to your video

▭   **Add subtitles**   Add

    Reach a broader audience by adding subtitles to your video

🛍   **Tag products**   Get Started

    Earn commission by tagging featured products

31. Click on "Add related video" and choose a video related to your topic
    a. If the Short is pulled from a longer video, choose the longer video
    b. If not, choose a related video... for instance, if the Short is about selling your online course, choose a longer-form video related to that topic
32. Click "next" and schedule your Short or publish it immediately