

Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
-  **3) Setting Up Youtube**
- 4) Setting Up LinkedIn
- 5) Setting Up Google+
- 6) Setting Up Local Directories

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Introduction to Youtube

Youtube

What Is It?

Youtube is a video-sharing website on which users can upload, view and share videos.

Why Is It Important?

Youtube is the 2nd largest search engine in the world.
90% of all content on the internet will be video by 2013.

Introduction to Youtube

2,000,000,000

Videos watched per day on Youtube

186

Videos watched online by the
average internet user each month

84%

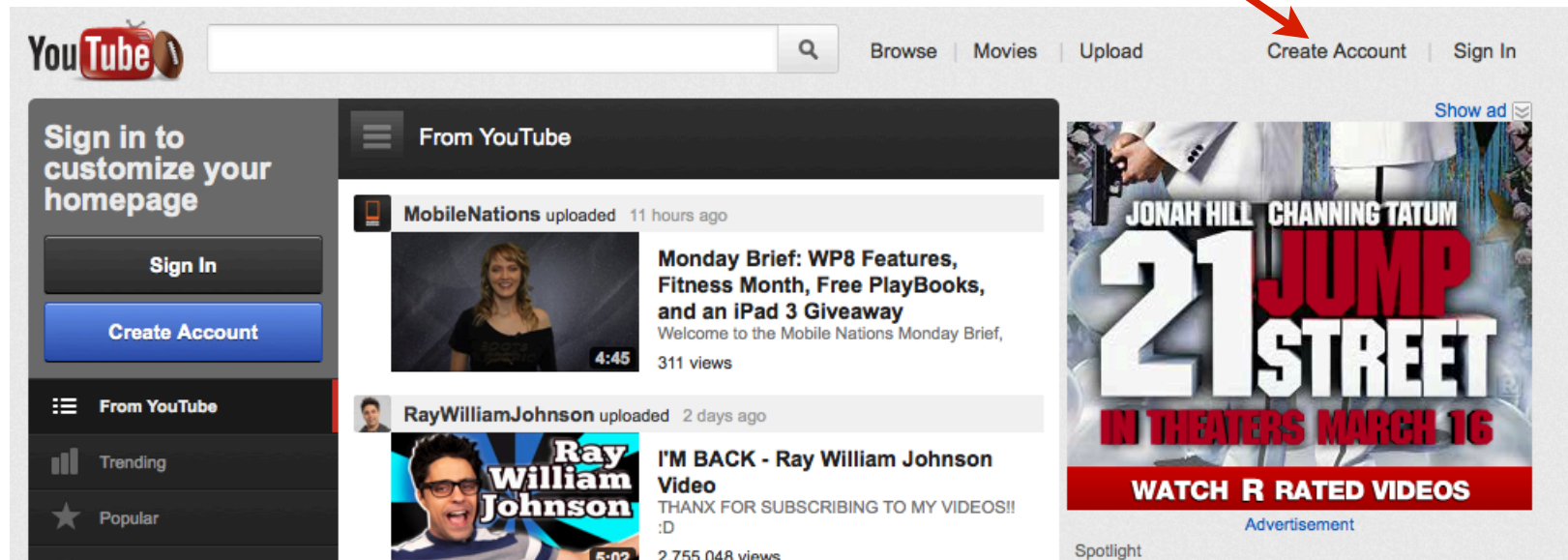
Percentage of internet
users that view videos online

Objective 3 Setting Up Youtube

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Step
1

Goto www.youtube.com and click on "Create Account"



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Step
2

You will need a Google account to set up your Youtube account. Fill in all of the information and click on "Next Step"

The screenshot shows the Google account creation interface. On the left, there are four promotional cards: 'Your Google Account is more than just YouTube.', 'Take it all with you.', 'Share a little. Or share a lot.', and 'Work in the future.' The main form on the right contains the following fields and options:

- Name:** First and Last name input fields.
- Choose a Google username:** Input field with a dropdown menu showing '@gmail.com'.
- Create a password:** Password input field.
- Confirm your password:** Password input field.
- Birthday:** Month, Day, and Year dropdown menus.
- Gender:** 'I am...' dropdown menu.
- Mobile phone:** Input field with a country code dropdown.
- Other email address:** Input field.
- Prove you're not a robot:** A CAPTCHA image showing the number '478' and the word 'recount!'.
- Type the two pieces of text:** Input field for the CAPTCHA.
- Location:** 'United States' dropdown menu.
- I agree to the [Google Terms of Service](#) and [Privacy Policy](#).
- Google may use my account information to personalize +1s on content and ads on non-Google websites. [About personalization.](#)
- Next step:** A blue button at the bottom right.

Red arrows point from a circled '1' to the Name, Choose a Google username, Create a password, Confirm your password, and Prove you're not a robot fields. A red arrow points from a circled '2' to the 'Next step' button.

Step
3

Verify your account. Make sure your phone number is correct and click "Send Verification Code"



Verify your account

You're almost done! We just need to [verify your account](#) before you can start using it.

Verification Options

Text Message

Google will send a text message containing a verification code to your mobile phone.

Voice Call

Google will make an automated voice call to your phone with a verification code.

Country

United States

Phone Type

Mobile

Phone number

. .

Send verification code

Important: Google will never share your number with other companies or use it for marketing purposes.

1

2

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Step
4

You will receive a verification code from Google.
Type the code in the box and click on "Verify"

Google

Verify your account

Enter the verification code we just sent to

Verification code

Verify

1

2

Didn't get your code? Sometimes it can take up to 15 minutes. If it's been longer than that, [try again](#).

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Step
5

Click on "Add Profile Photo" if you would like to add your profile photo at this time. If you would like to do that later, just click on "Next step"

Objective 3 Setting Up Youtube

Google

Create your profile



Your profile

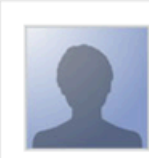
Now that you have a Google Account, create your Google profile. It's how you represent yourself publicly on the web, and helps friends and family find each other easily. Your profile also lets you publicly "+1" things you love on the web, so you and your friends benefit from each other's impeccable taste – in search results, on sites across the web, even on ads. Your profile is public, and can include as little as your name, or as much as you feel like adding – it's up to you. [About profiles.](#)

About Google+

Google+ is more than just another site to visit. It's a new way to communicate across all of Google. Whether you're using Maps, Gmail, YouTube, Search, or any other Google product, Google+ makes it easy to share the right things with the right people. [About Google+.](#)

How you'll appear

Google



Your public profile will help your friends recognize you.

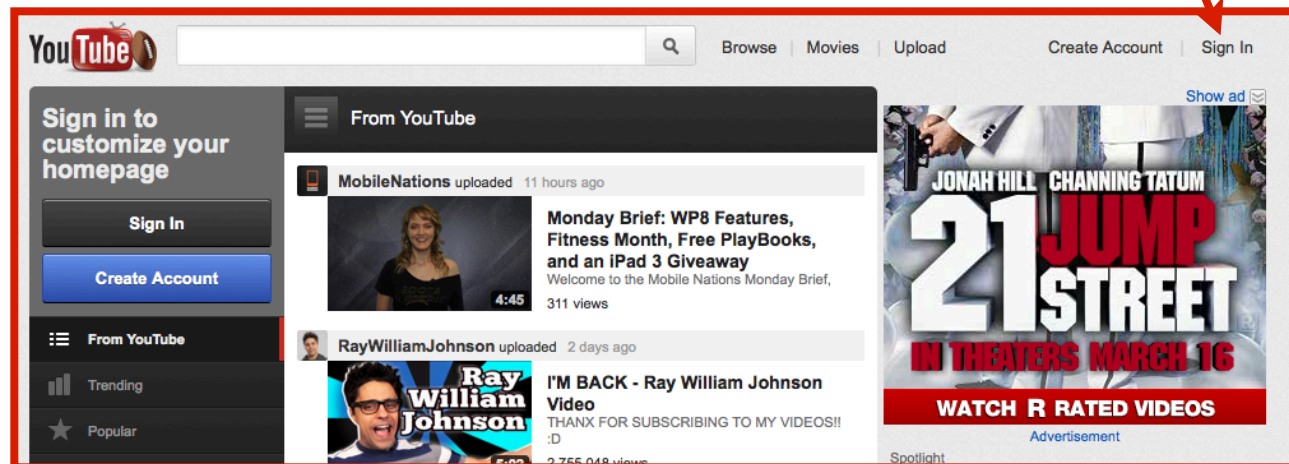
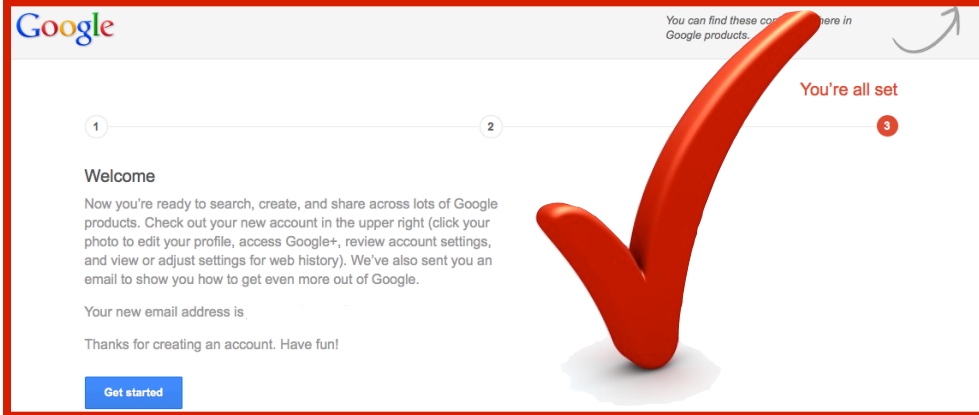
[ADD PROFILE PHOTO](#) [Next step](#)

[Google+ Privacy Policy](#)

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Step
6

Now that your Gmail account is all set up. Go to www.youtube.com and click on "Sign In"



Objective 3 Setting Up Youtube

Step
7

Enter in your new Gmail email address and password.
Click on "Sign In"

Objective 3 Setting Up Youtube

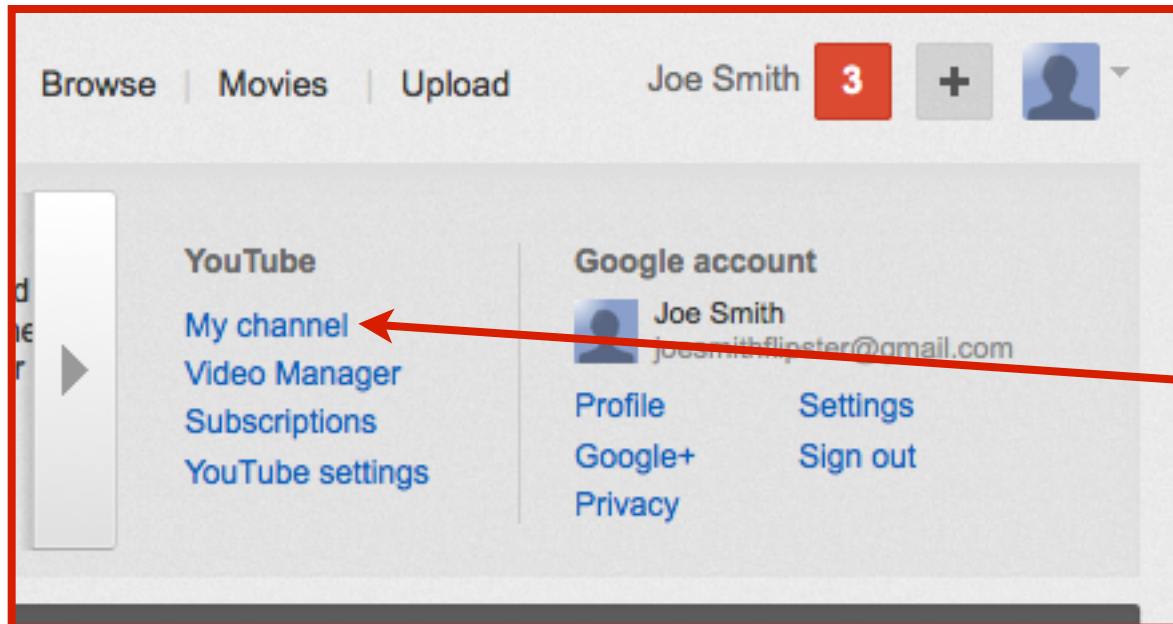
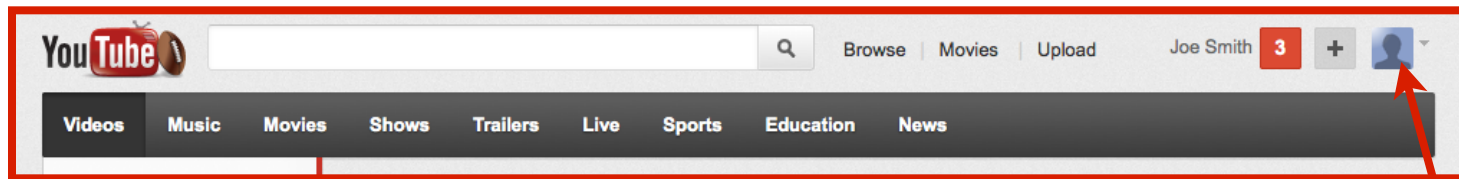
The image shows a screenshot of the Google Sign in page. The page has a light gray background. At the top left, it says "Sign in" and at the top right, it says "Google". Below this, there are two input fields: "Email or YouTube username" and "Password". A blue "Sign in" button is located below the password field. To the right of the button is a checked checkbox labeled "Stay signed in". Below the button and checkbox, there is a link that says "Can't access your account?".

Annotations: A red circle with the number "1" is positioned to the right of the "Email or YouTube username" field, with two red arrows pointing to the top and bottom of the field. A red circle with the number "2" is positioned to the left of the "Sign in" button, with a red arrow pointing to the button.

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Step
8

Click on your profile picture on the top far right hand side.
Then click on "My Channel"



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Step
9

Choose a name that you would like as your username on Youtube. Click on "Check availability" to see if you are okay. Then click on "Next!"

Objective 3 Setting Up Youtube

1

Set up your YouTube username and channel

Choose a name

Check availability

joesmithflipster

Username available!

Letters and numbers only

- Let others find my channel on YouTube if they have my email address
- Send me occasional YouTube product-related email

3

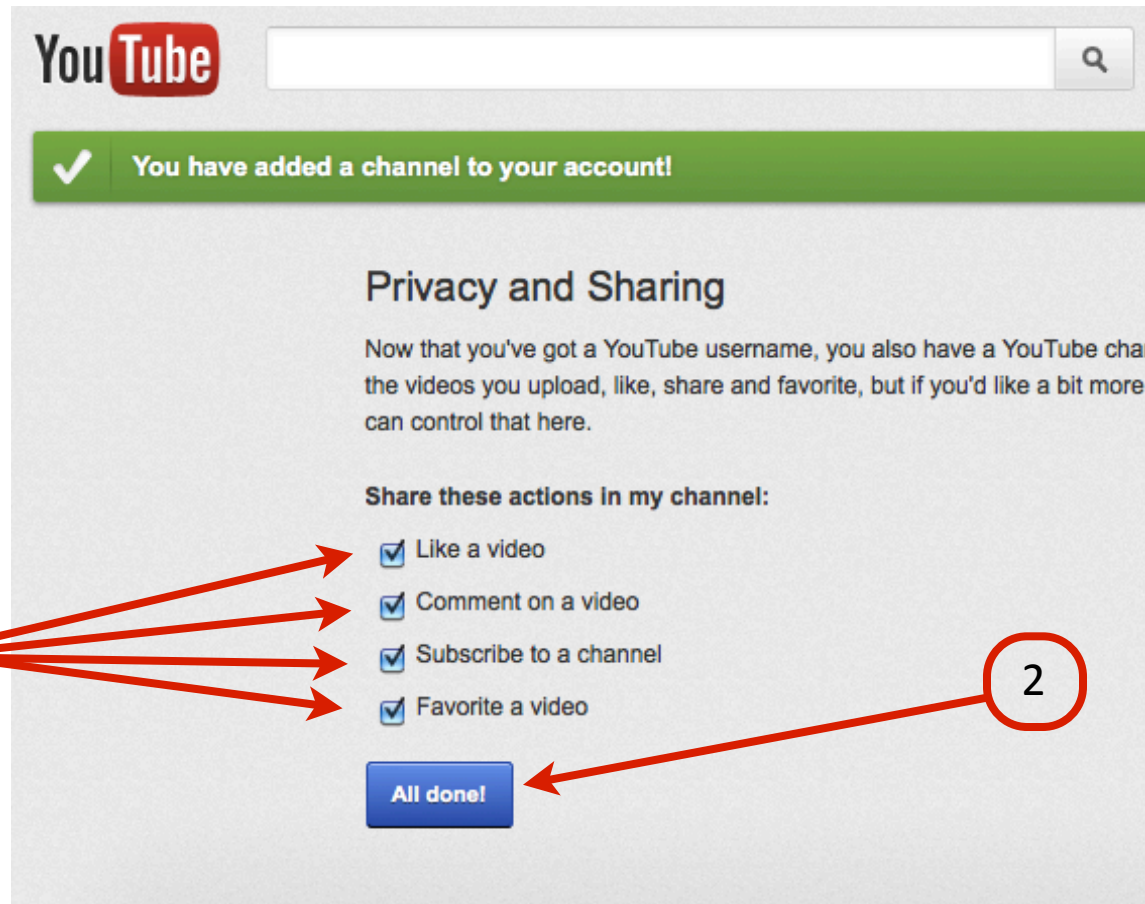
Next!

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Step
10

Select your Privacy and Sharing options and
click on "All Done!"

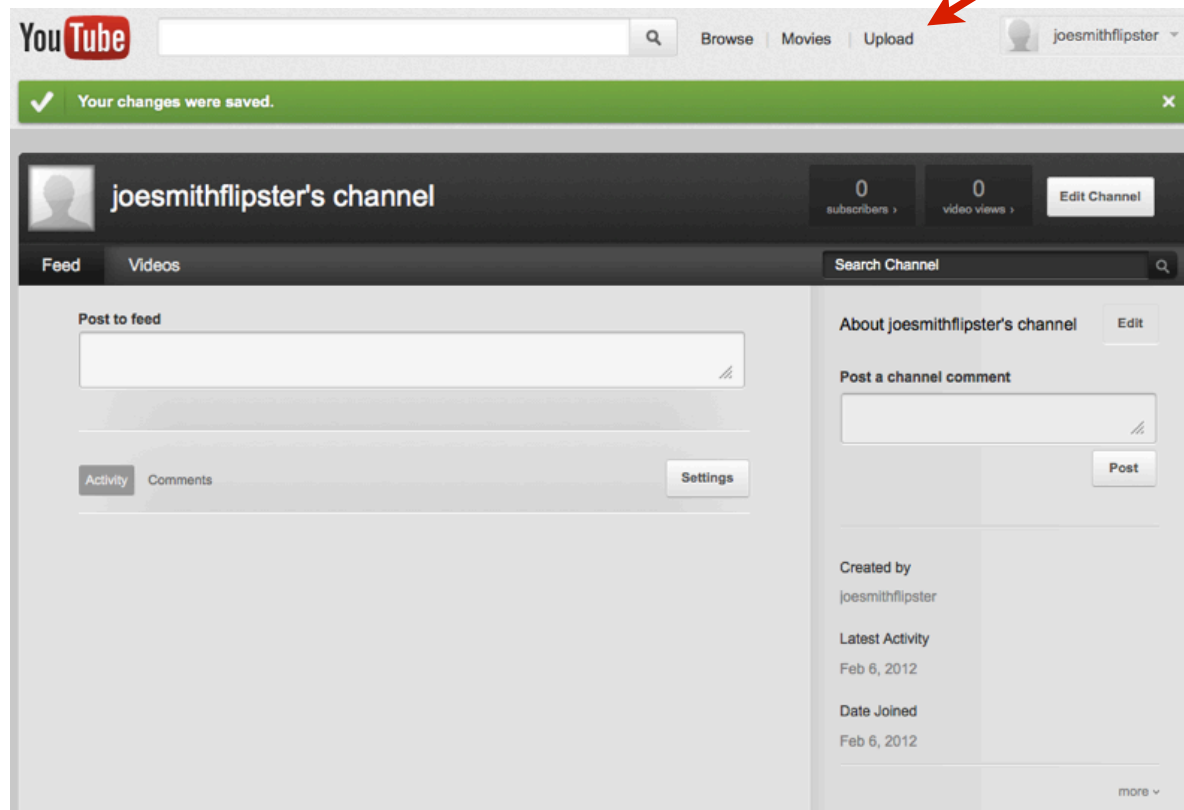
Objective 3 Setting Up Youtube



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Step
11

Your Youtube account should be all set up.
Now start uploading videos on to your channel!



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Social Media Fast-track

Next Video...

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- 2) Setting Up Twitter
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