

YouTube and AETN

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How AETN Got Started Using YouTube

AETN began using YouTube by Executive decision. At the time our online video was a mixed bag of formats consisting of Real Player, QuickTime, and Windows Media. I had some hesitations about introducing another encoding type into AETN's web site, but it did not take me long to realize YouTube's benefits.

Realizing Its Benefits

As I started using it, I started liking it. Video hosting was free and unlimited. Except for the limitation of our video only being a maximum of ten minutes long, YouTube seemed to be a viable hosting solution. The video format was Flash based which would solve cross-platform compatibility issues. Some of our website users who were using Apple products had difficulties with online video playback, and using YouTube took care of this problem.

Learning to Love It

It occurred to me one day that YouTube had a built in audience. Some Internet users like my mother and my daughter use the web solely for checking email and surfing YouTube :) I realized that instead of trying to get our audience to find AETN's videos on our web site, YouTube could take our videos to our audience. I began viewing our YouTube videos as the equivalent to our online ads.

Tips and Suggestions

Add extra information into the title of your videos. For example, include the title of the episode, the title of the program, and the title of your organization. Search engines love it.

Organize all your videos into playlists so your audience can easily find related content.

Fill out all the 'optional' information possible when uploading new videos. All options help viewers to find your videos. For example, assign a category, add keyword tags, tell when and where your video was created. Also allow as much sharing of your videos as possible. This will help your audience create buzz about your videos with their friends.

Measured Results?

Remember that it's not just about the numbers, how many hits and links you get. It's about building a connection and a relationship with your audience which results in a loyal fan base.