



Introduction to YouTube for Small Museums



Benefit of YouTube for Museums

YouTube is the largest video-sharing platform in the world, offering small museums a chance to create and share long-form, engaging video content. It's an excellent platform for educational videos, virtual tours, and behind-the-scenes looks at museum operations.

Benefit of Using YouTube for Marketing and Outreach

YouTube allows museums to reach global audiences at no cost. Through video content, museums can share their stories, promote events, and provide educational material, establishing themselves as authorities in their subject matter while reaching new visitors.



Your Museum's YouTube Channel

- **Profile Picture and Banner:** Use your museum's logo for the profile picture and an eye-catching image, like an exhibit photo or an iconic museum shot, for the banner. Ensure both images are high-quality and reflect the museum's brand.
- **Channel Description:** Write a compelling description that includes your museum's mission, location, and key features. Add links to your website and other social media channels.
- **Custom URL:** Once your channel reaches 100 subscribers, set up a custom URL to make your channel easier to share and find.



Smithsonian ◦

@smithsonian · 40.8K subscribers · 439 videos

We're not a museum -- we're 21 of them! (plus a zoo & 9 research centers)

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About

We're not a museum -- we're 21 of them! (plus a zoo & 9 research centers)

Learn from our experts in art, design, history, culture, science and technology. Explore these topics and connect with us through comments or social media.

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Channel details

 www.youtube.com/@smithsonian

 40.8K subscribers

 439 videos

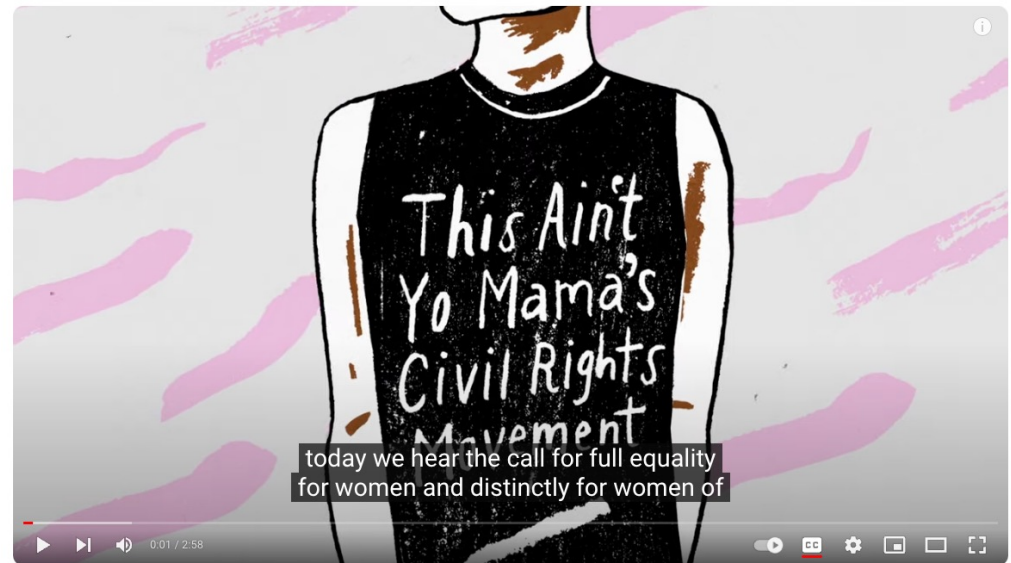


Understanding YouTube's Features: Videos

Videos

YouTube allows you to upload various types of video content: from short clips to in-depth, long-form content.

Example: If your museum is opening a new exhibit on local history, create a series of videos showcasing different artifacts, interviews with historians, and footage from the exhibit's opening day.



#APeoplesJourney: African American Women and the Struggle for Equality



How to Use Videos to Promote Your Museum

- **Curator-Led Tours:** Offer virtual tours of your museum exhibits, led by experts.
- **Event Highlights:** Share recorded events like lectures, panel discussions, or workshops.
- **Behind-the-Scenes:** Provide viewers with a glimpse of exhibit preparations, conservation efforts, or artifact restoration.
- **Educational Content:** Produce videos that educate the audience on historical topics related to your museum's focus.



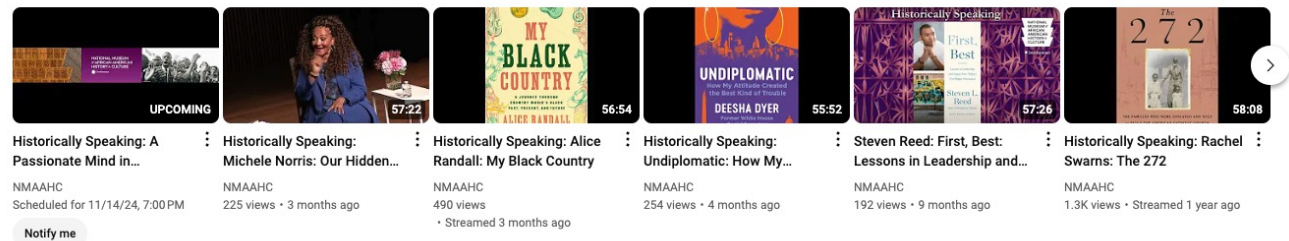
Understanding YouTube's Features: Playlists

Organize your videos into playlists to make it easy for viewers to find related content.

Example: Create a playlist for each exhibit in your museum, with videos explaining its key pieces, visitor experiences, and event highlights.

Historically Speaking ▶ Play all

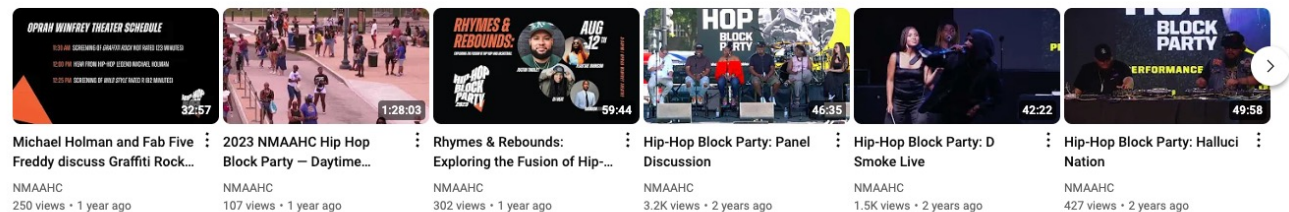
Historically Speaking is a recurring series that responds to significant events affecting the African American community.



Video Title	Channel	Views	Time
Historically Speaking: A Passionate Mind in...	NMAAHC	Scheduled for 11/14/24, 7:00 PM	UPCOMING
Historically Speaking: Michele Norris: Our Hidden...	NMAAHC	225 views · 3 months ago	57:22
Historically Speaking: Alice Randall: My Black Country	NMAAHC	490 views · Streamed 3 months ago	56:54
Historically Speaking: Undiplomatic: How My...	NMAAHC	254 views · 4 months ago	55:52
Steven Reed: First, Best: Lessons in Leadership and...	NMAAHC	192 views · 9 months ago	57:26
Historically Speaking: Rachel Swarns: The 272	NMAAHC	1.3K views · Streamed 1 year ago	58:08

Celebrate 50 Years of Hip-Hop ▶ Play all

A celebration of 50 years of Hip-Hop including live performances, interviews, panel discussions, and more.

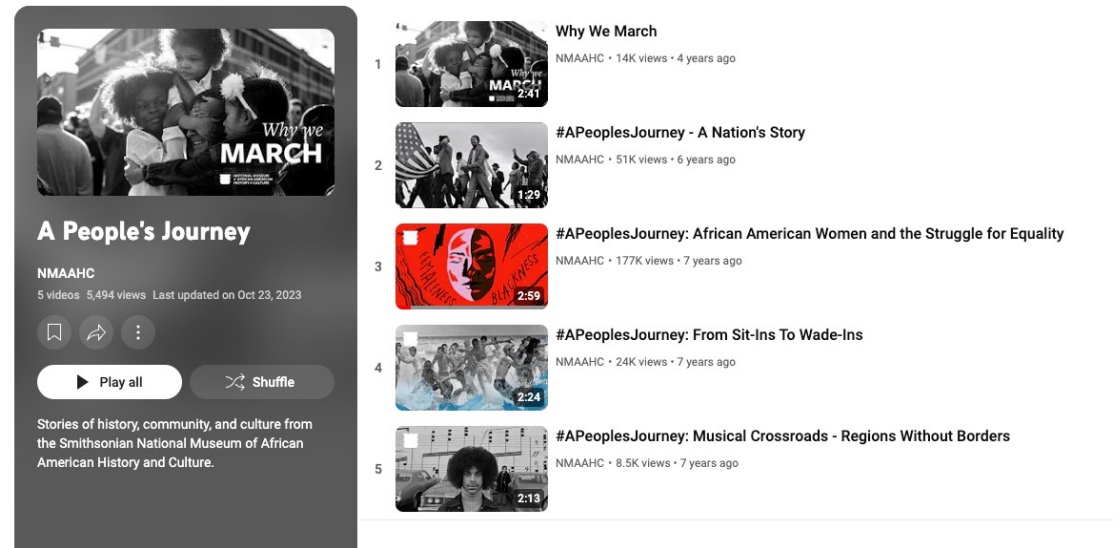


Video Title	Channel	Views	Time
OPRAH WINFREY THEATER SCHEDULE	NMAAHC	250 views · 1 year ago	32:57
2023 NMAAHC Hip Hop Block Party – Daytime...	NMAAHC	107 views · 1 year ago	1:28:03
Rhymes & Rebounds: Exploring the Fusion of Hip...	NMAAHC	302 views · 1 year ago	59:44
Hip-Hop Block Party: Panel Discussion	NMAAHC	3.2K views · 2 years ago	46:35
Hip-Hop Block Party: D Smoke Live	NMAAHC	1.5K views · 2 years ago	42:22
Hip-Hop Block Party: Halluci Nation	NMAAHC	427 views · 2 years ago	49:58



How to Use Playlists to Promote Your Museum

- **Exhibit Playlists:** Group all videos related to a specific exhibit or theme.
- **Event Playlists:** Organize recordings of past lectures, workshops, or performances into dedicated playlists.
- **Educational Series:** If you have educational content, organize it into a series, like a playlist on historical events or a collection of “How-To” videos related to museum practices.



Understanding Facebook's Features: Live Streaming

YouTube Live allows museums to broadcast events in real-time, giving virtual visitors the opportunity to participate in discussions, workshops, and live Q&A sessions.

Example: Stream a live lecture from an expert in your museum's focus area and allow viewers to ask questions in real-time.



National Museum of African American History and Culture Grand Opening Ceremony



NMAAHC
13K subscribers

Subscribe

1.4K



Share

Download

Clip



How to Use Live Streaming to Promote Your Museum

- **Live Tours:** Provide virtual tours to viewers who cannot visit in person.
- **Interactive Q&A:** Host a live Q&A session with museum curators or historians.
- **Virtual Events:** Stream special events like panel discussions, workshops, or performances for a broader audience.



Behind-the-Scenes: Twenty Years of Julia Child's Kitchen

Creating Engaging Visual Content

- **High-Quality Video Production:** Invest in good lighting and audio equipment to ensure your videos are professional and engaging. Poor-quality videos may deter viewers.
- **Editing Tools:** Use video editing software like iMovie, Adobe Premiere, or free tools like DaVinci Resolve to polish your videos before publishing.
- **Consistency:** Ensure your videos have consistent branding by using the same intro/outro music, fonts, or colors.

Crafting Compelling Titles and Descriptions

- **Clear and Descriptive Titles:** Use titles that accurately reflect the video content and include relevant keywords to improve searchability.
- **SEO-Friendly Descriptions:** Write descriptions that include keywords related to your museum and the video content. Add links to your website, social media channels, and ticketing pages.
- **Hashtags and Tags:** Use relevant hashtags and tags to improve your video's discoverability. Hashtags like #museum, #history, and #art can help reach broader audiences.

Building and Engaging Your Audience

- **Cross-Promote:** Share your YouTube videos on your museum's other social media platforms, website, and newsletters.
- **Encourage Subscriptions:** Ask viewers to subscribe to your channel and click the notification bell to receive updates about new videos.
- **Engage with Comments:** Respond to comments on your videos to build a connection with your audience and encourage further interaction.
- **Collaborate with Other Channels:** Partner with other museums or educational channels to expand your reach through collaborative content.
- **Add video to your website:** Embed YouTube videos to your museum's website to help cross-promote and drive engagement.

Analytics and Insights

- **YouTube Analytics:** Use YouTube's analytics tools to track the performance of your videos. Metrics such as views, watch time, audience demographics, and engagement can help refine your content strategy.
- **Optimizing Content Based on Analytics:** Pay attention to which types of videos receive the most engagement and tailor future content based on this information. Adjust your video length, topics, and posting times according to audience behavior.

Best Practices for YouTube Marketing

Dos:

- Post consistently and engage with your audience regularly.
- Ensure video content is high-quality and informative.
- Collaborate with other organizations for cross-promotion.
- Write and include a caption for every video

Don'ts:

- Avoid posting low-quality, unpolished content.
- Don't be overly promotional; focus on storytelling and educational value.