

LEVERAGING YOUTUBE

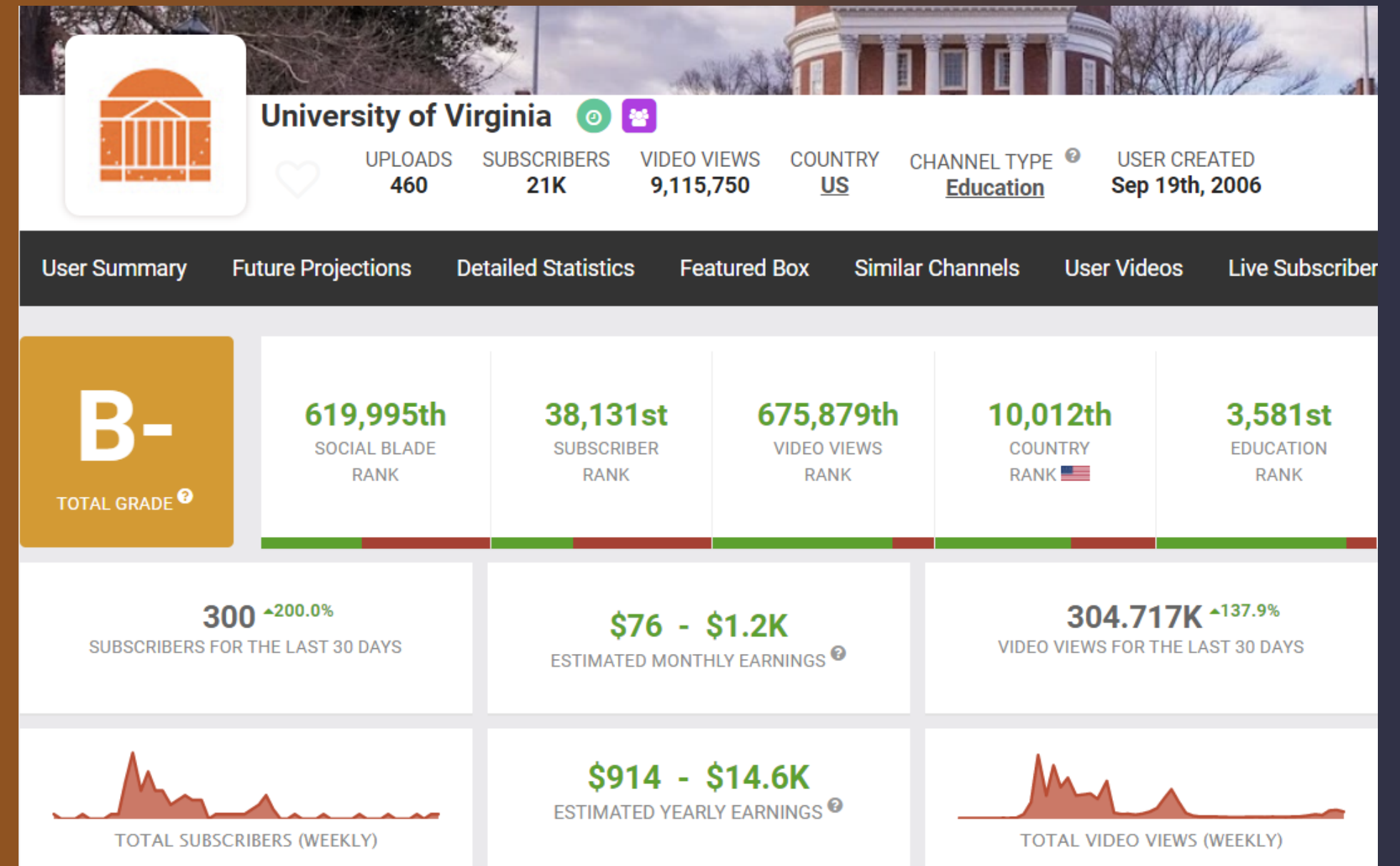
PRESENTED BY KAYLEE SCIACCA

ACCOUNT METRICS

21K
followers

9.1M
views

460
videos



Courtesy of Social Blade, data collected 1/9/22

COMPARABLE INSTITUTIONS

- Little/Public Ivies
- proximity
- liberal arts focus



Duke
UNIVERSITY

BY OUR STANDARDS

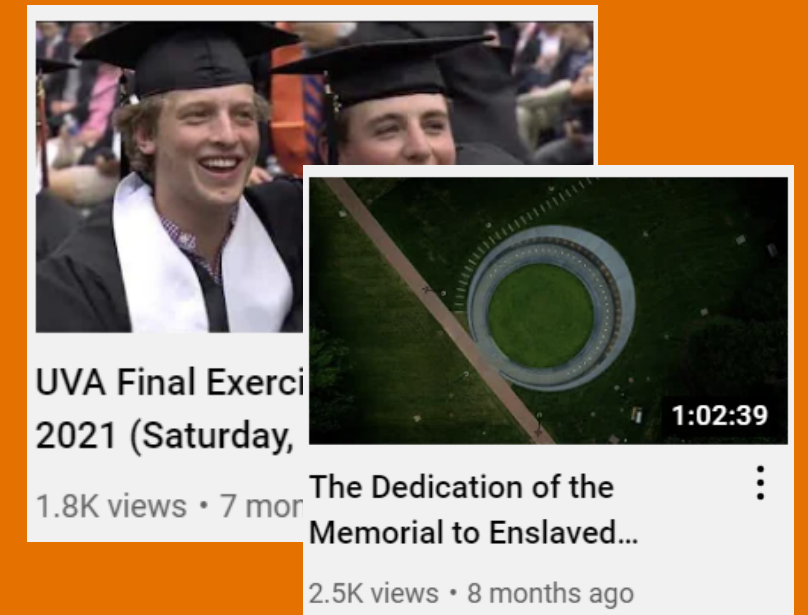
- less followers on average
- updates are fewer and far between



PLATFORM TRENDS

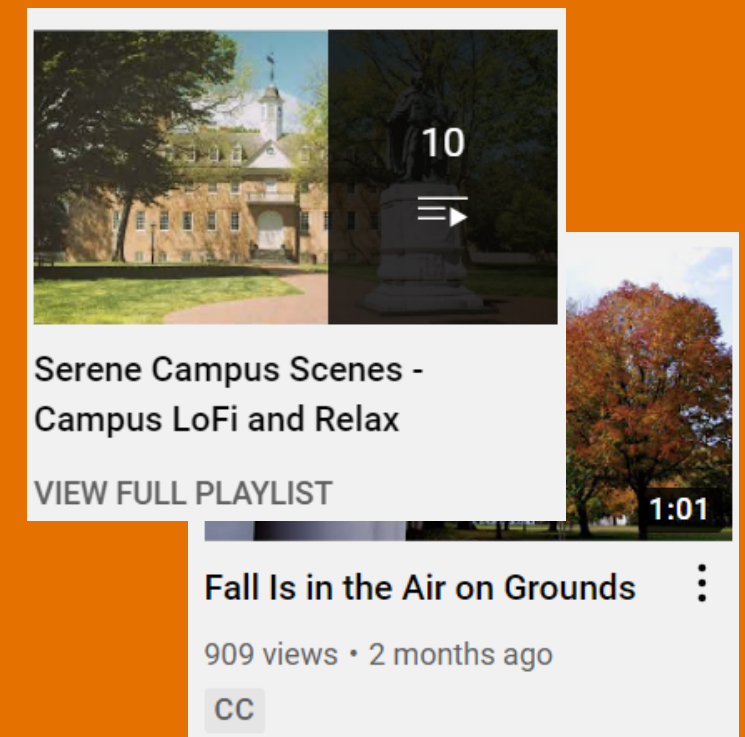
CREATING HISTORY IN REAL TIME

Recordings of events make memories for attendees and help in creating additional content at a later point



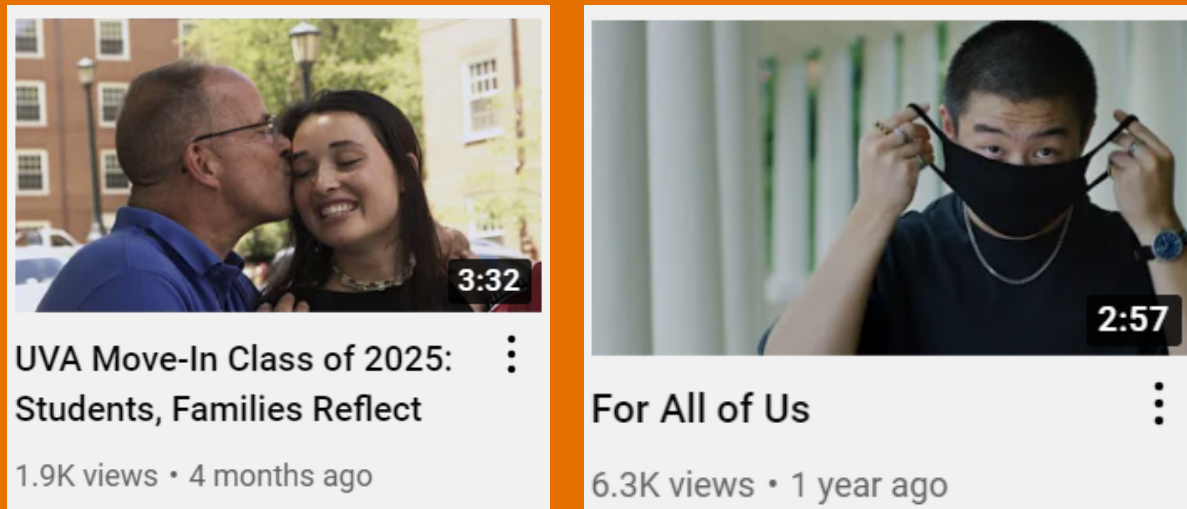
MAKING EVERY BRAND A LIFESTYLE

Emphasis on everyday culture, fun pieces like holiday videos, soundscapes, etc.

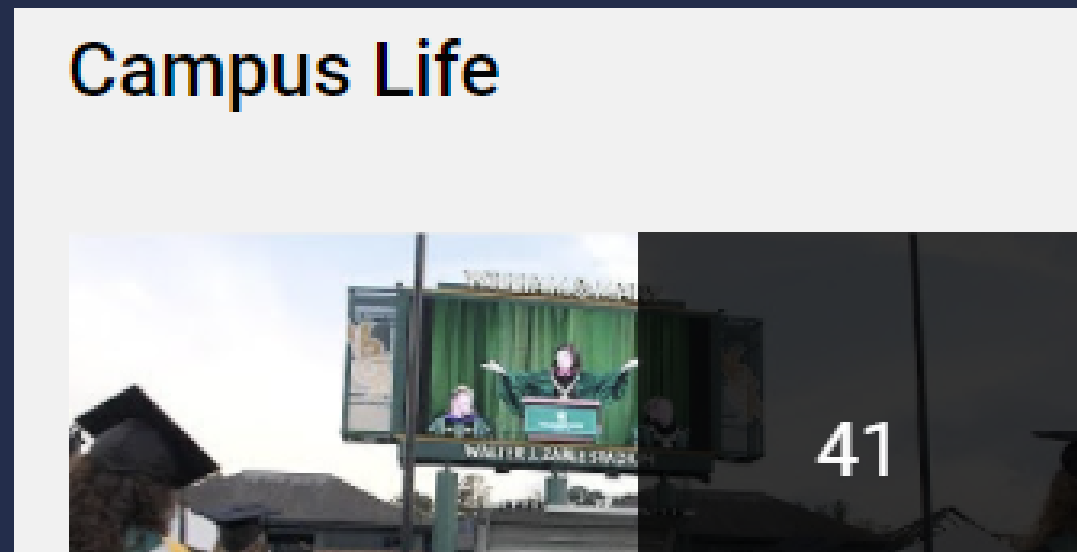


PEOPLE FIRST

Highlighting individuals vs. a group helps establish personability as a brand



DO'S OF YOUTUBE CHANNELS



SEGMENT PLAYLISTS FOR SPECIFICITY

The same idea can be expressed in many different ways—your channel should reflect that



CREATE ENGAGING THUMBNAI LS

Additional visual aids help delineate subject matter and allows for greater brand cohesion



UNLIST CONTENT AS NEEDED

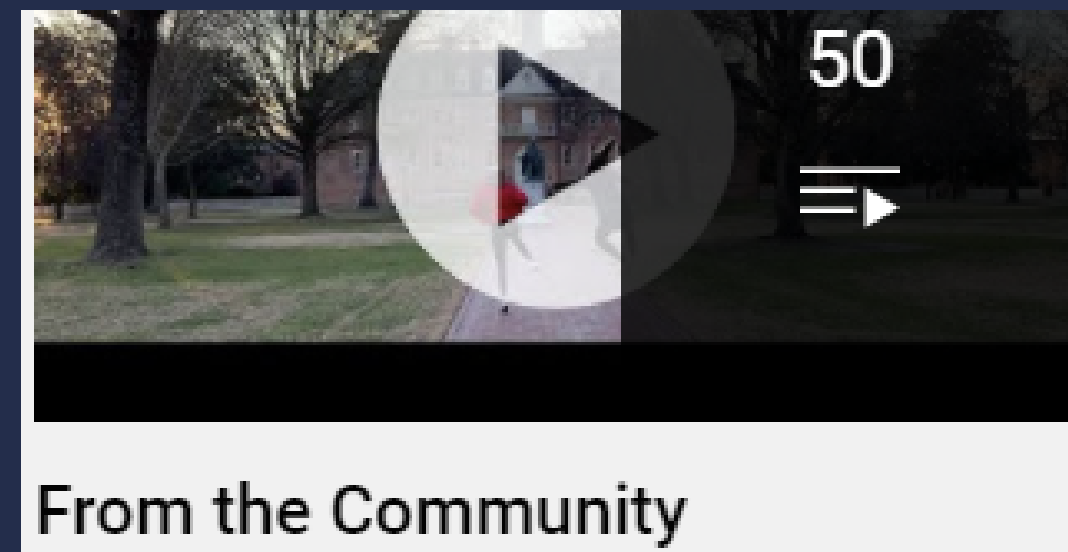
Not every video needs to be viewed by the world—unlist videos that need to be hosted for a few people

...AND DON'TS



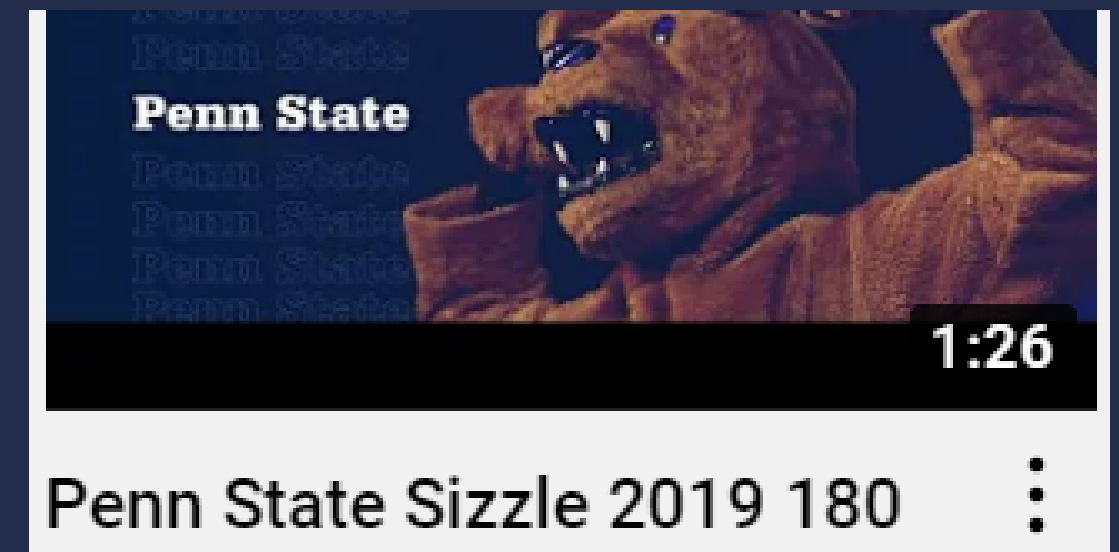
LEAVE IT ALL FOR POSTERITY

Annual channel reviews for accessibility and institutional alignment help keep it clean



FORGET TO PARE DOWN PLAYLISTS

Public interest playlists with more than 20 videos can dilute the organizational effect



USE 'WORKING' TITLES THAT JUST DON'T WORK

Trade terms suitable for office inventory purposes often don't make for good SEO scores