



YouTube for Nonprofits

from Convio's Social Media for Nonprofits Series

1. **Sign up for the YouTube Nonprofit Program.** Nonprofit organizations receive special, and free, features such as increased branding, larger upload capacity and the ability to be featured by YouTube as a member of the program. Simply apply online at www.youtube.com/nonprofits.
2. **Customize your page.** Add a graphic banner to help with branding. Include an in-depth description indicating your mission. Add relevant keyword tags to make finding your organization easier. And don't forget to add your URL to drive website traffic.
3. **Tag appropriately.** A main way videos are found organically on YouTube is by searching for videos with matching keywords. With video also appearing in search engine results in engines such as Google, tagging is the best way to ensure your videos are found, and helps with organic search engine optimization (SEO).
4. **Allow fundraising on your page.** Include a Google Checkout button to allow viewers to donate to your cause after being moved by your video.
5. **Include links to advocacy and fundraising URLs.** Help drive traffic and action by including links and action opportunities into the video by either producing a call to action directly into the video or by adding annotations with YouTube after production.
6. **Think broadly and strategically for content.** Don't limit online video to only cover one or two areas of your organization. Make a creative public service announcement (PSA), create a video campaign or use video in a fundraising appeal.
7. **Encourage user submitted video.** No organization, big or small, has time to make all of the video they wish. To help, ask volunteers to submit video on how the organization has helped them or coverage of a local organizational event.
8. **Use free services to find help with shooting and editing.** Most nonprofits don't have in-house video producers, so leverage Lights.Camera.Help. or Video Volunteers to find multimedia production aid at low to no cost.
9. **Use page real estate to highlight programs and offers.** With expanded branding capabilities, add graphic call outs on the actual YouTube profile to help raise awareness of programs, volunteer opportunities or that new application just made available for your constituents. This is essentially free advertising space.
10. **Integrate YouTube video in your overall web presence.** Websites, microsites, blog posts, Twitter URLs and Facebook posts can help you share your content with a wider audience and reinforce your brand in a more powerful way.

Want more info?

Download our free guide, *Social Media for Nonprofits*:

www.convio.com/socialmedia



Convio integrates with social platforms for fundraising, advocacy and donor outreach. To learn more about Convio and social options, contact us at 888-528-9501 or info@convio.com.