



How to Use YouTube for PR

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YouTube

- YouTube was founded in 2005 and taken over by Google a year later.
- It allows people to share videos and has become a platform for distribution for original content.
- There are over one billion users visit YouTube monthly.
- Every minute over 100 hours of video is published on YouTube.
- In the US the reach of YouTube is bigger than any cable network.
- And it's FREE

YouTube for PR

1. Kick off a campaign (brand awareness)- a good way to reach the public to showcase a new product/service
2. Uncover communities- comments can show their interest in topics. These are users you will want to engage in conversation with.
3. Extend your brand- create the same theme as website
4. Connect with media- your videos can easily be shared with media in order to get more viewers.
5. Statistics- viewer demographics, location and what links they clicked to get to your video.

YouTube for Reputation Crisis Response

- Taco bell “fake beef” allegations
- FedEx mishandling of packages
- Both used video to directly communicate with customers.
- It is an easy way to comfort audience.
- Both made national news and got good feedback.



YouTube for Service Information Use

- Videos can go viral so YouTube is an easy way to quickly reach people in case of natural disaster or global threat.
- It only takes seconds for news to be received after it is published.
- In 2009, a video was made advising US citizens about Swine Flu.
- Political campaigns use YouTube to engage with and influence different audiences.

Benefits of YouTube

- Very personal and direct
- Good way to capture attention
- High traffic volumes
- World-wide accessibility
- Simplicity
- You can brand yourself or company through your channel

More Benefits

- Cost effective
- Add captions
- Able to delete offensive comments
- Categorize your content into tags or playlists
- Easily edit the video
- Can upload in high definition
- Mobile

Sources

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