

# Introducing the Shorter side of YouTube

 YouTube Shorts





# Table of contents

1. Vision + features
2. Best practices
3. Inspiration
4. Q&A



# Vision

To give everyone a voice and  
**help creators grow their  
audiences with short-form  
video.**





# How?

## Enable mobile creation

Shorts is a new way to watch and create bite-sized, easily accessible entertainment that combines the reach of YouTube with the joy of short-form video. By empowering mobile creation, we make it easy for anyone to be a creator on YouTube.

## Empower discovery

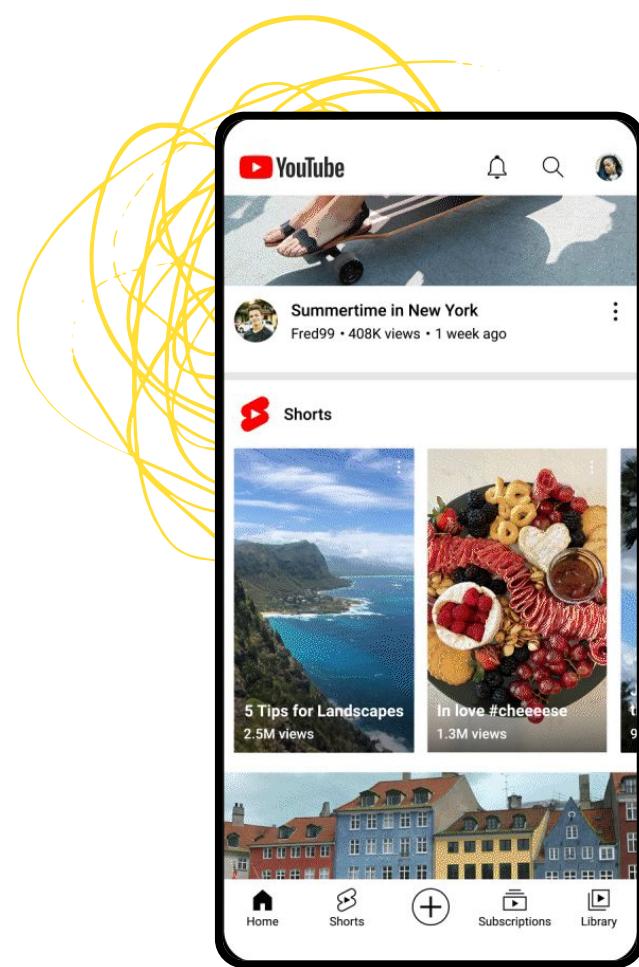
Whether you're here to start a trend, become a comment section star or simply view content, Shorts is the place for you. With the Shorts player surpassing 15 billion daily views globally as of July 2021, the Shorts community is growing alongside you.



FEATURES

# Let's talk creation





MOBILE CREATION

# Shoot your shot

## Start

To get started, tap the create (+) icon at the bottom centre of the homepage on the YouTube Mobile app. From there, select the 'Create a Short' title on the create submenu.

## Create

This is where the fun really begins! In the Shorts camera, you can shoot up to 60 s of content and access fun tools. To ensure that your video is eligible for the Shorts Fund, we recommend avoiding uploading videos with watermarks or logos from other platforms.



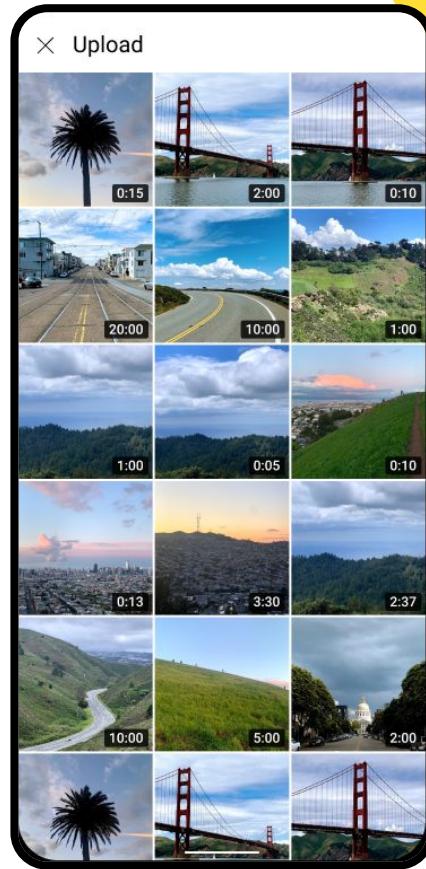
# Pulling from the past

## Import segments and record

Got videos that you recorded outside of the Shorts camera? You can upload and edit them within the YouTube app to create a Short. In the Shorts camera, click the bottom-left corner to access your video library, choose a clip, trim if needed and you'll be directed back to the camera to shoot or add another video from your camera roll. After you're satisfied with your footage, you can add finishing touches like sounds or text, and share it with the world!

## Save drafts

In a creative mood but want to post your video another time? Just hit 'X' in the top left of the Shorts camera to save your work-in-progress by tapping 'Save and exit'. If you've made additional changes after recording or adding segments such as adding text or music, you can hit the back arrow button on the top left and tap 'Save and exit'.



# Picking your audio

## Add a sound

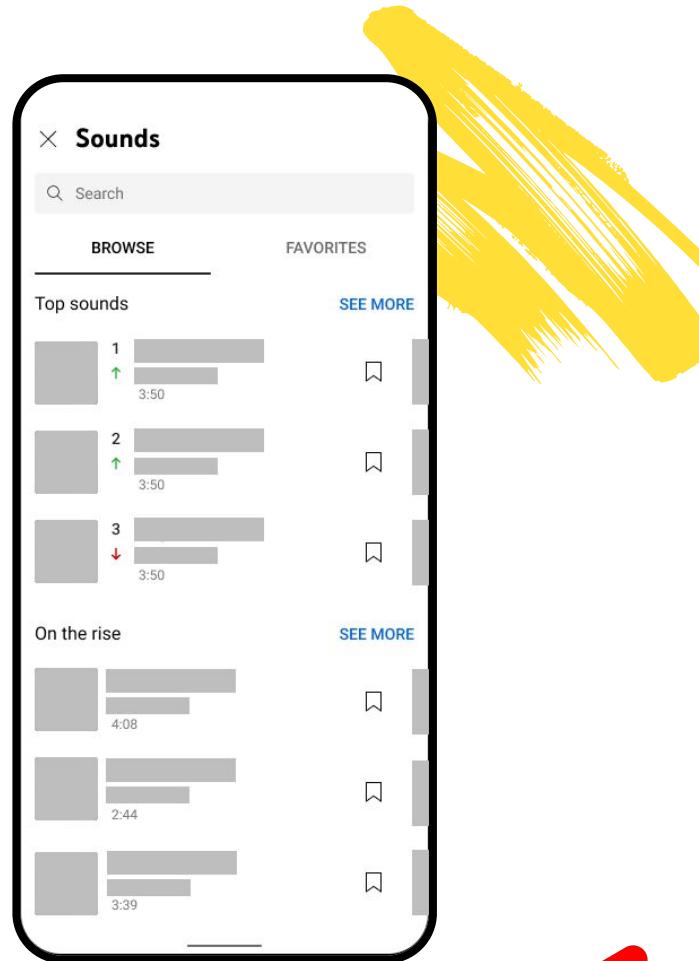
To add audio to your Short, click 'add sound' in the top centre of the Shorts camera. From there, you can choose a sound and pick the section that you want to include in your video. If you want to adjust the volume, you'll need to click 'volume' while in the Shorts editor and drag the lever until it's where you wanted it!

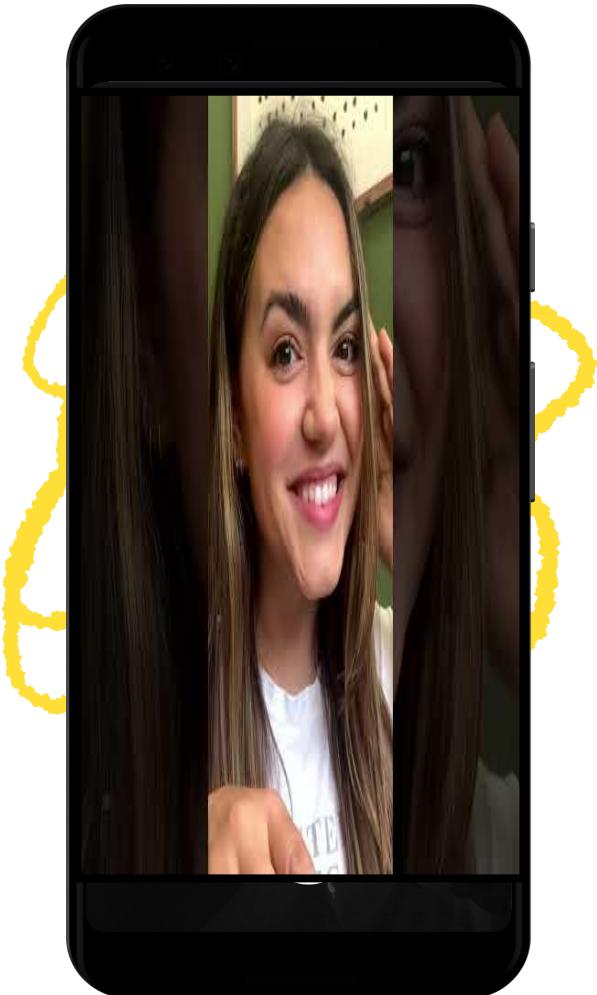
## Find it in-feed

Hear something that you like while you're scrolling through your Shorts feed? If you're feeling creative, you can use it in the moment to jump on a trend. Or, you can tap the audio that's being used and save it to your favourites, where you can find it in the favourites tab later on.

## 15-second snippets

Currently, the Shorts Audio Library limits audio length to 15 seconds – make sure that you take that into consideration when you're picking and placing a track.





MOBILE CREATION

## Reimagine sounds

### Reimagine

Enjoying a non-Short video and hear a sound bite that inspires you? You can now sample audio from your favourite YouTube videos and add it to your Short! Simply tap the 'Create' button with the Shorts icon above the description to jump directly into the Shorts camera with that sound.

### Recreate

Scrolling through Shorts and hear audio that you love? Tapping on the sound in the bottom right of the player will take you to the Audio Library, where you can explore other Shorts using that sound for additional inspiration. When you're ready, tapping 'Use this sound' will bring you into the Shorts camera.



# Get creative with exciting features

## Change speed

Want to speed it up or slow it down? Tap the speed icon, select the speed of your choosing and begin recording.

## Set timer

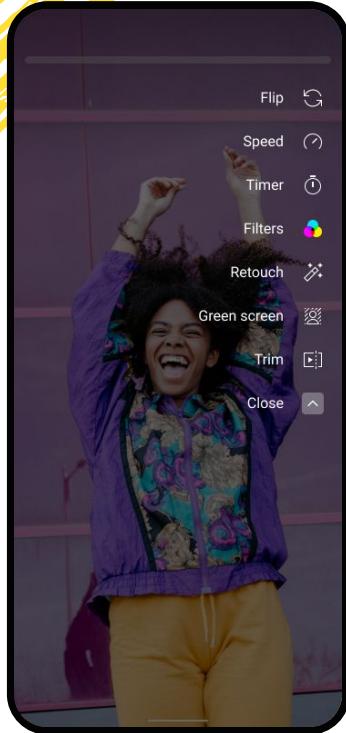
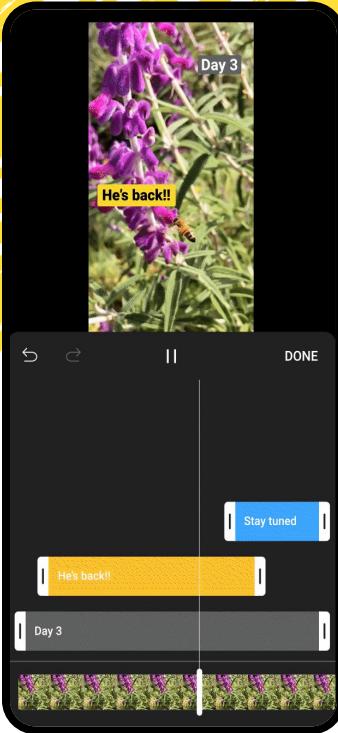
No cameraman? No problem. You can now film hands-free by tapping the timer button and picking a countdown length.

## Add text

Whether you're looking to add subtitles, commentary or funny captions, you can do so with our text editor.

## Align your frames

Looking to create the perfect transition? The Align tool allows you to align the subject from the last frame into the new one!

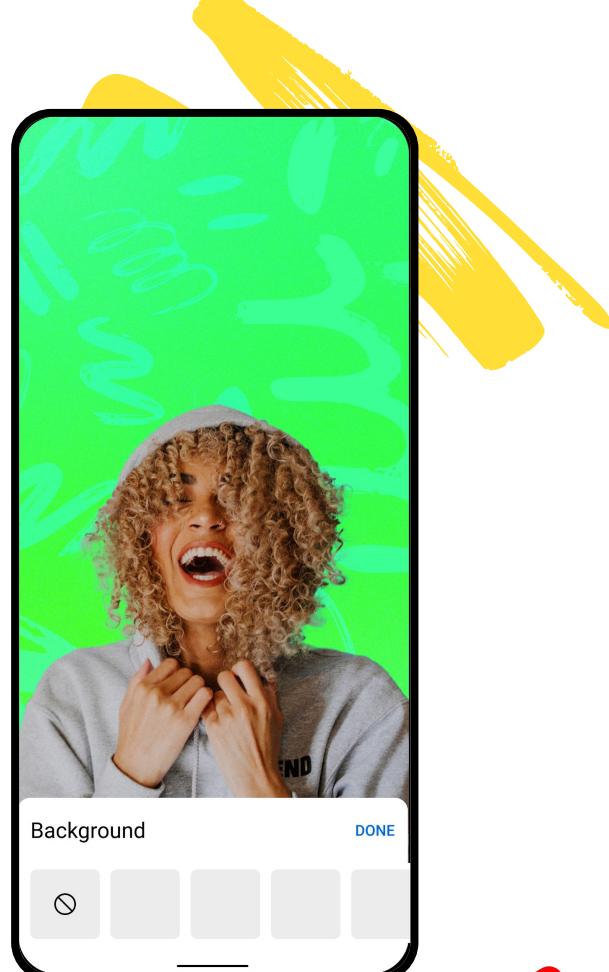


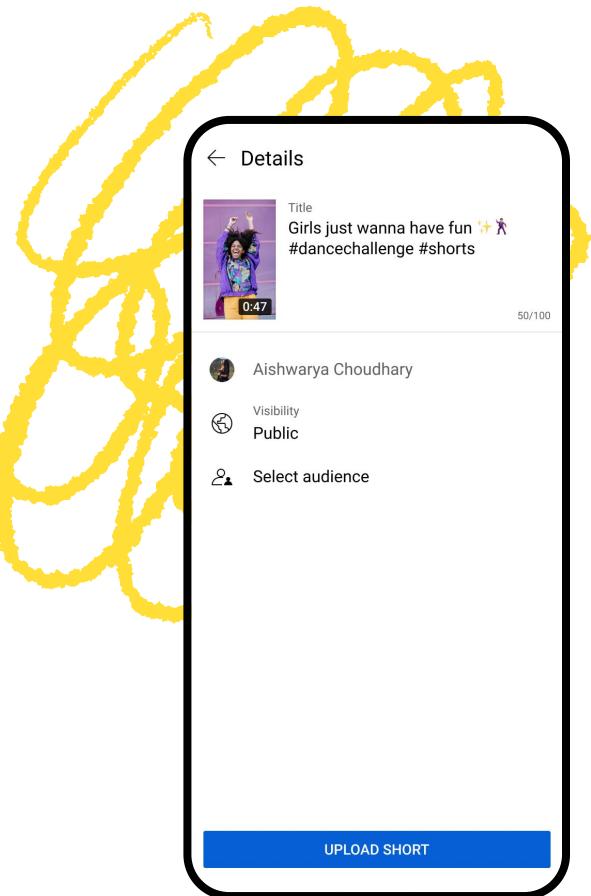
MOBILE CREATION

# Spice up your story with green screen

Sometimes your story needs a little spice, and whether you're looking to drop yourself into a fun setting or want to show the receipts while you're spilling tea, the green screen tool is here to help.

To use the tool, open the Shorts camera and click the green screen icon to the right of the screen. There, you can pick a photo or video from your camera roll to use in the background of your Short. Just press record, and work your magic!





MOBILE CREATION

# Putting on the finishing touches

## Titles and hashtags

Before posting, think up a #relatable title that provides important context, addresses the viewers or adds humour to your content. Though it's not necessary, you can also add related hashtags to the end of your title – we recommend using #Shorts, which helps our system recommend your Shorts across YouTube.

## On tags and descriptions

Video tags (not hashtags!) are NOT a major factor in our search and discovery systems, rather a helpful tool if your content or channel name is commonly misspelled. Descriptions allow you to provide more detailed information about a piece of content, but they're much less likely to be consumed by a Shorts viewer compared to the video title and opening few seconds, so focus your energy there.



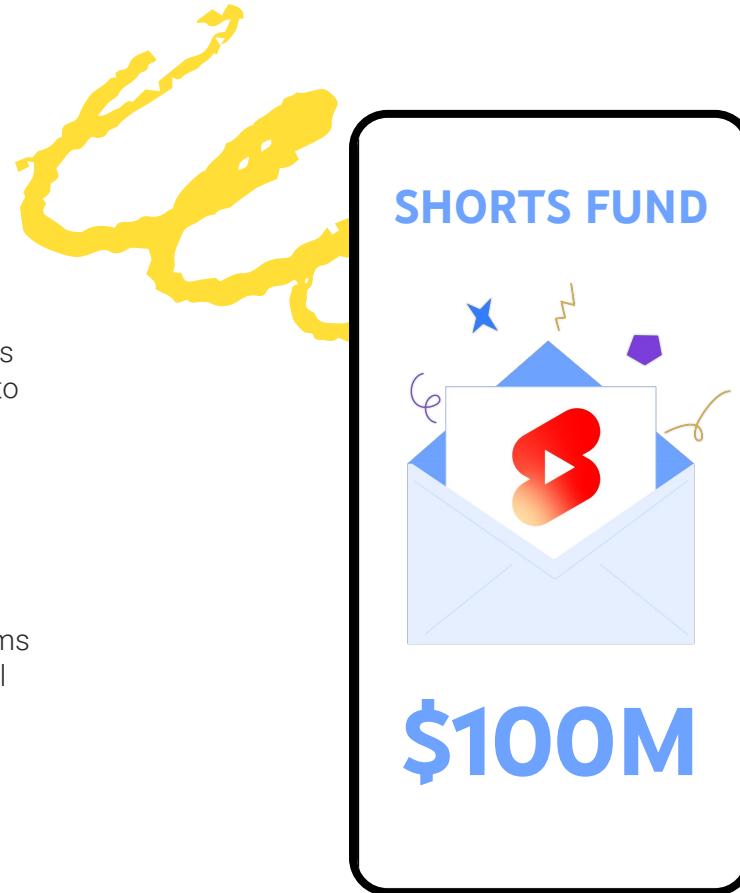
MOBILE CREATION

# The Shorts Fund

Each month, we'll get in touch with thousands of creators with high-engagement Shorts and reward them with up to \$10,000 a month!

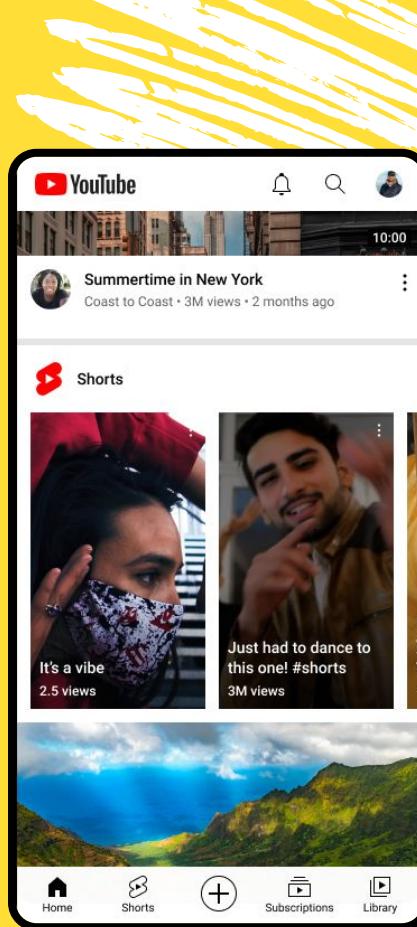
**To be eligible for the Shorts Fund, your Shorts must:**

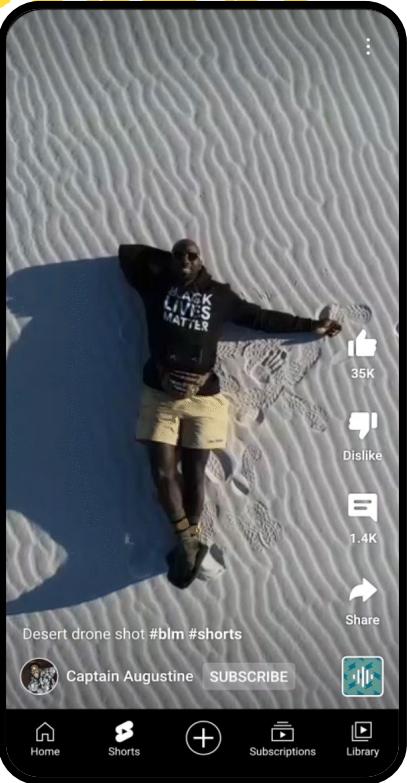
1. Be within the community guidelines
2. Have been uploaded in the last 180 Days
3. Have no watermarks or logos from other platforms
4. Not be re-uploads from another creator's channel



FEATURES

# What about discovery?





DISCOVERY

# Where do Shorts live?

## Shorts tab

After opening the mobile app, you can find Shorts by tapping on the Shorts tab in the bottom-left of the navigation bar.

This will bring you into the Shorts player, where vertical videos of 60 seconds or less are eligible to appear. Shorts in this feed will loop and viewers can swipe up or down to find additional content.



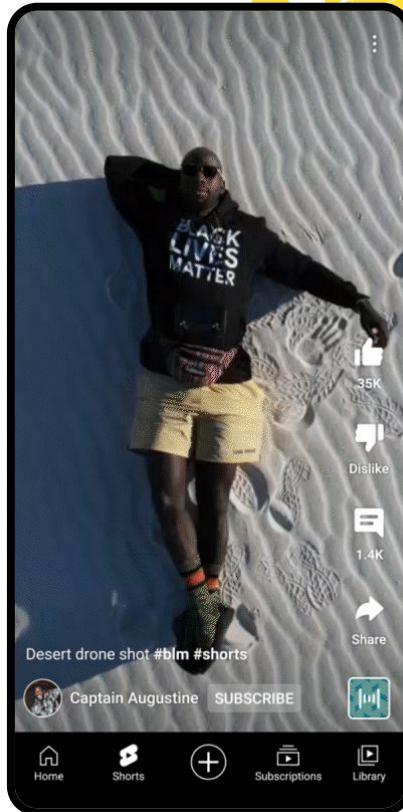
DISCOVERY

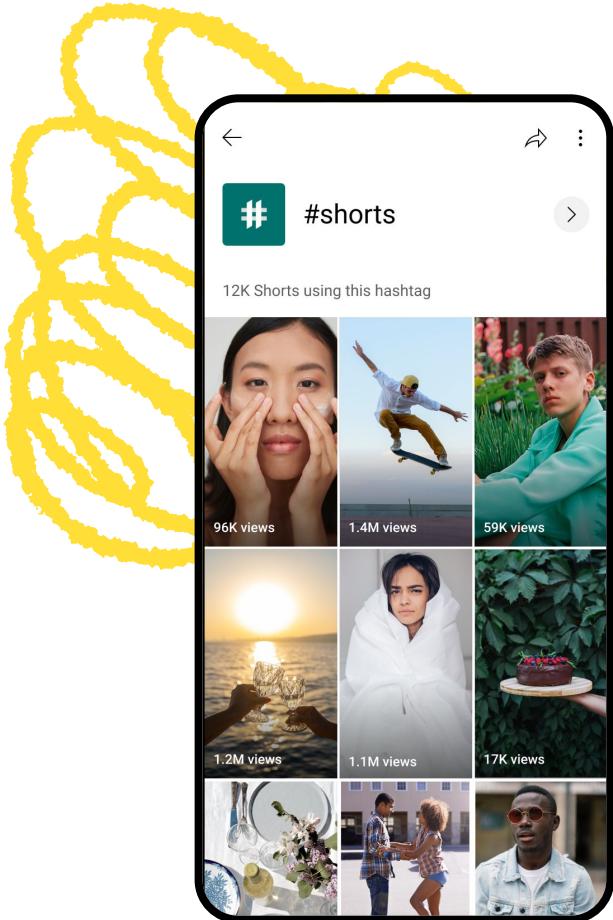
# Where do Shorts live?

## Subs, Search and Home

In addition to the tab, Shorts can also appear on Home, the Subs feed and Search.

Across these surfaces, content will show up either as an individual Short (with a unique badge) or as a set of tiles within the Shorts shelf.





## DISCOVERY

# Where do Shorts live?

You can find Shorts organised by audio, channel and hashtag – giving you another avenue for discovery!

## Audio

Hear a sound that you like? Tapping on the audio icon will bring you to the Audio Library showcasing additional Shorts using the song!

## Channel

Find another creator that you love? Enjoy more from them by clicking on their channel icon in the bottom left corner.

## Hashtag

See a hashtag that interests you? Explore similar content by tapping the hashtag in the title or description.



EDUCATION

# Best practices



BEST PRACTICES

## Catch 'em early

To grab the attention of viewers while they scroll, focus on hooking them within the first few seconds of your video. There's no thumbnails in the Shorts feed, so your opening is crucial to catch your ideal audience. Bold visuals, unique editing and popular audio are a few methods to try out.

Take your content to the next level with enhancements like creative lighting, costumes or locations. These don't have to break the bank; wearing a bright colour in your dance video or standing in front of a window while you storytime are a few examples of lightweight creativity.





#### BEST PRACTICES

## Loop it

Don't we all love the satisfaction of a great loop? When your video starts and ends with the same shot and complementary audio, it drives users to watch it over and over again – increasing your watch time. To use this tip, make sure that you film the end of your video first, and keep your video short so that users see the whole story.

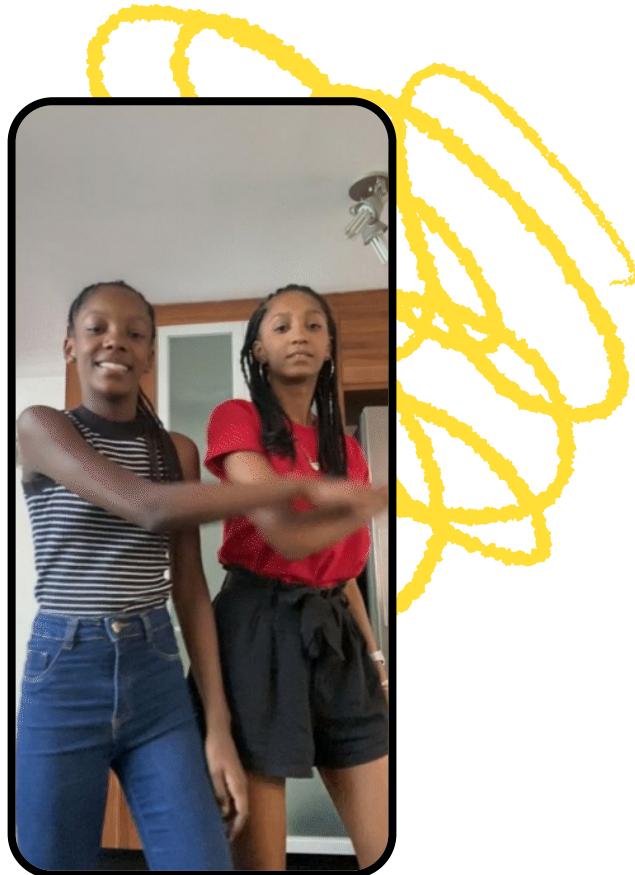


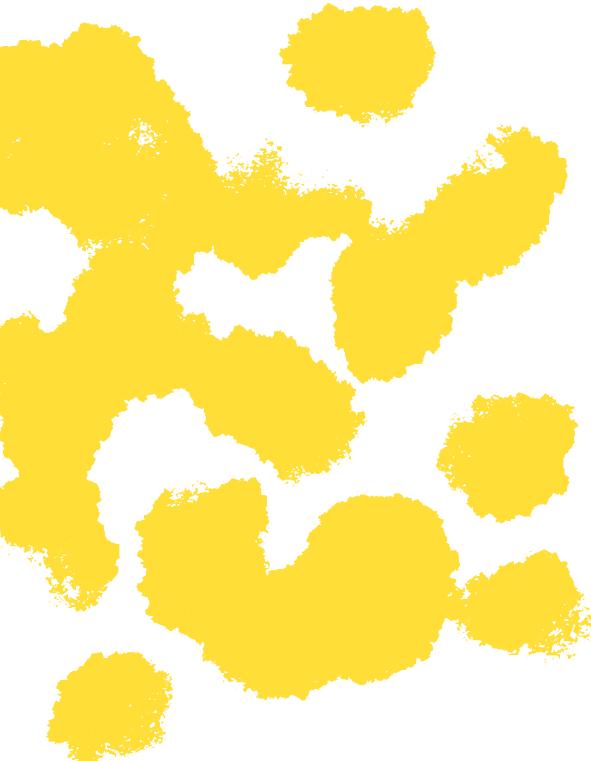
## BEST PRACTICES

# Lean into the meme

On YouTube, there's a constant stream of memes. Trends are a great way to have fun on the platform while increasing your discoverability. In the Audio Library, tracks are displayed in order of popularity, so check in often to see what sounds are being used and put your spin on them.

The best way to let your creativity shine? Be true to what is fun for you! On Shorts, random, real and unfiltered videos are celebrated. If you are struggling to get started, think about the content you love to consume and how you might make it your own!





## BEST PRACTICES

# Who's there?

When jumping into Shorts, don't forget the key ingredient – the audience. As you start building out a Shorts strategy, ask yourself **who are you making this content for?**

One of the appeals of Shorts is its easy consumption and broad appeal. But that's not to say that you can't build out Shorts primarily for your super fans.

Deciding this early will help you better craft compelling intros and decide what stories to tell and topics to cover, while accurately tracking performance by the metrics that matter for your goals.



## BEST PRACTICES

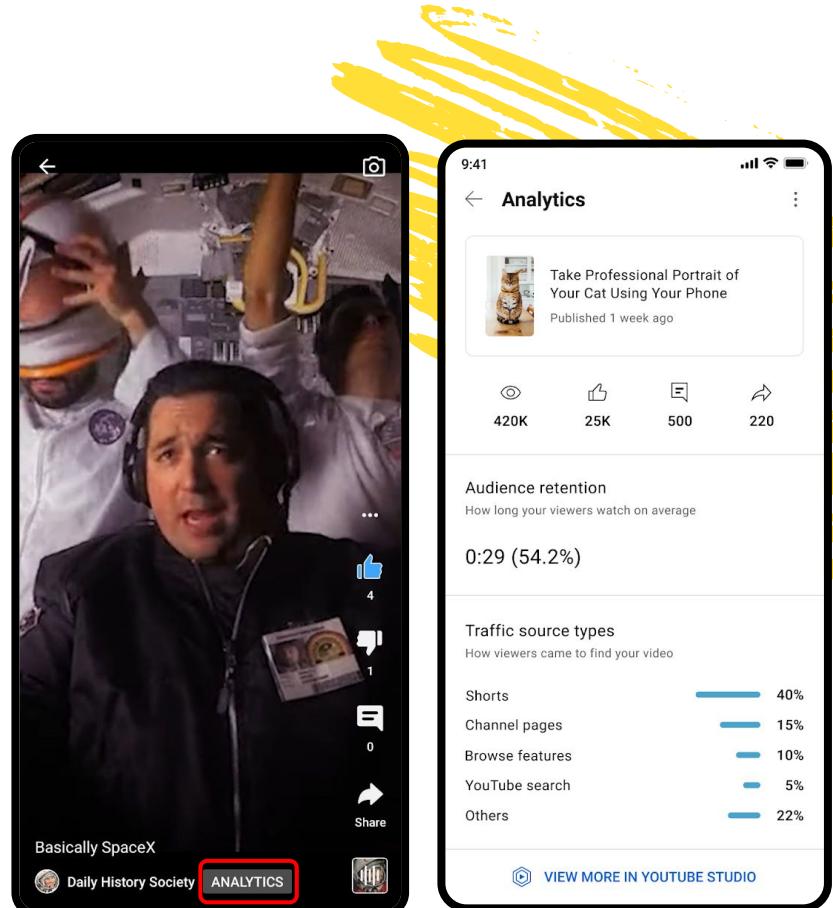
# Review the data

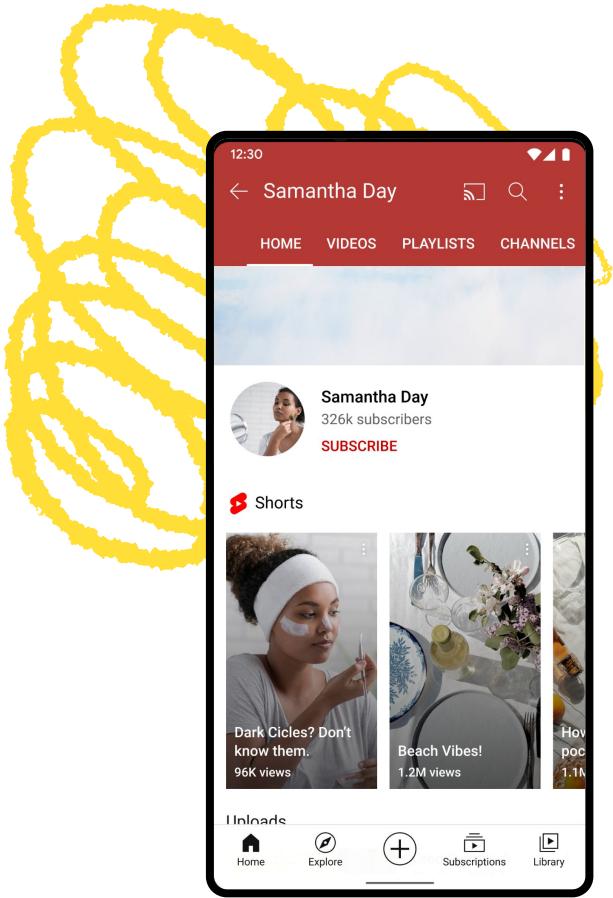
When watching one of your Shorts, you can tap into the analytics button to get a breakdown of key metrics driving performance:

**Views, likes, comments and shares** are a great place to start. Compare these stats across a handful of Shorts and take note of those that receive a high volume of comments or thumbs up – this is a good indicator of something unique in the content worth exploring.

**Audience retention** provides insight into how long viewers watch on average and the percentage of the total run time that reflects. Have a Short that loops? You might see retention over 100% as viewers replay your Short!

**Traffic sources** will showcase the surfaces that viewers are using to find your Shorts. While the Shorts feed is likely to be a major driver here, take note of other traffic sources and what they might indicate.





## BEST PRACTICES

# Second vs. main channel

Choosing between a same vs. second-channel Shorts strategy is more about your creative vision, and less about performance risk. We recommend that you think about the following:

## Content style

If your Shorts align with your long-form content, it might make sense to keep it on your main channel. However, if you plan to deviate, it might be best to create a new channel for your Shorts.

## Channel notifications

Viewers who have hit the notification bell will not be notified every time you post a Short. For channels uploading both long-form and Shorts, to avoid overwhelming your audience, we will target Shorts notifications at viewers who are likely to enjoy your Shorts.



# Posting frequency

When determining how often you'll post, it's important to consider the following:

## Your interest

By no means do you need to jump on every new trend or track added to the Audio Library – authenticity is key, so you should only make content when something speaks directly to you.

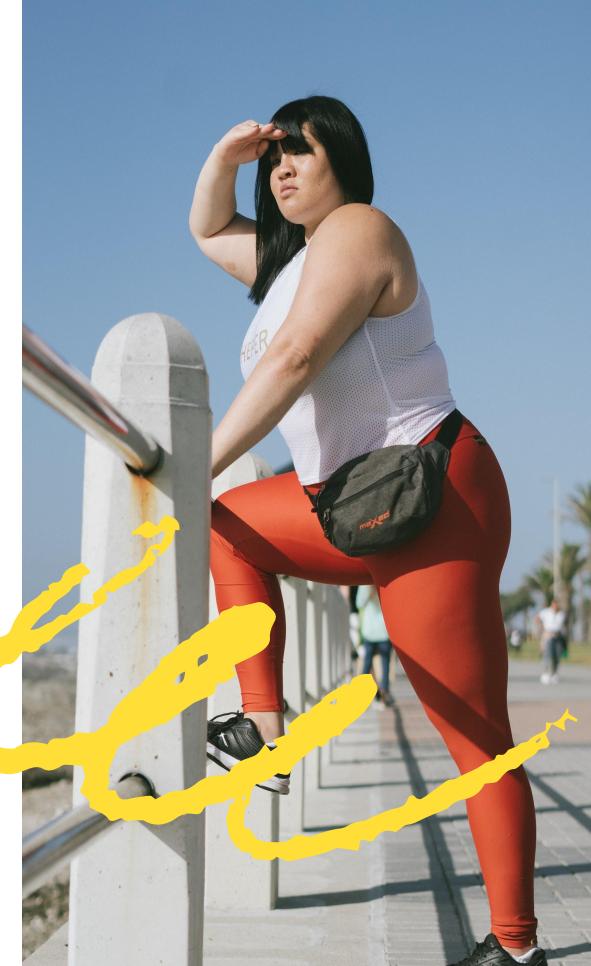
## Your schedule

Similarly, you should be aware of your own mental and physical health – it's important to commit to a posting cadence that matches your availability and resources.

## Your creativity

For some, a deadline can help foster creative risks while others might find a set schedule drives them to release lower-quality content. Think about both scenarios and choose what makes sense for you!

Focus on quality videos uploaded at a regular cadence over very high upload quantities, as volume alone doesn't always translate to increased success.



# A case study





**Klem Family**  
**2.5M**  
**SUBSCRIBERS**



BACKGROUND

## The Klem family

This Indiana family of six used their increased family time during COVID to showcase their favourite pastime: family games! Though they started by uploading their TikTok uploads in October 2020, they quickly found success with YouTube-first content and are now fully committed to Shorts.



# Planning and execution

## Goal

Have fun, spend time together and showcase the family's athletic skill-set.

## Strategy

Leaning into their unique talents, the family built their content strategy around a repeatable format driven by competition and reward.

## Execution

First posting in October 2020, the family has used the audience's response and their own creativity to consistently evolve the format, finding new and exciting contests along the way.



Beach money ball: 170 million views





# Results

**3.2 billion**  
views from Shorts

**25 million**  
hours of watch time

**2.5 million**  
subscribers gained

As of Sept 2021



# Why this worked

## Gamification and stakes

Centring their content around contests with monetary rewards, the Klem family's videos utilise a layer of gamification and stakes that captures a viewer's attention and drives real tension as the content plays out.

## Consistent formatting

By sticking with a consistent competitive format, the Klems allow the audience to connect with the competitors, giving them a reason to return and root for their favourite family member or track a long-time winner.

## Universal appeal

Leaning into physical action and the easy-to-understand rules, the family's content is entertaining regardless of whether you speak English or have any awareness of previous content.



Cut the flour challenge: 32 million views



# Have questions?

