

Margarita Denenburg
October 11, 2019

YouTube Presentation

Why YouTube

“Free” University
Promotion and Teaching

your playlists and
subscriptions
‘History’, ‘Watch later’, ‘Liked
videos’ and playlists – these
are shortcuts to your library.

Basics:

Sign up
Verify account by visiting
www.youtube.com/verify
Why:
Organize videos you watch
Easy recall
Upload your own content
Give and receive feedback

“Account” – Right Top

Your channel:

Customize channel
YouTube Studio

Advanced settings:

**Settings – Account – Channel
Status and Features**

Paid content

YouTube TV - \$49.99
YouTube music free or Premium
(ad free)– \$9.99
YouTube kids – free app
Creator Academy – free online
course
YouTube Artist - free

Creating your own content

Go Live: now or stream later
Upload video
Choose MPEG4= fastest upload
Choose 16:9 High Definition
Standard YouTube License vs
Creative Commons License

Basic functions:

Watching videos:
Save/playlist/“watch later”
Autoplay
Share
Like/Dislike/Comment
Subtitles
Subscribe

Video can be up to 15 minutes or for
longer video “increase your limit”

(www.youtube.com/verify)

Organize your channel

Searching Videos

Search field - Press “Filter “
Use quotes to force the exact
match

Use plus (+) OR (-) sign

Force any word to appear in the
video title with the help of

intitle:operator (no space between the
words)

“Home” (Left Side Menu)

Library - includes everything you
watched, liked, marked as
“watch later” as well as all

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YouTube channel list:

Edna Golansky
The Golandsky Institute
Keyboard Wellness Seminar (Sheila Paige)

Irina Gorin - Teaching presentations, teaching clips
Josh Wright
Mira Marchenko

Tiffany Poon
UIPianoPed - performance by faculty of children repertoire
Medicity
The Cliburn

Tim Topham
Mario Ajero
ProjectIEMTP (International Exchanges of Music Theory and Performance)

The Curious Piano Teacher
NCKP (National Conference for Piano Pedagogy)
Music Teachers National Association
RCM Musical Development Program

Ted Talks
Living the Classical Life