Your guide to enriching lives, one video at a time
Lesson plan

The wonderful world of YouTube Learning
- **YouTube**: Where the world goes for video and learning
- **The evolution of YouTube Learning**

Getting started and standing out
- Choosing what to teach the world
- Finding your audience
- Discovering your niche
- Formats for learning videos
- How to gain (and keep) your audience's trust

How to engage and grow your YouTube audience
- The ABCs of growth
- **Beyond the ABCs**: More tools to grow your channel
- **A world of opportunity**: How (and why) to make your content go global
- Your learning content study guide
The wonderful world of YouTube Learning
YouTube is where the world comes for video...

1.9 B
1.9 billion people use YouTube every single month.

400
Over 400 hours of video are uploaded to YouTube every minute.

1 B
People around the world watch a billion hours of YouTube's incredible content every day.

95%
Localised versions of YouTube are now live in 91 countries around the world, covering 95% of all Internet traffic.
EXTRAORDINARY CLASSROOM

YouTube is an extraordinary classroom where anyone with passion and knowledge can create learning videos, ranging from the academic to the practical. And it's waiting for teachers like you.

70% OF MILLENNIALS

Last year, 70% of millennial YouTube users watched YouTube to learn something new or learn more about something that they were interested in.

ONE MILLION+

Every day, more than one million learning videos are shared across YouTube.

LIFELONG LEARNING

YouTube fuels lifelong (and life-changing) learning: In the past year, watch time increased 38% on learning videos covering professional skills such as writing CVs, job interviews and career planning.

...And where the world comes to learn
In a burst of innovation, creators ushered in the viral arrival of 'YouTube Edutainment': standalone videos tackling topics like 'What Is Gravity?' in a single, delightful sitting.

Educational YouTube videos are almost as old as YouTube itself. Early learning videos were simple, often made with webcams or inexpensive camcorders.

Channels are engaging audiences with lessons that span multiple videos and encourage viewers to keep coming back. Topics range from academic subjects to professional skills for new careers.
Getting started and standing out
Choosing what to teach the world

Curious about what to teach? Teach what makes you curious.

Creating your learning channel begins with choosing its topic. To do so, ask yourself: What subject delights and inspires you? What's your expertise, or your fascination?

YouTube is a huge place, where utilising a few key principles and tactics can help almost any topic succeed.

Let's look at putting those principles and tactics into practice.
To build an audience for your content, build your content for an audience.

High level of pre-existing interest

Your audience awaits

Low level of content competition
If you teach it, will they come?

Here's how to find out...

'Is there a high level of pre-existing interest?'

Google Trends analyses a percentage of Google searches to determine how many searches were done for specific terms over a certain period of time. The more consistent the popularity, the more likely an audience exists for your content.

'Is there a low level of content competition?'

YouTube Search can gauge how much content competition exists for your topic.

'How big is the audience awaiting this content?'

Google Keyword Planner allows you to search for keywords and see how they might perform. 'Search popularity' can help give you a sense of how many times relevant keywords are used each month.
With tools like Trends, Keyword Planner and YouTube Search, you can see what the world is searching for and how much competition already exists for your niche.

Extraordinary things happen in the sweet spot: In just over two years, Lessons from the Screenplay has reached more than 865,000 subscribers and 24 million lifetime views. And it's doing more than just entertaining viewers: It's providing an education for people aspiring to a screenwriting career.

"My audience tends to be young adults interested in filmmaking... Back in school, I often overlooked the storytelling fundamentals that make for a good story. With my channel, I try to highlight the importance of these fundamentals."

~ Michael Tucker, Channel Founder
With your channel subject in mind, what's the best way to choose the specific content you'll make?

Learning channels often take one of two paths with their topics: a 'zoomed-in', specialty look at a particular niche, or a 'zoomed-out', more generalised approach.

Our most recent data is clear: One approach is more likely to help channels 'break out' and create a thriving, engaging experience.

Case study

General or niche?

Which channel would you predict performed more strongly?

CHANNEL #1: HOW TO ADULT
- CONTENT FOCUS: Everything you need to know about adulthood that school never taught you.

CHANNEL #2: THE FINANCIAL DIET
- CONTENT FOCUS: Accessible financial advice and insights for the millennial generation.
While both *How to Adult* and *The Financial Diet* are engaging and well-made channels – and both were produced by the same company, Hank Green and John Green's 'Complexly' – *The Financial Diet*'s growth outpaced *How to Adult*'s for three main reasons.

1. With a specific niche, **viewers knew what TFD had to offer them**, driving subscriptions.
2. **The channel's focus encouraged repeat viewership.**
3. **TFD's clear brand elevated its standing and shareability as a financial authority.**

*The Financial Diet*'s strong and consistent audience engagement drove more recommendations on the platform, triggering growth that significantly exceeded *How to Adult*'s performance.
What video formats work for learning content?

Actually, almost any format *can* work. Here are just a few examples.

<table>
<thead>
<tr>
<th>Animation</th>
<th>How-To</th>
<th>Lecture</th>
<th>Video Essay</th>
<th>Homework Help</th>
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**Bonu**s tip:
Every format has advantages and obstacles. As you choose, make sure that you consider...

What are your natural strengths?
What can your budget of time and finances sustain?
Format pros and cons: Animation

**PROS**
- Allows visuals that would otherwise be impossible.
- Highly versatile, inviting format that can cover many topics and tones.

**CONS**
- Requires very specific artistic and technical skills.
- Often extremely time-consuming and labour-intensive to produce.
Format pros and cons: Homework help

**PROS**
- Encourages repeat viewership, especially for series/playlist that dive progressively deeper into topics.
- Can cover subjects that are broadly appealing to viewers (like world history), as well as subjects aimed more specifically at students (like chemistry).

**CONS**
- Risks losing audience interest if video and host aren't highly engaging.
- Requires relatively high time investment (research etc.).
Format pros and cons: 'How-to's

PROS

- Among the most popular type of YouTube searches.
- Viewers don't necessarily expect a traditionally schooled expert – only an accurate source of information.

CONS

- May lead to viewers who watch only a single video without subscribing.
- Without proper niche research and execution, can be difficult to rank high in search results.
Format pros and cons: Lecture

**PROS**
- Lecture videos are among the most popular YouTube learning content, and are often shared cross-platform.
- Similarly, lecture videos have anecdotally been among the most impactful on viewers' lives.

**CONS**
- With the format so closely associated with major established brands, it could be difficult to grow a new competing channel/brand.
- Often requires academic credentials and invitation to major speaking events.
Format pros and cons: Video essay

**PROS**
- Since it does not focus on an on-camera host, video essays allow for stylistic, mixed-media experimentation.
- Viewers of this format seem receptive to creators covering a wider variety of topics, as long as the thoughtfulness and style remain consistent.

**CONS**
- Since many video essays examine (and show) cultural or artistic moments and ideas, there may be a greater danger of copyright issues.
- Like animation, extremely post-production heavy.
Gaining and keeping audience trust
As a learning creator, your audience's trust is your most precious asset.

To keep that trust, make sure that you...

Highlight your credentials

Healthcare Triage often cites multiple authoritative sources, displaying them onscreen and including links in video descriptions.

Cite your sources

Maintain your credibility

Nobody's perfect, and audiences are receptive to corrections. If you make a mistake or if new information renders your video inaccurate, sincerely apologise and correct your error, whether in a new video or by using YouTube tools like cards.
Engaging and growing your audience
YouTube tools + learning = 

YouTube's amazing community and wealth of tools make it a perfect home for learning content.

'The ABCs of growth'
External traffic sources displays the origin of your off-platform traffic, which can also inform your strategy. Proactively cultivate outside traffic sources: Online communities dedicated to your channel’s focus can be terrific sources of early viewers and encouragement.
As her channel description shares, Oprah Winfrey called Marie 'a thought leader for the next generation'. Yet Marie's videos begin by showcasing her fun, relatable personality. Studies suggest that we learn better when we can relate to those who teach us.

Marie's channel banner communicates her content focus, and suggests a sense of light-heartedness not always associated with business education.

Finally, Marie's value proposition and personality are consistent across her social media. Here, her Instagram shares insights into both her lessons and her life.
Key point to remember: YouTube is a social network driven by genuine and meaningful connections.

Connections: Three examples that you can try

Creator and viewer
- Respond to comments frequently and thoughtfully.
- Like and pin your favourite comments.
- Appoint comment moderators and activate automated comment filters to minimise offensive comments.

Viewer and viewer
- Be the change. Especially as viewership increases, creators become leaders who set the tone for their community. By setting an example of enthusiasm for learning and kindness toward others, you encourage viewers to engage with each other using those same values.

Creator and creator
- Don't be an island. Engage with other creators by leaving sincere YouTube comments and reaching out on other platforms.
- Utilise collaborations. Making 'collabs' with other creators isn't just a great way to grow your audience; it's also a chance to connect with folks who understand what being a learning creator means.
Beyond the ABCs: More tools for growth

**Playlists**

Organise videos to optimise learning.

Learning creators like Rachel's English and abookutopia use playlists to guide viewers through their curriculum and/or related videos. This seamless, step-by-step experience helps increase watch time and drive multi-session viewing.
End screens are clickable elements that appear in the last 5–20 seconds of a video.

- Consider pairing with verbal calls to action for added impact.
- Don’t overwhelm audiences. Choose the 2–3 most important links, buttons etc. for each end screen.
- Check your 'end screens' reports in YouTube Analytics to understand which ones perform best and optimise accordingly.
Educational content might not be the first thing that comes to mind when you hear 'live streaming', but it can a powerful resource for learning creators.

- Live streaming facilitates personal interaction with viewers, strengthening their connection to creators.
- In between 'regular' videos, live streaming can keep subscribers engaged. Consider making Q&A streams a regular part of your schedule – you can even call them 'office hours' for your 'students'.
- Live streaming allows you to teach lessons in real-time, answering viewer questions as they come up. For example, The Coding Train regularly livestreams coding lessons.
Beyond the ABCs: More tools for growth

Community tab

Like live streaming, your channel’s Community tab is a great way to keep subscribers engaged between videos. It also has the power to add unique value to your viewers’ lives.

- **Share relevant information that doesn't naturally fit into videos.** For instance, 100days utilised the Community tab to share details on diet and exercise routines mentioned in their videos.

- **Use the Community tab to strengthen what your viewers have learned.** English with Lucy makes quiz videos and then engages with viewers in the Community tab about their scores.
To help continue creating great content, consider utilising channel memberships, a way for viewers to support your channel financially. In exchange for a monthly payment, members receive perks such as custom emoji, exclusive live streams and more. Here are some tips to make the most out of memberships.

- **Promote your memberships.** Creators who make announcement videos tend to gain more members. Also, continue spreading the word at the end of each video, just like you’d remind viewers to comment, like and subscribe.

- **Keep it manageable.** A great perk doesn’t cost you much, but is exciting to members because they can’t get it anywhere else. Make sure that the perks are also scalable: the time required to deliver them should remain the same, even as your number of members grows.
Beyond the ABCs: Make your content go global

Community translations

Enable community contributions to allow your fans to translate subtitles into different languages for you.

Did you know?
YouTube’s international audience grows every second, and 50% of YouTube traffic originates from outside of the uploader’s country. For learning creators, it’s truly a world of opportunity.

Two ideas to try...

Content with no language barrier

Experiment with content that is visually self-explanatory and understandable without audio. For instance, Primitive Technology creates language-agnostic content and adds closed captions of key points in 17 different languages.
Thank you so much for being part of our incredible learning creator community. We’re working on some amazing new projects that we think will help Learning creators grow their impact and audience to even greater heights. Stay tuned.

Five key suggestions

1. Choose a channel topic that you love
2. Use data to discover your niche
3. Find a format that fits
4. Earn and keep your viewers' trust
5. Utilise YouTube tools to make your channel even more awesome
Class dismissed