YouTube Premieres

Before Upload

1. Planning:
   - Consider your audience and which videos would most benefit from being premiered.
   - Decide on the day of the week and time of day when you want to premiere.

2. Promote:
   - Use social media, email, and your community to build excitement and awareness.
   - Consider using a VOD or livestream as a supplement to your premiere.

3. Tilt Your Promotions:
   - Customize your thumbnail to reflect the premiere.
   - Use a unique title and description to highlight the premiere.

During Release

4. Audience:
   - Engage with your community in real-time through live chat.
   - Encourage viewers to join in the conversation.

5. Live Chat:
   - Use live chat to provide real-time commentary, trivia, and insights.
   - Include special content for loyal viewers.

6. Revenue:
   - Unlock new ways for viewers to engage with your content.
   - Consider using Super Chat and Members-only chat.

After Show

7. Value Add:
   - Leverage your premiere data to enhance future videos.
   - Analyze viewership and engagement data to improve future premieres.

8. It's Not Over:
   - Follow up your premieres with supplemental content.
   - Direct viewers to a post-show VOD or livestream.

9. With Fans:
   - Engage with your community after the premiere.
   - Respond to fan questions and share behind-the-scenes content.

Tools:

- Live Chat
- Super Chat
- Members-only chat
- Insights

For more resources, visit the Creator Hub Help Center.