YouTube Shorts

Getting started guide

Mission

Expand opportunity for our existing community and enable the next generation of creators

Overview

1. Bite-sized storytelling

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!

2. Built for everyone

Shorts make it easy for anyone to be a creator on YouTube. All you need is your phone, an idea and voilà – a mini masterpiece!

3. A new way to participate

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 6.5 billion daily views globally as of March 2021, the Shorts community is growing alongside you.

Let's talk mobile creation

By focusing on vertical content and introducing new short-form video tools, we aim to enable our users to shoot snappy videos with nothing but their mobile phones.
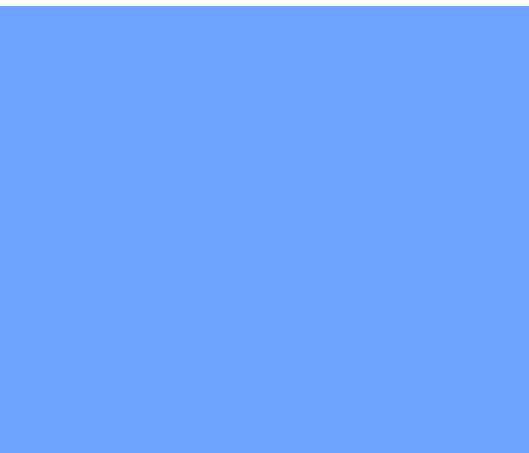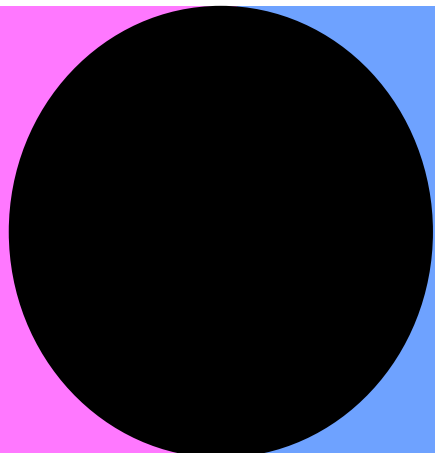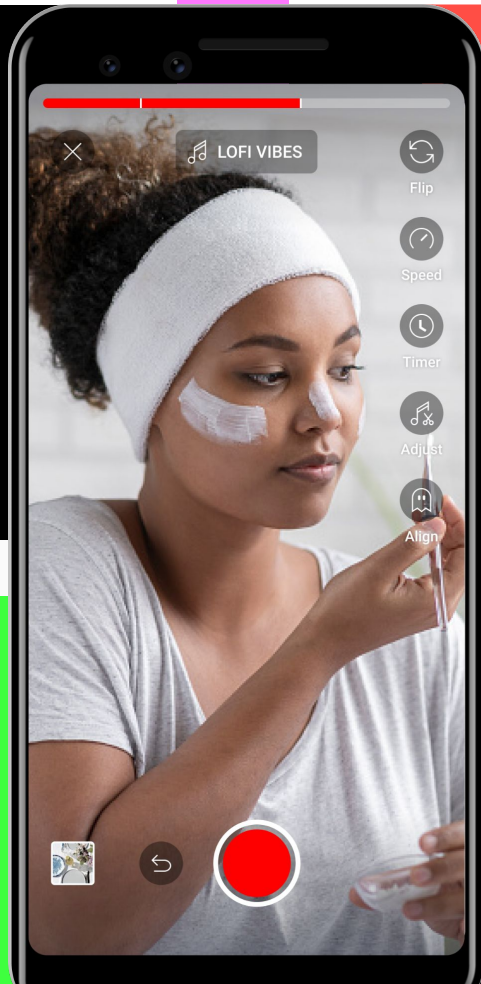
Mobile creation: **Shoot your shot**

1. Start

To get started, tap the create (+) icon at the bottom-centre of the home page on the YouTube mobile app.

2. Select

From there, select the 'Create a short video' title on the create sub-menu. This will bring you into the Shorts camera.

3. Create

This is where the fun really begins. You've got this!

4. Upload

We suggest adding any relevant metadata, including #Shorts in your title or description, which helps our system recommend your Shorts across YouTube.

Mobile creation: **Create your way**

Once you're in the creation tools, you can leverage the Shorts camera to record content or upload from your camera roll.
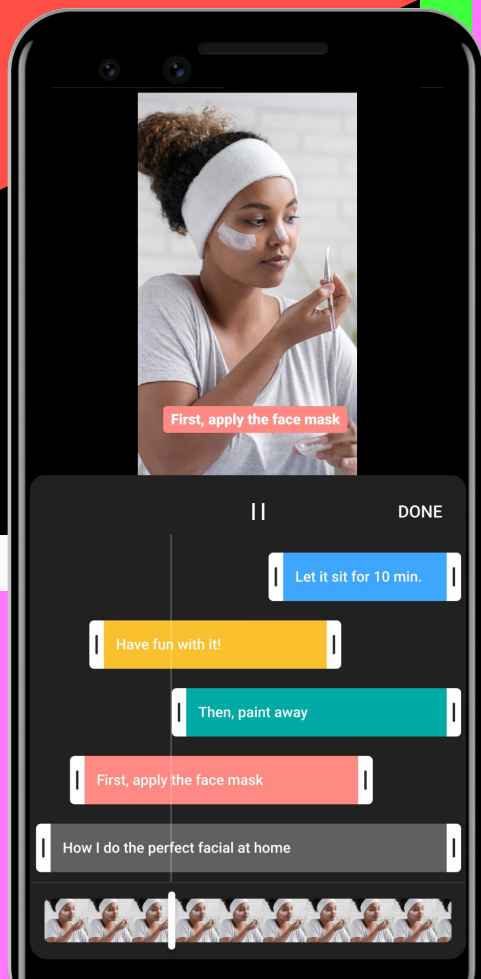
Record

To create a Short, hold down the red circle to begin recording. With the Shorts camera, you can shoot up to 60s of content, and access fun tools like speed adjustments and camera timers.

Upload

Previously made a video that you want to share? Tap 'Upload' in the bottom right-hand corner to select your video. From there, you can trim your clip down and add audio.
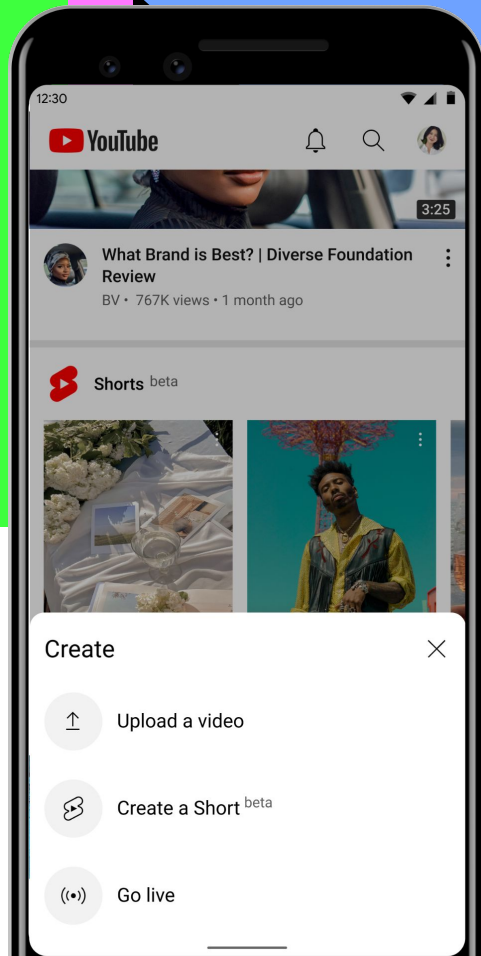
Mobile creation: **Edit as you go**

Change speed

Want to speed it up or slow it down? Simply tap the button, select the speed and begin recording.

Set timer

No cameraman? No problem. You can now film hands-free by tapping the timer button.

Add text

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

Align your frames

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

Mobile creation: **Find perfect audio**

The new Audio Picker allows you to choose from a wide selection of popular music tracks, directly from the Shorts camera.

1. Tap

Once you have opened the Shorts camera, tap on 'add music' to pull up the audio picker.
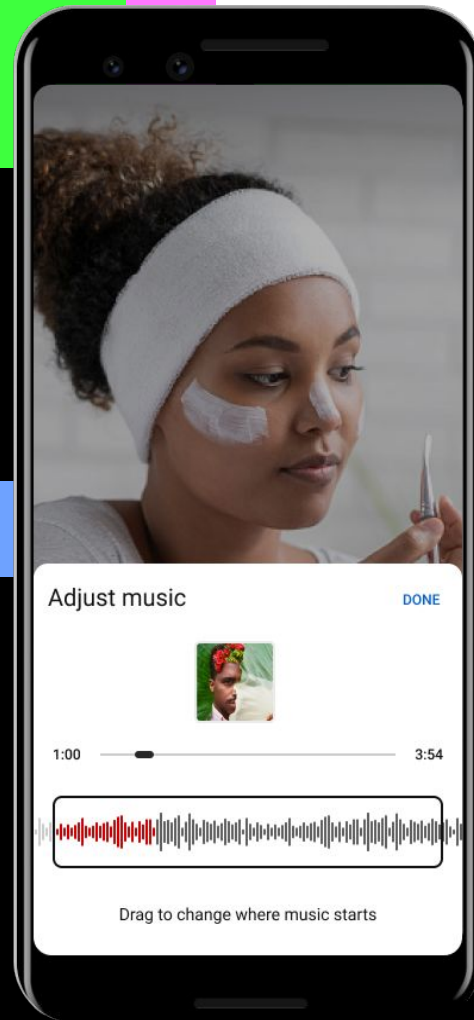
2. Add

From there, search our full catalogue, preview and select a track.

3. Adjust

Once selected, drag the waveform to adjust where the music starts.

4. Volume

From there, the volume balancer (iOS) allows you to control the split between your Short's original audio and the track you selected.

Mobile creation: **Reimagine sounds**

You can now sample audio from your favourite YouTube videos and add it to your Short!

Reimagine

Enjoying a non-Short video and hear a sound bite that inspires you? You can use that audio in your Short! Simply tap the 'Create' button (with the Shorts icon) to jump directly into the Shorts camera with that sound.

Remix

Scrolling through Shorts and hear audio you love? Tapping on the sound in the bottom-right of the player will take you to the audio's pivot page, 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.
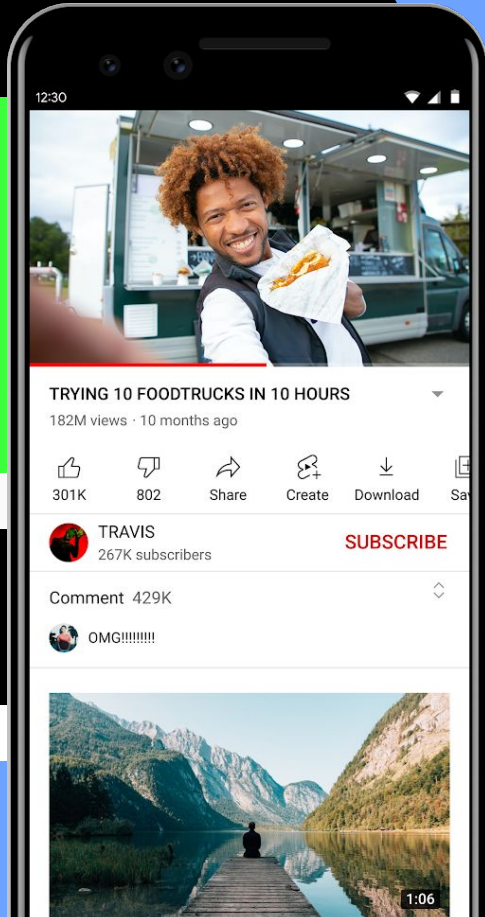
What about discovery?

We want to serve creators at all points in their creative journey. Our hope is that, through Shorts, creators are able to connect with new audiences, whether they are well established on YouTube or have never previously uploaded.

Discovery: **Shorts locations**
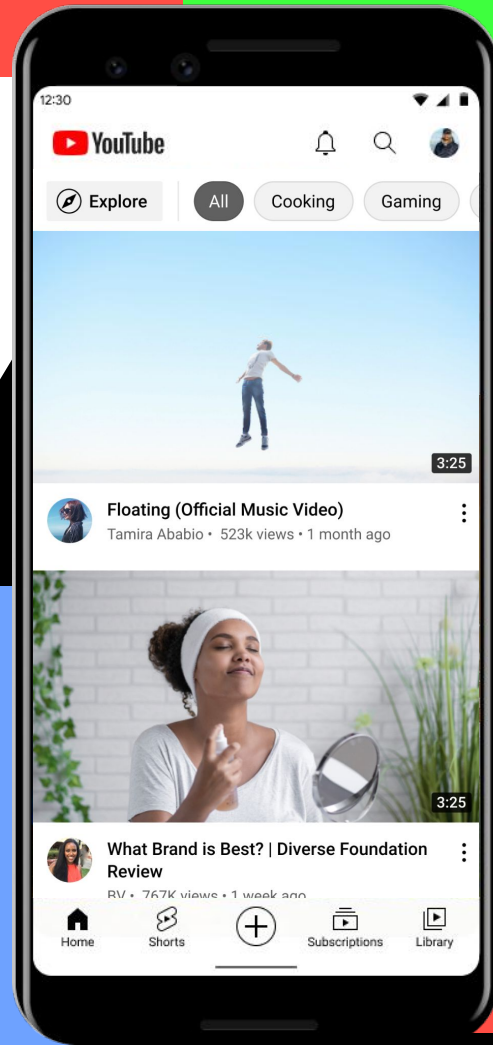
1. The Shorts tab

On the mobile app, you can find Shorts within a dedicated tab on the navigation bar. Vertical videos of 60 seconds or less, regardless of whether they were created with our creation tools, are eligible to appear here and in all other Shorts viewing locations.
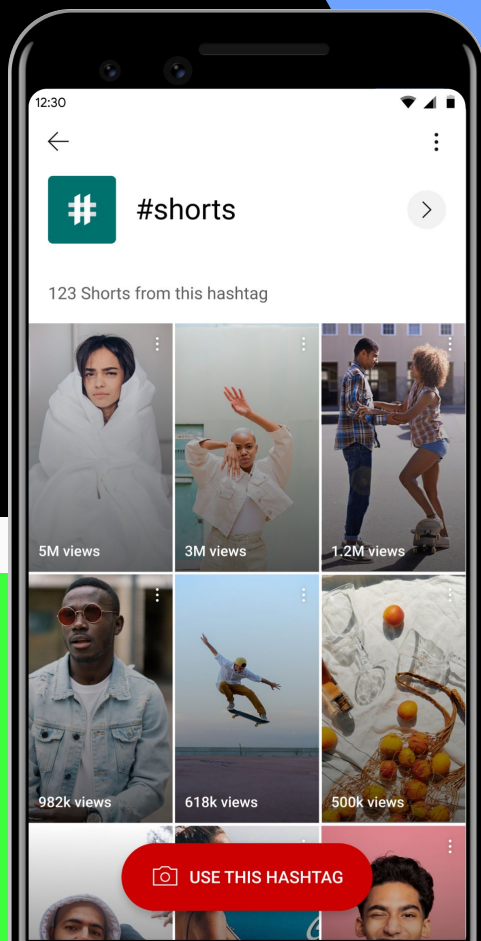
2. Home + Search

Shorts can also appear in shelves on both Search and Home! Leveraging hashtags can help your videos populate on search, so it's a good idea to include a few that are relevant in your title. We recommend using #Shorts!

3. The channel page

Additionally, Shorts will live as uploads on your channel page alongside your other content types. To help organise your content, we're starting to add filters, toggles and shelves to the channel page that will allow you control and customisation.

12:30

▶ YouTube

🧭 Explore | All | Cooking | Gaming

3:25

Floating (Official Music Video)
Tamira Ababio • 523k views • 1 month ago

3:25

What Brand is Best? | Diverse Foundation Review
BV • 767K views • 1 week ago

Home | Shorts | ➕ | Subscriptions | Library

Discovery: **Easily explore more**

With pivot pages, you can easily find inspiration from the Shorts community. There are three types of pages:

1. Audio pivot page

Hear a sound that you like? This pivot page will help you find additional Shorts using the song and create your own!

2. Channel pivot page

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

3. Hashtag

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

Education

Best practices for Shorts

Best practice: **When to post**

At the moment, there is no upload threshold or cadence that will 'boost' your content search and discovery potential. Instead, consider the following:
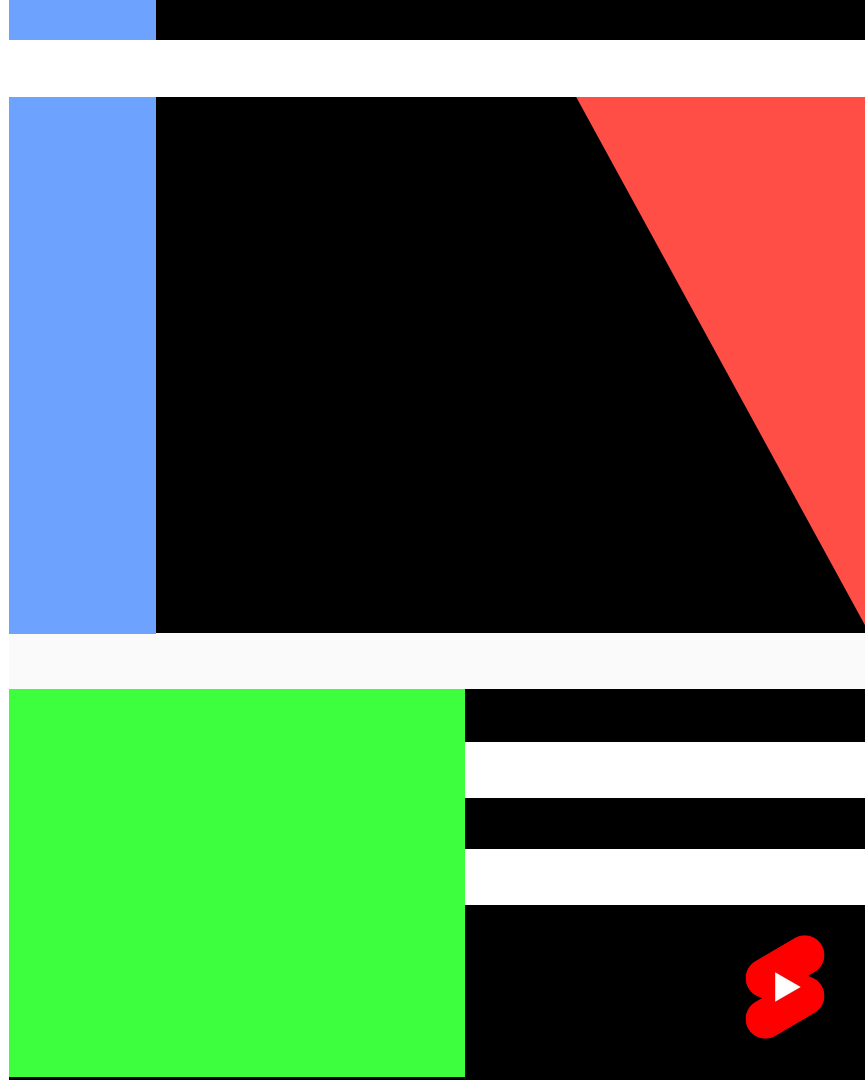
Your interest

Shorts are by no means something that you have to do. Only participate if it will be fun for you.
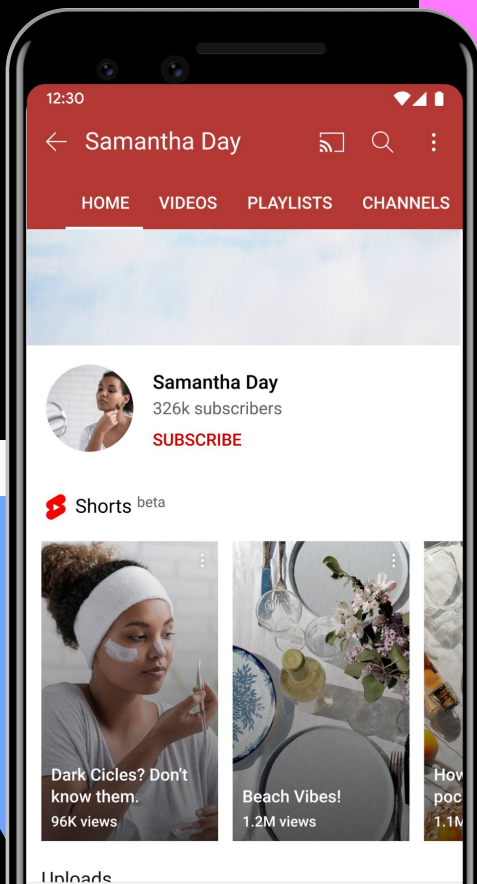
Your schedule

Create content that supports your bandwidth and schedule.

Your audience

For some, setting a daily or weekly upload target with their audience can be beneficial. If this makes sense for you, do it.

Best practice: **Where to post**

Choosing between a same vs second-channel Shorts strategy is less about performance risk and more about your creative vision. 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 them on your main channel. However, if you plan to deviate, it might be best to create a new channel for your Shorts.

Notifications

Viewers who have hit the notification bell will <u>not</u> be notified every time you post a Short. To avoid overwhelming your audience, we will target Shorts notifications at your engaged Shorts viewers.

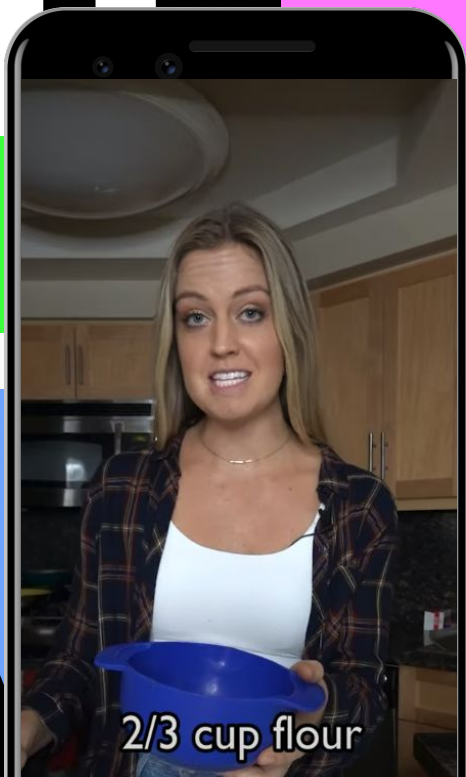# Best practice: **Focus on fun**

Be you, boo

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 that you love to consume and how you might make it your own.

Spice it up

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 practice: Keep it snappy

From the top, make it pop

To grab the attention of viewers while they scroll, focus on hooking them within the first few seconds of your video. Bold visuals, unique editing and popular audio are a few methods to try out.

Loop, loop, looping it up

Once you have a viewer hooked, you want them to stay. Keep things moving by cutting out unnecessary pauses, excessive laughter or lengthy shots. This will not only keep viewers engaged and encourage loops, but also provide more time to the golden moments in your content.

Part two? We don't know them

Shorts is a scrollable, discovery-based experience. Focus on satisfying viewers by creating standalone pieces of content, without the need for context on your brand.

It's the storyline, for me

Given the length of Shorts, using a familiar story structure can help organise your content. Using a hook, climax and resolution can provide structure to your content while keeping the narrative concise.
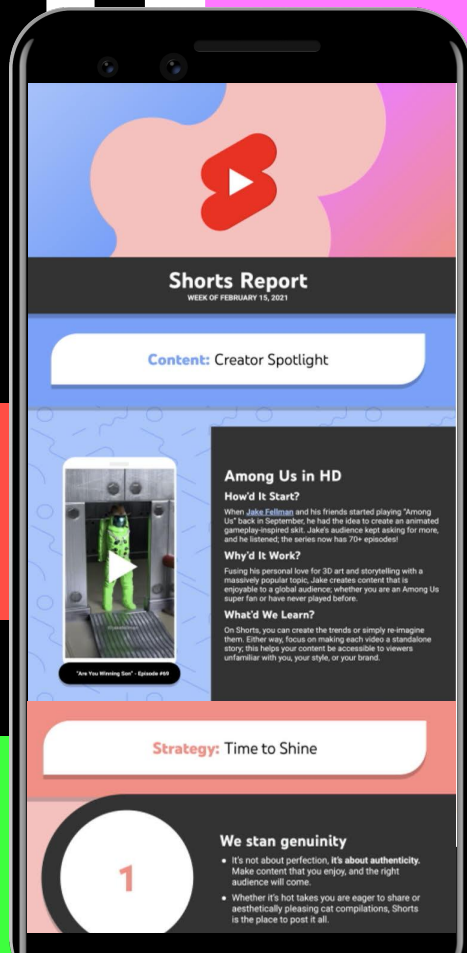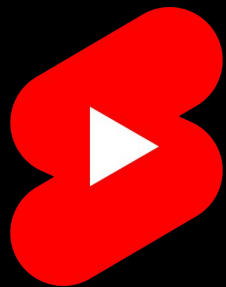
Want more?

Take a look at the Shorts Report

A twice monthly source of Shorts inspiration, product updates and content tips aiming to support YOU on your creation journey, regardless of your starting point.

Take a look at past reports here and then hit the subscribe button at the bottom of the post to get email notifications for each new Report.

Happy creating