



YouTube

Meghan Burrows

Web Content Manager, Office of Citizen Services
GSA

Commissie Nieuwe Media

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YouTube Demographics

- ▶ **48% of internet users have visited YouTube or sites like it**
- ▶ **YouTube has 57.1 million users**

Under age 18	19%
18-34	19%
35-44	22%
45-54	21%
55+	19%

- ▶ **In 1 minute... 15 hours of video are uploaded to YouTube**
- ▶ **#4 Largest site in the US**

Sources: New Media Talk 3/19/09 and Nielsen Net Ratings 10/07

Federal Terms of Service Agreement with Google/YouTube

- ▶ GSA personnel and lawyers negotiated federal terms of service (TOS) agreement with Google/YouTube
- ▶ TOS Agreement signed on Feb 19, 2009
- ▶ Each agency enters into an agreement with Google/YouTube separately, no overarching government contract

Creating a Federal Partner Channel on YouTube

▶ Step 1: Sign the legal agreement

- Agency requests agreement be sent to YouTube Government Point of Contact (Kay Morrison at EPA)
- Kay sends monthly batches to Google/YouTube to request the terms of service agreement for an agency
- Google/YouTube then sends an email to agency designated contact to sign agreement
- Agency designation completes form, signs agreement and returns to Google/YouTube
- Google/YouTube signs and sends agency final agreement in PDF format

Creating a Federal Partner Channel on YouTube (cont'd)

▶ **Step 2: Sign up for a channel and have it branded**

- To request partner branding features, first sign up for a YouTube channel, check the standard terms of service agreement (govt terms will supersede this)
- Provide channel name to Kay Morrison
- Kay sends list of channel names to be branded to Google/YouTube every month
- Google/YouTube activates branding features on channel

▶ **Step 3: Build your channel with videos**

- Many resources, archived training and tips available at WebContent.gov and WebManagerUniversity.gov
- Tips also available on youtube.com

Branding features for a government/partner channel

- ▶ Time length: No longer limited to only 10 minutes, just limited to 1GB
- ▶ Images on channel: You can add a top channel banner which gives page identity, recommend adding links in banner to link back to your site
- ▶ You can add a channel icon in connect with channel box
- ▶ Add a video page banner, sits on video watch page and helps viewers return to channel by clicking on graphic, sits above info box on right side of video
- ▶ No ads on channel page
- ▶ Promoted/featured videos are removed from video watch page. Still have related videos which are based on YT algorithm and your tags used in your videos

YouTube Channel

- ▶ Serves as a Hub

- ▶ Allows options for interactions:
 - Comments
 - Video replies
 - Rankings
 - Favorites
 - Playlists

- ▶ Social Interactivity: have 3 options for moderating comments:
 - Allowing all comments/responses
 - Allowing comments/responses with moderation
 - Not allowing comments/responses at all

Source: New Media Talk 3/19/09

3 important points in using YouTube:

- ▶ **Access:** provide users access to information
- ▶ **Empowerment:** empower users to be better informed; to engage in a dialogue with agencies online
- ▶ **Efficiency:** get messages out faster and more effectively than ever before

Source: New Media Talk 3/19/09

10 ways to use YouTube

1. Research – see what's out there on your topics and keywords
2. Crisis messaging- quickly diffuse rumors
3. Flooding the system – steady stream of content holds audience, insure messages at every turn
4. Instant/topical messaging
5. Content analysis- comments, rankings, responses, state-by-state analysis over time
6. Interact with citizens- two way conversation, call out for questions, interviews, messaging
7. Calls to action- contests
8. Present consumer info- applying for social security benefits
9. Letting citizens in the door- meeting or press conferences
10. Show the human side- show pranks, ask for advice, playing an instrument, etc.

Source: New Media Talk 3/19/09

History of USGovernment Channel <http://www.youtube.com/USGovernment>

- ▶ Launched on May 21, 2009, linking to over 200 videos in 12 playlists
- ▶ Subscribed to the 29 govt channels that had signed the YT agreement when launched
- ▶ YouTube featured it on it's homepage, secondary pages and blogs
- ▶ Internally at GSA, featured it on Facebook, GovGab blog and website, press releases and held press conference with key outlets
- ▶ WhiteHouse blogged about it
- ▶ Had 71, 856 channel views and 2,025 subscribers during the first day
- ▶ #55 Most viewed channel the day we launched
- ▶ We now are subscribed to 52 govt channels and link to 482 videos in our playlists
- ▶ On average, add 50-60 videos to playlists per month

USGovernment Channel <http://www.youtube.com/USGovernment>

The screenshot displays the YouTube channel page for 'USGovernment's Channel'. At the top, the YouTube logo and search bar are visible. The channel name 'USGovernment's Channel' is prominently displayed with a 'Subscribe' button. Below the channel name, there are navigation tabs for 'All', 'Uploads', 'Favorites', and 'Playlists'. The main content area features a video player with a play button and a video thumbnail showing a group of people. To the right of the video player, there are sections for 'Uploads (7)' and 'Favorites (11)'. The 'Uploads' section lists several videos with their titles and view counts. The 'Favorites' section lists two videos. At the bottom of the page, the Windows taskbar is visible, showing the start button, various application icons, and the system clock at 4:38 PM on Thursday.

USA.gov
GobiernoUSA.gov
Contact USA.gov
Accessible Video Player

USGovernment's Channel [Subscribe](#) **All** Uploads Favorites Playlists [edit](#) [img](#) [v](#) [yt](#) [list](#)

Uploads (7)

- "Círculo de confianza", anuncio de servicio**
452 views - 1 month ago
- Reaction to Obama Swearing In**
811 views - 1 month ago
- President Obama and First Lady Dance**
406 views - 1 month ago

[see all](#)

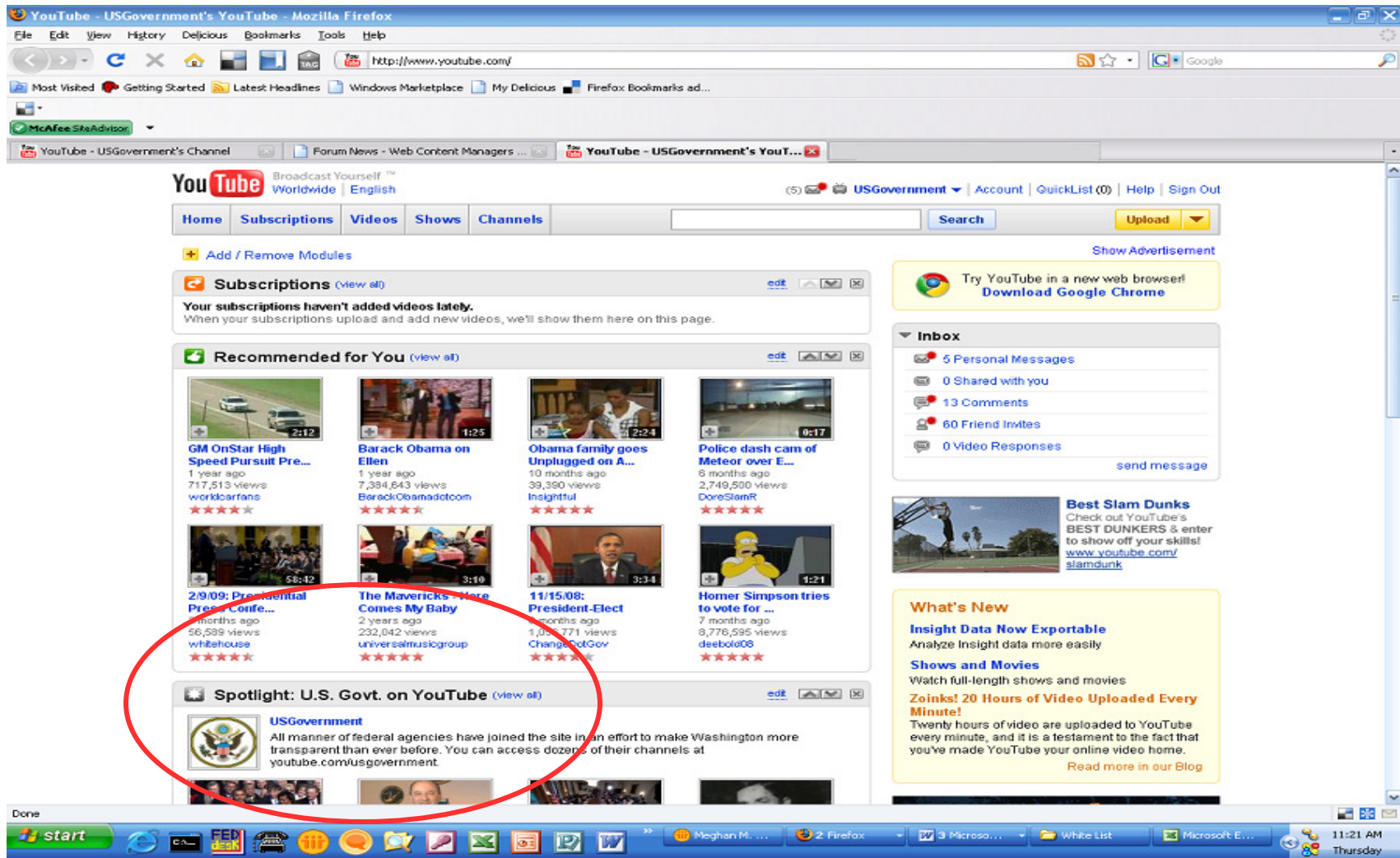
Favorites (11)

- "For the People" PSA for 1(800) FED-INFO**
USGovernment - 903 views
- "For the People" PSA for USA.gov**
USGovernment - 4,132 views

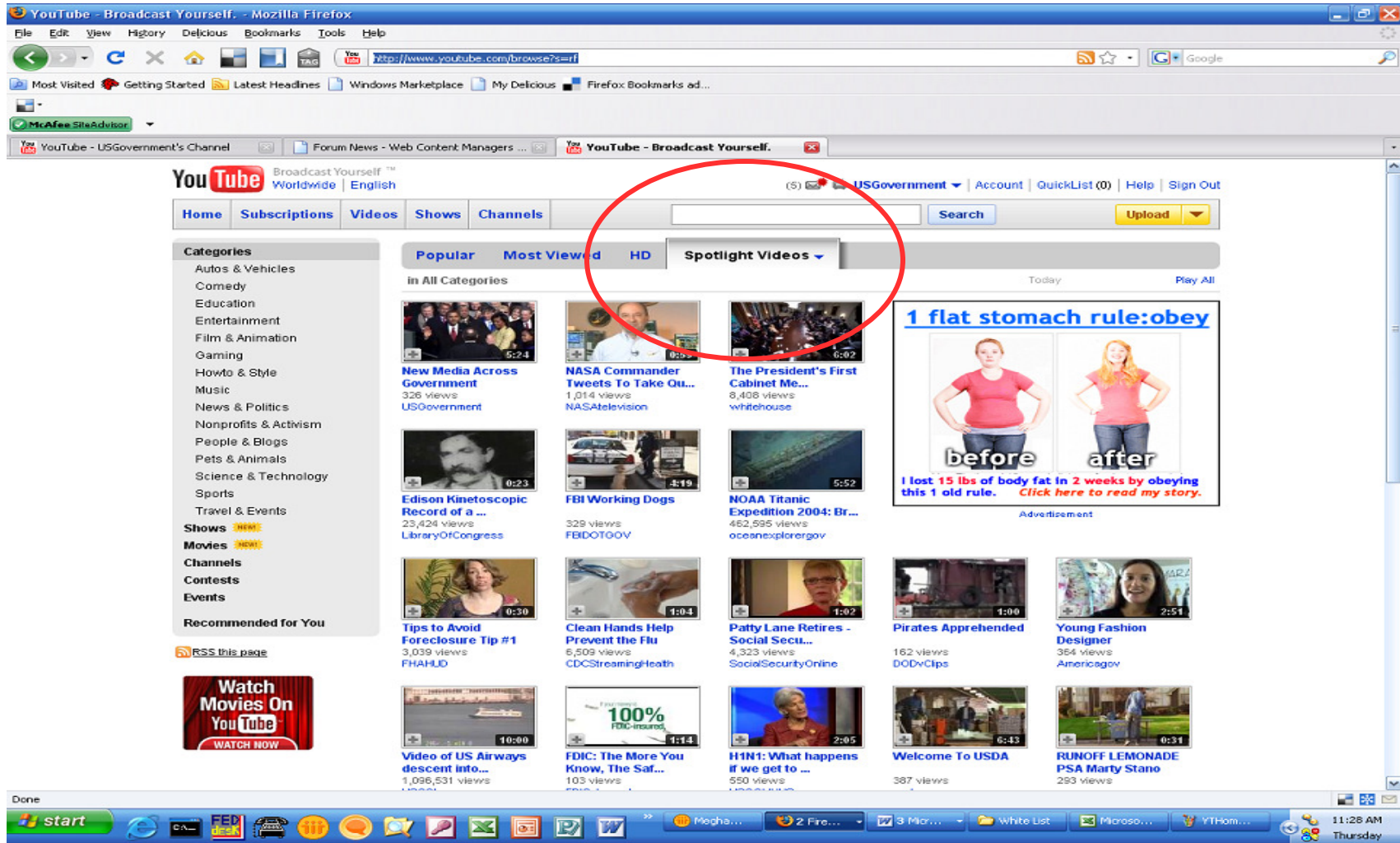
Done

start C:\ FED desk M. Y. V. W. Y. Z P. C. u. 4:38 PM Thursday

YouTube homepage featured USGovernment Channel on date of launch



YouTube featured government videos only in Spotlight Videos on a secondary page



Featured on GovGab blog entry for May 21, 09



YouTube blogs about it

YouTube Blog - Microsoft Internet Explorer provided by General Services Administration

File Edit View Favorites Tools Help

Address http://www.youtube.com/blog?entry=7Zkh_L_SggE Go Links >>

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Broadcasting Ourselves ;)

May 21, 2009 | Posted by: [Steve Grove](#) | [Permalink](#)

The U.S. Government Comes to YouTube

[Spacemen](#) floating through the international space station. [World leaders](#) sending messages across borders. [A life-sized slice of pizza](#) explaining how to apply for a passport. Sound like outtakes from the latest Hollywood movies? Actually, these videos are part of the [new U.S. Government portal](#) on YouTube.

That's right, your federal government has come to YouTube. You may have noticed that President Obama has been posting [weekly addresses](#) to the [White House YouTube channel](#) since inauguration. Now, there are dozens of official federal YouTube channels where you can access footage from [NASA](#), the [State Department](#), the [FBI](#), the [CDC](#), and more. It's all part of making Washington, D.C., more transparent and accessible than ever before -- and helping you easily navigate government information that's relevant to your life.

The U.S. Government channel is located at youtube.com/usgovernment, a nifty hub that links off to dozens of federal government channels on YouTube, from the [Social Security Administration](#) to the [Environmental Protection Agency](#), with others to be added in the coming months. Learn more in [this video](#) from the White House New Media office, and take a spin through this playlist to see some highlights so far.

The President's First Cabinet Meeting

Archives

- 05-2009
- 04-2009
- 03-2009
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start | Meg... | Inbo... | 2 M... | YouT... | Mic... | Away | YouT... | 1:36 PM Thursday

YouTube blogs on CitizenTube

CitizenTube: The U.S. Government Comes to YouTube - Microsoft Internet Explorer provided by General Services Administration

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Address <http://www.citizentube.com/2009/05/us-government-comes-to-youtube.html> Go Links >>

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CITIZEN TUBE

WATCHING VIDEO CHANGE OUR WORLD

Thursday, May 21, 2009

The U.S. Government Comes to YouTube

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The President's First Cabinet Meeting

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Blog Archive

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start | Internet | 1:39 PM Thursday

US Government Channel

- ▶ Channel showcases the best videos from the government
- ▶ Serves as the portal to government YouTube channels
- ▶ Contains the tools you usually find in a YouTube channel – favorites, playlist, and feedback
- ▶ Potential to reach large-scale audiences through the world’s most popular online video-sharing community
- ▶ Federal agencies have the opportunity to create and control their own YouTube channel so that citizens can easily locate interesting and useful government content within this popular video sharing site.
- ▶ Examples of government videos include:
 - [NOAA’s](#) fascinating research on the ocean floors
 - Coast Guard video showing what 40,000 lbs of cocaine looks like
 - DoD videos showing military members doing everything from patrol missions in Afghanistan to humanitarian efforts in South America
 - [Public health videos](#) on a variety of health and safety topics, such as H1N1 (Swine) Flu
 - Audiovisual collections and engaging lectures from the Library of Congress
 - [“How To” videos](#) showing applicants how to apply for retirement benefits with Social Security

Online Video Preferences

How should the government use videos online to deliver information and services to you?

- ▶ 52% - explain how to fill out common forms (passport applications)
- ▶ 47% - show consumer tips (saving energy)
- ▶ 30% - broadcast key govt proceedings (press conferences)
- ▶ 28% - show govt programs in action (NASA shuttle launches)
- ▶ 25% - online town halls with govt officials
- ▶ 23% - to learn about govt jobs

Source: Forrester Qtr 3 2008 Online Survey

USGovernment Channel comment policy

- ▶ We do not accept comments on the channel itself, but do accept comments on videos that we upload. Each agency has it's own comment policy.

- ▶ Comment policy:

Comments and video responses posted to the General Services Administration's (GSA) USGovernment YouTube Channel are subject to YouTube's usage policies. Your comments are public and available to anyone visiting the USGovernment Channel or video. To protect your privacy and the privacy of others, do not include your full name, phone numbers, email addresses, social security numbers, case numbers or any other personally identifiable information in your comment or response video.

GSA does not moderate comments on this Channel prior to posting, but reserves the right to remove any materials that pose a security risk. Any opinions expressed here, except as specifically noted, are those of the individual commentators and do not reflect any agency policy, endorsement or action. GSA will not be collecting or retaining these comments in its records.

To contact us, go to: http://www.usa.gov/Contact_Us.shtml

Your use of YouTube, including the posting of comments on this Channel, is governed by the YouTube Privacy Policy, <http://www.youtube.com/t/privacy>

Next Steps

- ▶ Develop and share best practices and editorial guidelines for videos
- ▶ Add widget to USGovernment channel that will index videos by topic, task and agency
- ▶ Continue to encourage other agencies to sign the agreement, create channels and compelling videos

Questions?

Contact information:

Meghan Burrows
U.S. General Services Administration
Office of Citizen Services and Communication
Web Content Manager, USA.gov
meghan.burrows@gsa.gov
202-501-1926