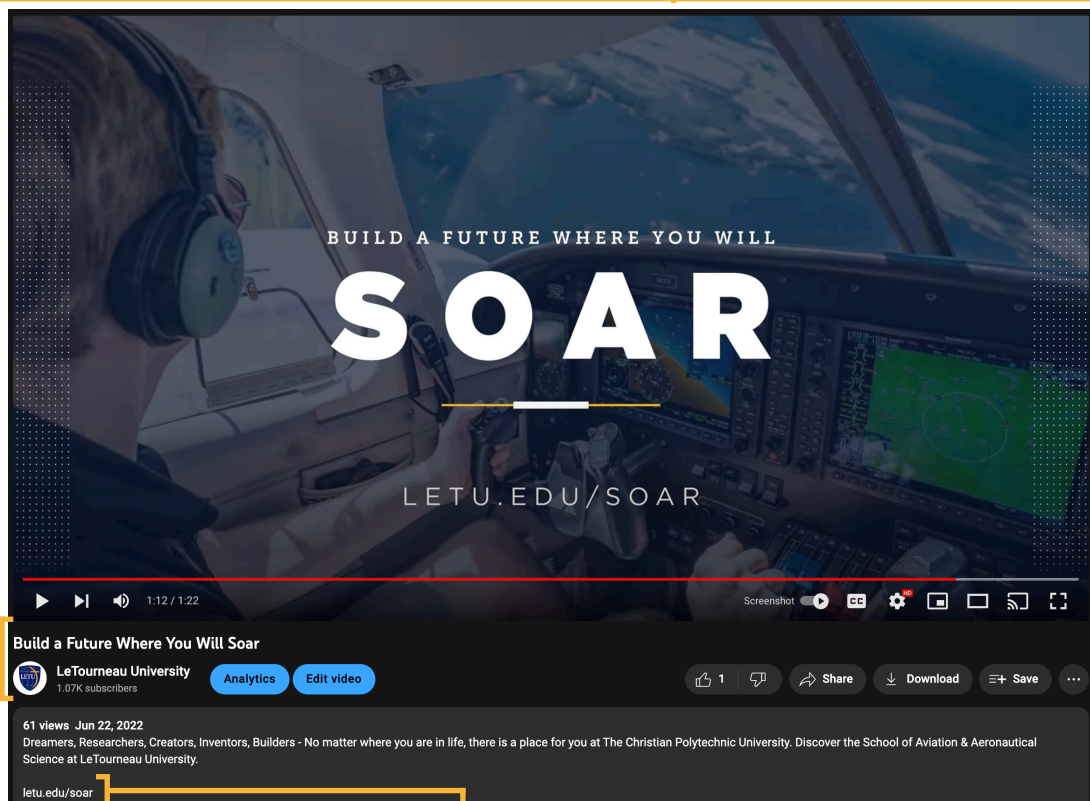# QUICK REFERENCE GUIDE

▶ YouTube

○ **Audience**

- Trends younger, current and prospective students. Parents and alumni also.

○ **Tips to Succeed on Youtube**

- YouTube is a very large market, processing over 3 billion searches per month, so there's a high level of competition on this platform. Focused, specific content does very well, but it is hard to stand out.

- Lasting connections are made with channel subscriptions. Encourage users to like videos, subscribe to your channel, and enable the "notification bell" so that subscribers are notified each time you post a new video.

- Avoid long video titles and low video quality.

- You can create channels and start groups, enhancing your engagement with fellow users and viewers, enhanced by establishing a regular posting time/pattern.

- Utilize your other social accounts to promote your page and announce when you post a new video.

○ **Example Post**

Engaging thumbnail helps video stand out

Dynamic, brand-centric video title and description

Video links to additional content

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▶ Technical Specifications

◯ Video

	Recommended Size	Min Size	Max Size	Supported Ratios	Max Length	Recommended File Types	Max File Size	Notes
Standard Video	1920x1080 (FHD) or 3840x2160 (UHD)	426x240	3840x2160	any	12 hours	.mov, .mp4. .webm, .wmv	128 GB	Audio should be stereo AAC w/ at least 128Kbps
360 Video	8192x4096	480x240 (not recommended)	8192x4096	2:1	same	same	same	
Skippable Video Ad	same	same	same	any	skippable after 5 seconds	same	same	
Unskippable Video Ad	same	same	same	any	15, 20, or 30 seconds	same	same	same
Mid-roll Video Ad	same	same	same	any	30 seconds	same	same	same
Bumper Video Ad	same	same	same	any	6 seconds	same	same	same

Updated on 2022-10-17 | Sources: https://influencermarketinghub.com/social-media-video-specs/#toc-4, https://support.google.com/youtube/answer/1722171#zippy=%2Cvideo-codec-h%2Cframe-rate%2Cbitrate%2Cvideo-resolution-and-aspect-ratio

◯ Images

	Recommended Size	Min Size	Recommended File Types	Max File Size	Notes
Profile Photo	800x800	98x98	.jpg, .png, .gif (non-animated), .bmp	not published	
Header Photo	2048x1152	2048x1152	.jpg, .png, .gif (non-animated), .bmpf	not published	Maximum area for text and logos without being cut off is 1235x338
In-stream Photo	1920x1080	1280x720	.jpg, .png, .gif (non-animated), .bmp	not published	

Updated on 2022-10-17 | Source: https://blog.hootsuite.com/social-media-image-sizes-guide/

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