**Video #5**

**Video #5: YouTube Creator Studio.**

YouTube Creator Studio is a tool meant for managing YouTube video channels. It has the features designed for it and provides an excellent way to reach the demographic wanted.

There are several sections that will help you control your YouTube Channel, such as: Dashboard, Video Manager, Live Streaming, Community, Channel, Analytics and Create.

For direct access to the YouTube Creator Studio, go to [www.youtube.com/dashboard](http://www.youtube.com/dashboard) and you will see all the features to the right side of the page.

**Dashboard**

It will display the name of your YouTube channel and next to it you will also see a snapshot of views and subscribers to your channel.

Each of your videos will be shown in a vertical list, in which the last video you posted will be at the top. In this, you may set the quantity of videos shown. Keep in mind that the Dashboard can be edited, so you’re allowed to add or retire components of it.

There’s a quick view of your **Analytics** for the latest 28 days with the following features: Views, Estimated minutes watched and Subscribers.

You will also see a section of Tips posted by YouTube to help you improve the reach of your channel’s videos. For example, it might give you a tip to specify your channel's country. You should add your info in order to stay informed about updates for your location. Another tool that YouTube has is the Creator Academy. You can go there to find tips for branding your content. Simply click on the **Branding your content** segment and then on the **Watch and learn** link.

There’s also a **Comments** section which enables you to receive feedback from your audience.

**Video Manager**

Here you can control how your videos will be displayed, as single videos or playlists. You may also choose between a List Display and a Panel Display.

You will also see your **Demographics** on the right side of each video. Once you select a video, you may use the **Action** tab to perform specific actions to the selected video.

When Uploading videos to your YouTube channel, pay serious attention to the copyright. It will be flagged in the **Copyright Notices,** as wellto let you know if something is restricted.

Each video will show the title, duration, the date and time you uploaded it. In all videos, you will have an **Edit button**, where you may edit these features: Info and setting, Enhancement, Audio, Annotations, Cards, Subtitles, Promote, Download and Delete

**Live Streaming**

With this option, you will be able to broadcast on the web in real time. It could be music, sports, news or anything.

There are two steps to follow in order to stream: First Things First and Then Start Streaming. First Things First is a measure YouTube does to verify your standing and identity. In Then Start Streaming, YouTube will provide you with a specific link, so you will host your streaming, and your fans have the chance to find you.

YouTube also makes it possible for you to stream an entire live event right to your audience. You just need to click on the **Enable Live Streaming** button, and start the process.

**Community**

In Community, you will see comments and messages. Also, you may set your community settings which include: administering filters, see your approved users, hidden users, and blacklist. You may also set up Highlights and Default Settings.

In this section, you can see comments of all kinds, although they are separated by: Published Comments, Held for Review and Likely Spam. Likewise, you can search for specific comments using the Search Comments tab. There is also the option to choose which video you want to see.

You will also find the Default Settings, which are: Comments on your new videos, Comments on your channel and Creator credits on your channel.

**Channel**

In this section you will find features that have to do with the entire channel such as: Status, Upload Defaults, Feature Content and Branding.

To enable these features, your account may have to be in good standing. You will need to click on the Verify button to start the process. YouTube will ask you a few questions related to your account.

In the **Advanced** segment you may edit your account information, such as your channel name, country and channel keywords.

You may also allow advertisements to be displayed alongside your videos. Also, you may Link an AdWords account to your video account. Linking your YouTube channel to an AdWords for video account allows you to promote your video and access reporting.

**Analytics**

In this section you will see the performance of your channel.

You will see the views, demographics, traffic sources, audience retention, engagements reports, and even your likes and dislikes.

You can search for information depending on the **Content** or **Location**. You can make comparisons, see groups and download reports.

This section shows the Top 10 videos, the amount of views, estimated minutes watched and the quantity of Likes for each video. There is also **Demographics** by country and gender, and the Top Traffic Sources.

The **Playback locations** will display a graph of the performance during the time that the channel has been active.

**Create**

This section is formed by the Audio Library and Video Editor.

The Audio Library enables you to browse and download music for your project. The Audio Library gives you the option of choosing from three audio files tabs: Free Music, Ad-supported Music and Sound Effects.

By clicking on the Video Editor tab, you'll have the option of entering video and audio files. Now you're all set to start creating a new video.