

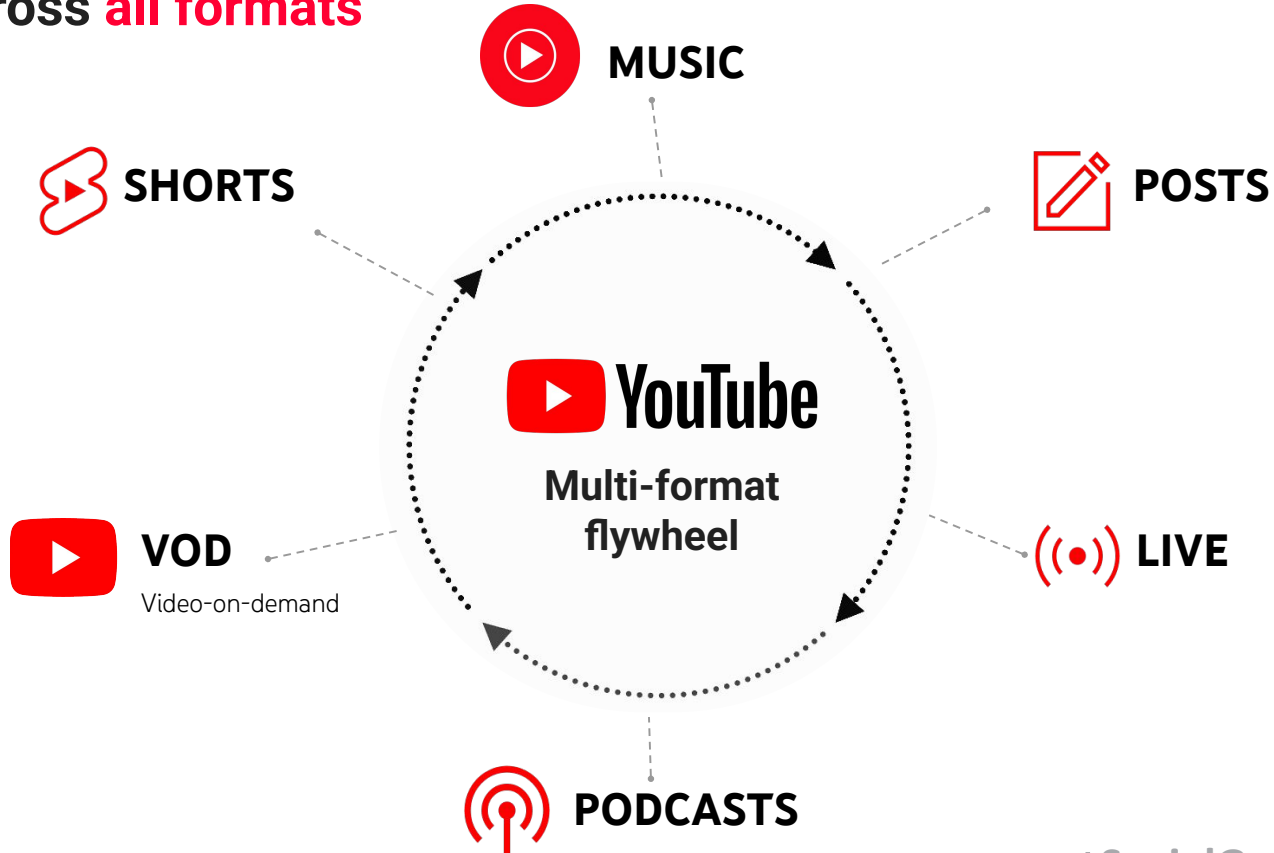
YouTube Strategy for Government

Emily Keller
YouTube



 **Government Video Summit**
July 29-30, 2026

YouTube is a place where users
engage across **all formats**



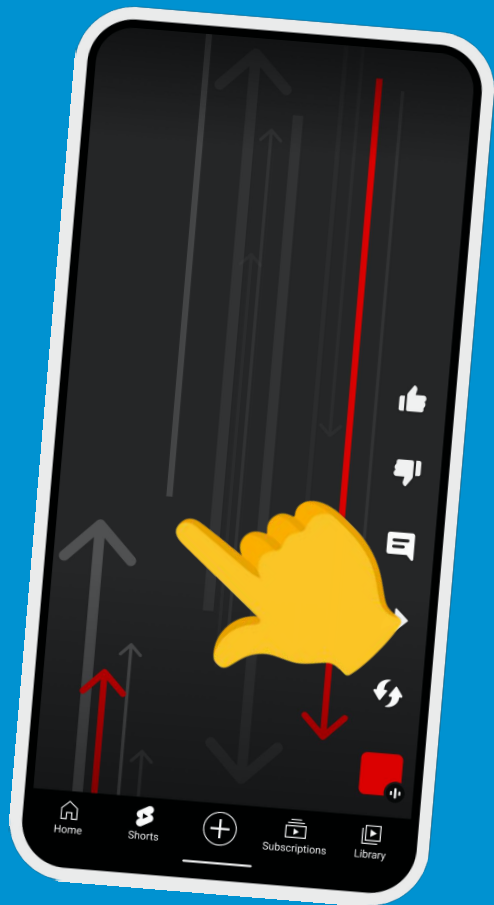
“

In the first half of 2025 alone, viewers watched more than 15 billion hours of news on YouTube, and a recent poll shows that **nearly half of all voters now get more news from YouTube** than from traditional TV.



65%

of YouTube Shorts users
don't use **Instagram Reels**,
and 51% don't use **Tik Tok**



ANALYTICS & PERFORMANCE

Feed-driven Discovery

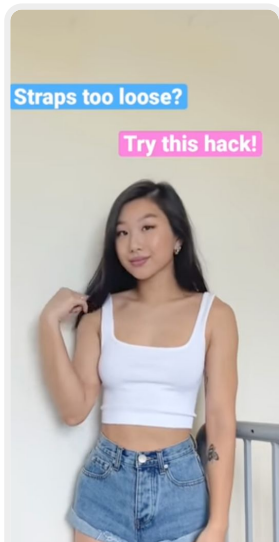
With Short-form content, consumption is mainly done via the feed. The ease of use and snackable nature of the content, means that **the Shorts audience watches more content in less time.**

This facilitates the **discovery of new content**, and conversely for creators it is a **great opportunity for exposure.**

FINDING YOUR VOICE

Format Inspiration

HACKS



Perf for stretchy tops!

RELATABLE



When You Have An Assignment Due Tomorrow

GAMIFY



Nutella or Relish?

STORYTELLING



My First Time Looking Cute Ever

MUSIC MEMES



What My Mum Loves The Most



FINDING YOUR VOICE

What about posting cadence?

The most important things when deciding how frequently to upload:

- **Consistency**
- **Sustainability**
- **Relation to other formats**

We highly recommend focusing on quality videos uploaded on a regular cadence over very high upload quantities, as volume alone doesn't always translate to increased success.

Planning

MONTHLY

Hero Content

WEEKLY OR TWICE WEEKLY

Hub

Hub

Hub

DAILY

Short

Post

Post

Short

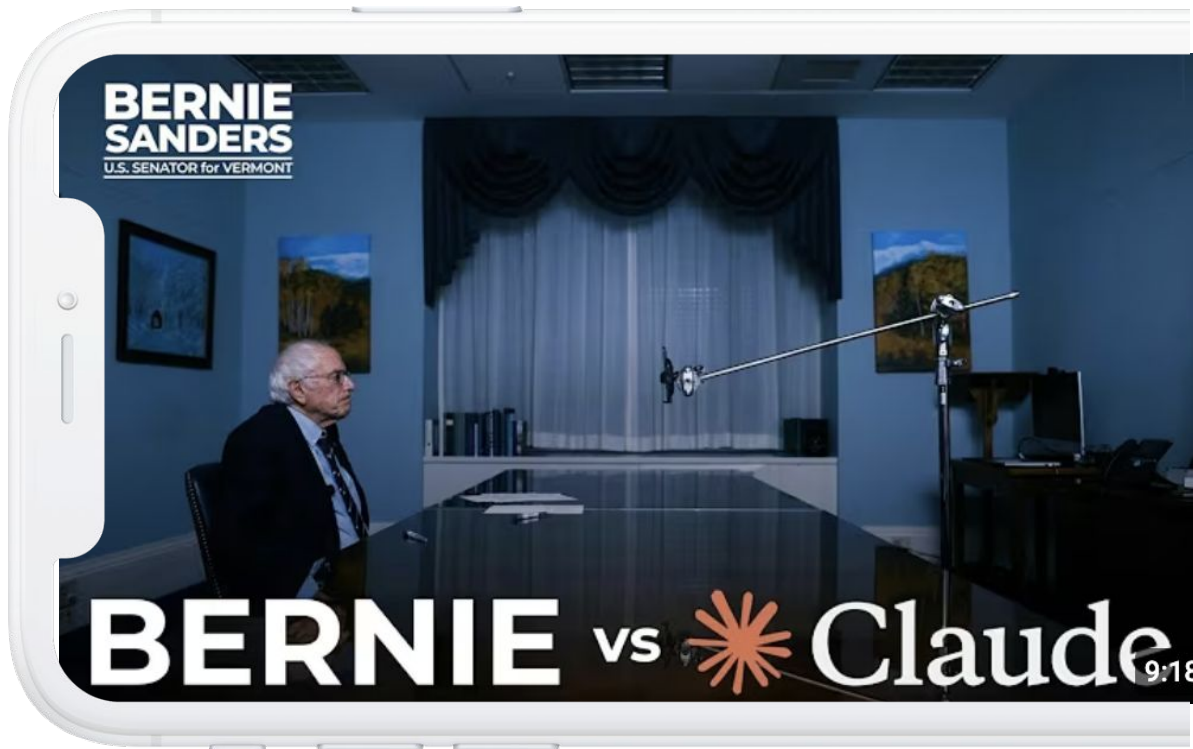
Short

AS NEEDED

Help

Hero Content

Special episodes with potentially higher production value, special guests, or new formats



Hub Content

Regularly scheduled, episodic, repeatable in format, length and production value

Appropriations Committee Play all



Kennedy questions Gen. Caine, Sec. Hegseth and Se...

Senator John Kennedy ✓

190K views • 6 days ago



Sen. Kennedy questions Air Force Sec. Troy Meink and ...

Senator John Kennedy ✓

23K views • 1 month ago



Kennedy questions Marine & Navy s...

Senator John Kennedy ✓

45K views • 2 months ago

Help Content

Helpful explainers that are highly searchable and evergreen



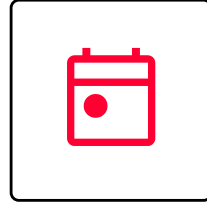
Getting started with a smart, consistent organic content strategy **shouldn't feel like TV**



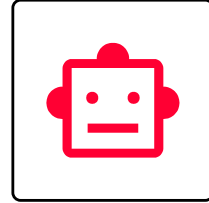
**SKIP THE
FANCY GEAR**



**CAPTURE
GREAT AUDIO**



**SCHEDULE
DIGITAL TIME,
SHOOT IN BULK**



**STAY
ACCESSIBLE**

Let's Talk About Packaging

Yes - titles and thumbnails are actually that important.

Navigation bar: All | News | Podcasts | Music | Gaming | Trailers | FIFA World Cup | Mixes | Live | Dramedy | Sitcoms | Live Lounge | The Legend of Zelda | Pop Rock | Albums | MLB | Folk Rock | History | Recently uploaded | Watched | New to you



DANIEL CRAIG

8:26

Inside Daniel Craig's Iconic James Bond Watch Collection | Dialed In | Esquire

Esquire

2M views • 2 years ago



16:44

Why Dubai's New Giant Faces a Race Against Time

The B1M

518K views • 4 days ago



2:06

AMAZON MGM STUDIOS

HOW TO ROB A BANK OFFICIAL TRAILER

Sony Pictures Releasing UK

1.3M views • 3 days ago



1:08:37

cpac

PM Carney visits Brampton grocery store as GST top-up payments begin - June 5, 2026

cpac

172 views • Streamed 20 minutes ago



4:01

NSI

Kirk Beats Spock's Test | Star Trek (2009)

NOW SCI-FI

744K views • 8 days ago



19:12

Don't Make These Mistakes

Setting Up Your RV Travel Trailer At a Campsite

Setting up your RV Travel Trailer at a Campsite / Setup Mistakes to Avoid

RV Field Trip

445K views • 3 years ago



12:59

North London is ... ?

Tottenham

Arsenal

Woolwich

Why did Arsenal move from South to North London?

Route None

439K views • 1 year ago



1:44:02

FICTIONAL BANDS HALL OF FAME

Fictional Bands Hall of Fame | House of R

The Ringer-Verse

186 views • 54 minutes ago



10:14

Inside America's Oldest Neighborhood Bars | Milwaukee

Kellen Malloy Documentaries

624K views • 10 days ago



2:59

OFF-DAY ACTIVITIES

PRESENTED BY: DESTINATION ONTARIO

The Toronto Blue Jays tell us THEIR favourite off-day activity!

Toronto Blue Jays

73K views • 10 hours ago



1:28:10

I tracked down the thief who stole \$200,000 of LEGO

Reckless Ben

1.4M views • 2 weeks ago



6:54

Almost Friday TV

the last person you hooked up with dies

Almost Friday TV

120K views • 2 weeks ago

Michelin Star Restaurant

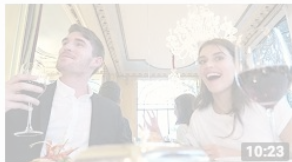


Michelin Star Restaurant Sells Boring, Overcooked Food | Kitchen Nightmares

Kitchen Nightmares • 2.4M views • 7 months ago

Ramsay isn't
channels: ...

Optimized Thumbnail for Search



MICHELIN STAR RESTAURANT LUXURY EXPERIENCE!

Erik Conover • 152K views • 1 year ago

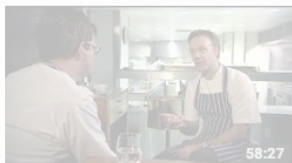
MICHELIN STAR RESTAURANT LUXURY | June 26th, 2016 Explore With Me -
<http://bit.ly/1uNAdLQ> Yesterdays Video ...



An evening with Gordon Ramsay at Michelin-starred Petrus

Gordon Ramsay Restaurants • 1.4M views • 1 year ago

Discover the world of fine dining at Michelin-starred Pétrus in the heart of Belgravia. Offering stylish and modern European cuisine ...

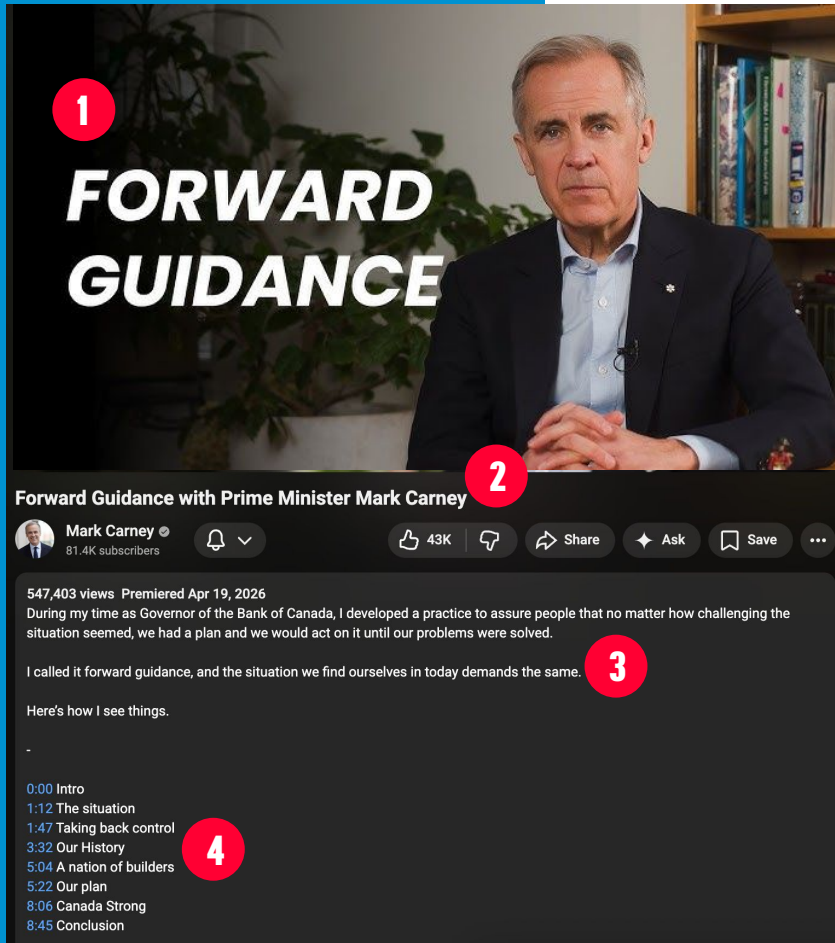


Michelin Stars The Madness of Perfection

godwraithorror • 2.7M views • 5 years ago

Best Practices for Optimized Thumbnails

- Strong and consistent branding
- Clear & hi-resolution images
- Close-up / legible at all sizes
- High-contrast
- Visual-depth
- Accurately depictive of content
- Differentiate types of videos:
consider labels!



1

Thumbnail

Clear, concise, features you

2

Title

Descriptive or intriguing, builds on your thumbnail

3

Video's description

Accurate to the video's content, can contain links and other CTA's

4

Tags and Video Chapters

Defined sections, helps with search and navigation

Whatever you choose to create, **ensure you can do it consistently**, with the resources you have available



Start a **video podcast**



Host an **explainer** series



Do regular **live updates**



Collaborate with **creators**



Go **behind the scenes**



Go **on location**

Resources

Civics team



[Chat Support](#)



Email us with questions:
youtube-civics@google.com



We host industry events
year-around

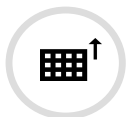
Product updates



Guided [courses](#) on
strategies, tactics, and
features for team education



YouTube Creators [Channel](#)
hosts video tutorials on specific
features and strategies



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Thank You!

@UpdatesFromYT

youtube-civics@google.com

GOVERNMENT
SOCIAL MEDIA
TRAINING