



YouTube Non-Profit Program

- 1) Register a username - http://www.youtube.com/create_account
- 2) Apply for the non-profit program - <http://www.youtube.com/nonprofits>
- 3) Customise your channel
 - Add videos!
 - Update name, tags, description (across videos too)
 - Customise background and custom areas:
 - 960x150px - Channel Banner with external links
 - Branding Box – Text only
 - 300x250px – Side Column Image with external links
 - Best Practice Guide:
 - <http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=105753>
 - Good examples:
 - AIME - <http://www.youtube.com/aimementoring>
 - Plan International Australia - <http://www.youtube.com/planaustralia>
 - National Association for the Prevention of Child Abuse and Neglect - <http://www.youtube.com/soso>
 - 40 hour famine - <http://www.youtube.com/user/WorldVisionStir>
 - Full Non-profit directory can be found here (your channel will appear here too!):
 - <http://www.youtube.com/channels?s=mv&t=a&g=7>
- 4) Create Call to Actions
 - Follow steps here:
 - <http://help.youtube.com/support/youtube/bin/answer.py?hl=en&answer=150471>



Good Luck!