Async brainstorming

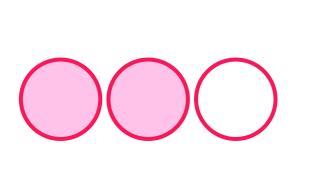
Subscriber Galore (exploring worlds top YouTube channels)

INTRODUCTION

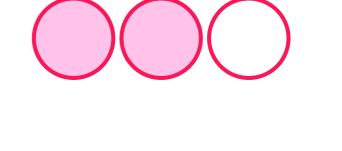
YouTube is an American online video-sharing platform headquartered in San Bruno, California, founded by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim- in February 2005. Google bought the site in November 2006 for US\$1.65 billion, since which it operates as one of Google's subsidiaries.











Difficulty Intermediate

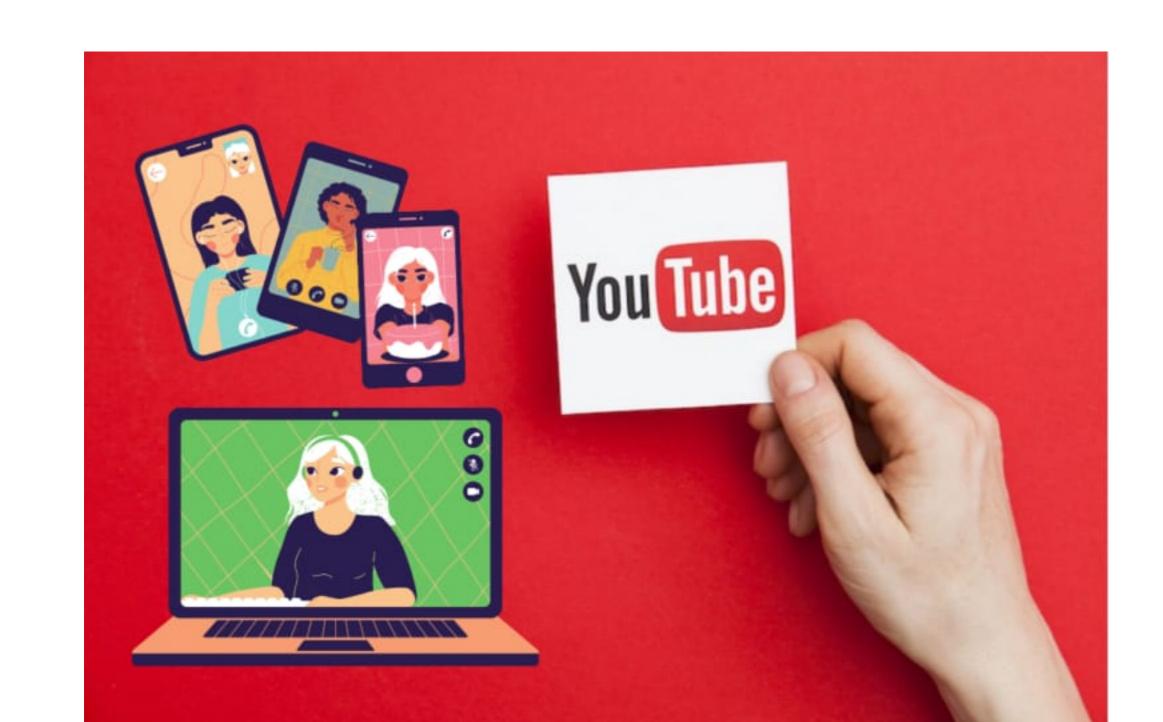
AGENDA

- 1 Define your problem statement
- **2** Brainstorm
- **Group ideas**
- 4 Prioritize

PREPARATION FOR ASYNC WORK

*Asynchronous presentations often involve students recording the selves giving a talk of some kind. Students may also choose to display Powerpoint slides, audio/video files, or other multimedia as part of their presentations in YouTube.

*Asynchronous activities refer to class activities that happen at the student's own pace and on their own time.

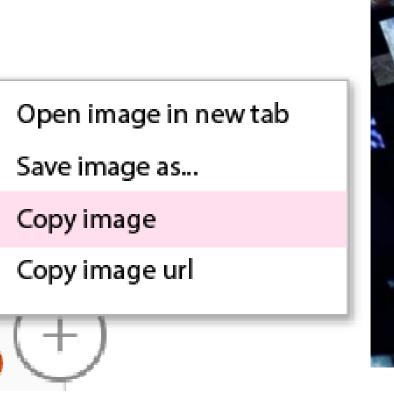


ACTIVITY CHECKPOINTS

Type your paragraph...

Tips to Bigenner Pick the right channel name.

Pick the right niche. ... Set a consistent posting schedule.... 4. Make small improvements Copy image url in every video. ... (e)





Starting point - I have read the problem statement

* Your areNot Consistent with Your Content. If you have no consistency on YouTube, your viewers and subscribers have no idea when you will post videos, what your videos are going to be about, or what your channel is even about. They will not subscribe. No wonder why you have no views on YouTube.

**Video views are algorithmically validated to maintain fair and positive experiences for content creators, advertisers, and users. dienard low-quality playbacke"

Brainstorm completed - I'm ready for grouping ideas

maintained one of the top spots when it comes to the video marketing industry.

*YouTube has been around for a hot minute at this point, and through the years, it has had its fair share of ups and downs. *From controversies surrounding YouTube creators to monetization scandals, YouTube has

*More than a third of all Internet users today use YouTube, which means that more than 1

billion hours of video are consumed every single day. Every minute more than 500 hours of YouTube content is uploaded and on TV screens, more than 250 million hours are watched every day.

Group ideas completed

Best of Videos

Bocause no Because people love following a YouTube creator and tend to trust them a lot. it is pretty easy to win your audience over and have them trust your opinion.

This has led to the creation of the 'best of' genre when it comes to YouTube videos, where YouTube creators share their favorite products.

This is slightly different to product review videos because it features a YouTube content creator sharing their favorite service, product, or experience within a specific category.

Goal reached - I have finished the prioritize step

This means that it is fair to say that YouTube has revolutionized how we watch videos online, and another thing that it has done is create completely new genres of video as well as hundreds of pop culture icons that are unique to the platform.

From a blog to an unboxing video, some of the top YouTube creators have completely redefined learning, entertainment, and shopping.

With this in mind, let's take a look at the most popular types of YouTube videos right now, that you might want to check out.

Define your problem statement

What problem are you trying to solve? Frame your problem as a "How Might We" statement. This will be the focus of your brainstorm.

How Might We Reach more views and Subscribe?

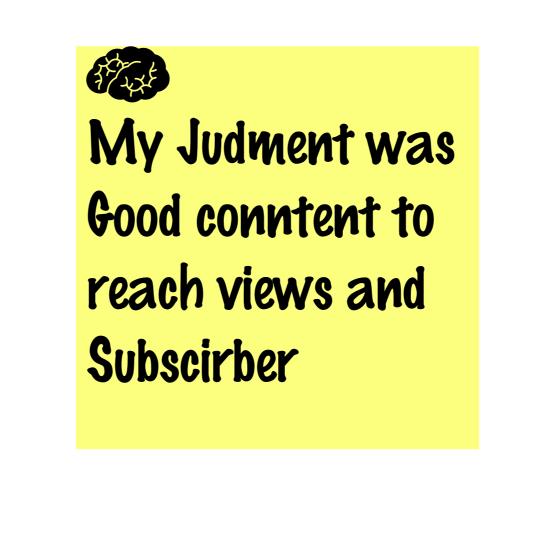
overview or record a loom



Brainstorm

Write down any ideas that come to mind that address your problem statement.

Remember, the key rules of brainstorming are: **Advice** Defer judgment Go for volume Build on the ideas of others Stay on topic Encourage wild ideas Be visual PRO TIP: Select a sticky note and click the pencil icon in the menu to sketch.



Subscriber Galore

(exploring worlds

top YouTube

channels)

YouTube's latest impact

report estimates that in

2022, its creator ecosystem

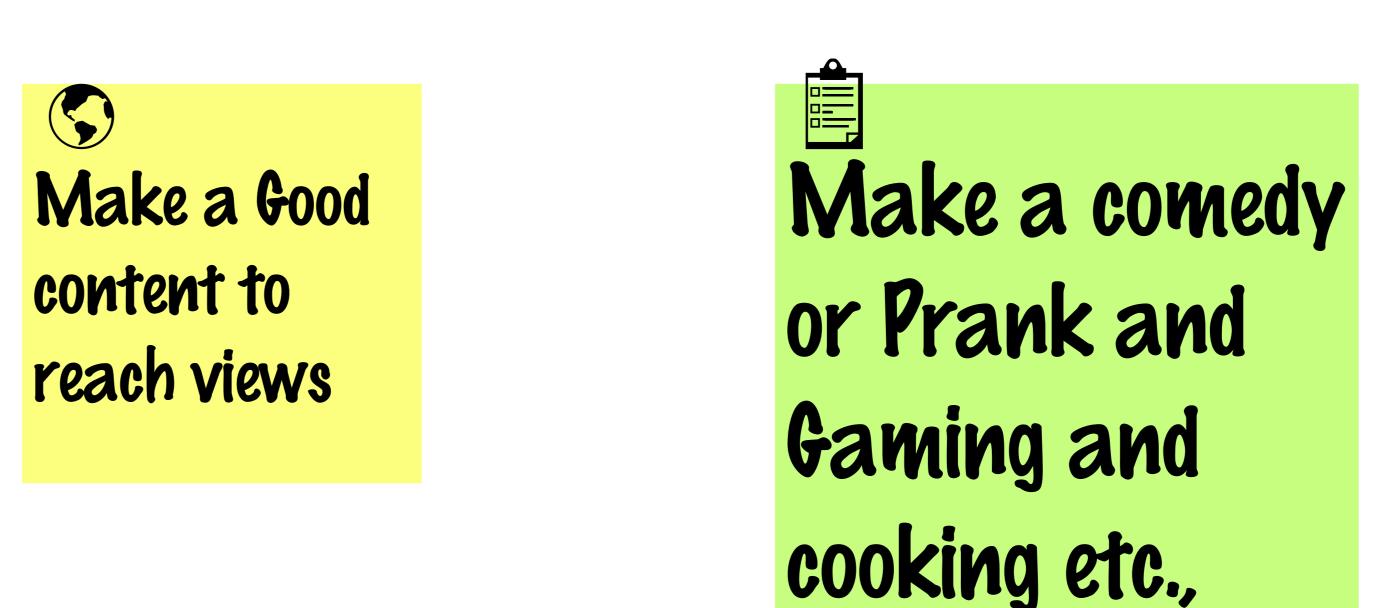
contributed more than \$35

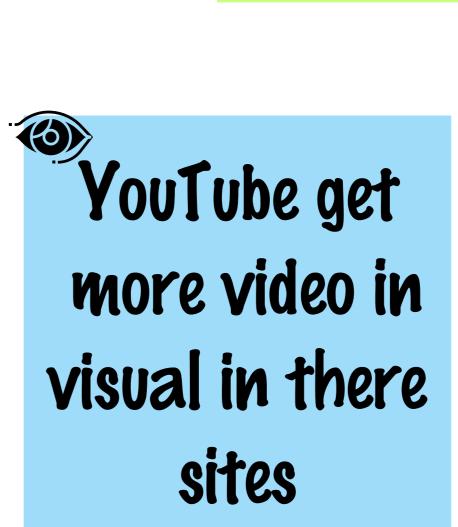
billion to the U.S. gross

domestic product and

supported the equivalent of

over 390,000 full-time jobs.







Group ideas

The facilitator should group all the ideas from the brainstorming process (step 2). After that, you should add your opinions by adding arrows to point ideas into other groups and sticky notes and icons to share your thoughts.

PRO TIP: This is a great place to use color coding. You can change the color of multiple sticky notes at once.

Group 1

Make a Good reach to people to watch

Create comedy video and cooking video

Group 2

Prank video content and movi review

Group 3

shotr video and video reach more viwers

Group 4



Prioritize

The facilitator should copy and paste the groups from step 3 into this area and setup the vote details. Let's vote! Add a vote on sticky notes you think are a high priority. You can also add your vote to an entire group.

YouTube Prioritiz Vote Group

Make it a priority to identify and reach out to other similar channels to cross-promote or collaborate in a mutually beneficial manner. Get your YouTube SEO right. Use your title and description to target important key terms and increase your visibility. Add closed captions to videos.

Protecting the YouTube Community As we continue to innovate, nothing is more important than living up to our responsibility to protect our community. We're investing in the teams, technology, and systems that ensure creators and viewers have a safe experience on YouTube.

Remember, YouTube (and its algorithm) prioritize the audience. So if you take on a new channel but your content quality drops because it's not right for you, or your audience just doesn't like it, you may find yourself with a new set of problems.

YouTube will be putting more money into the features and experiences that will make YouTube a better platform, such as doubling down on the streaming and connected TV experience and releasing the creative potential of YouTube in ways that have never been done before.

YouTube (and its algorithm) prioritize the audience. So if you take on a new channel but your content Protecting the YouTube Community As we continue to innovate, nothing is more important than quality drops because it's not right for you, or your audience just doesn't like it, you may find yourself living up to our responsibility to protect our community. We're investing in the teams, technology, and systems that ensure creators and viewers have a safe experience on YouTube. with a new set of problems.

> Low-priority High-priority