

The “You” in YouTube

Vincent Achukwu

What does that mean?

— — —

- What the content creators are known for
- Being yourself
- Creativity and originality
- Consistency
- Unique channel name



Why YouTube?

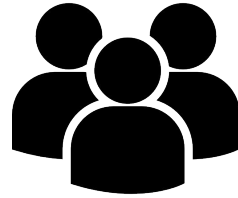
- Largest video-sharing platform
- 2 billion monthly active users
- 1 billion videos watched per day
- 6/10 people prefer online video over live TV
- Easy to use

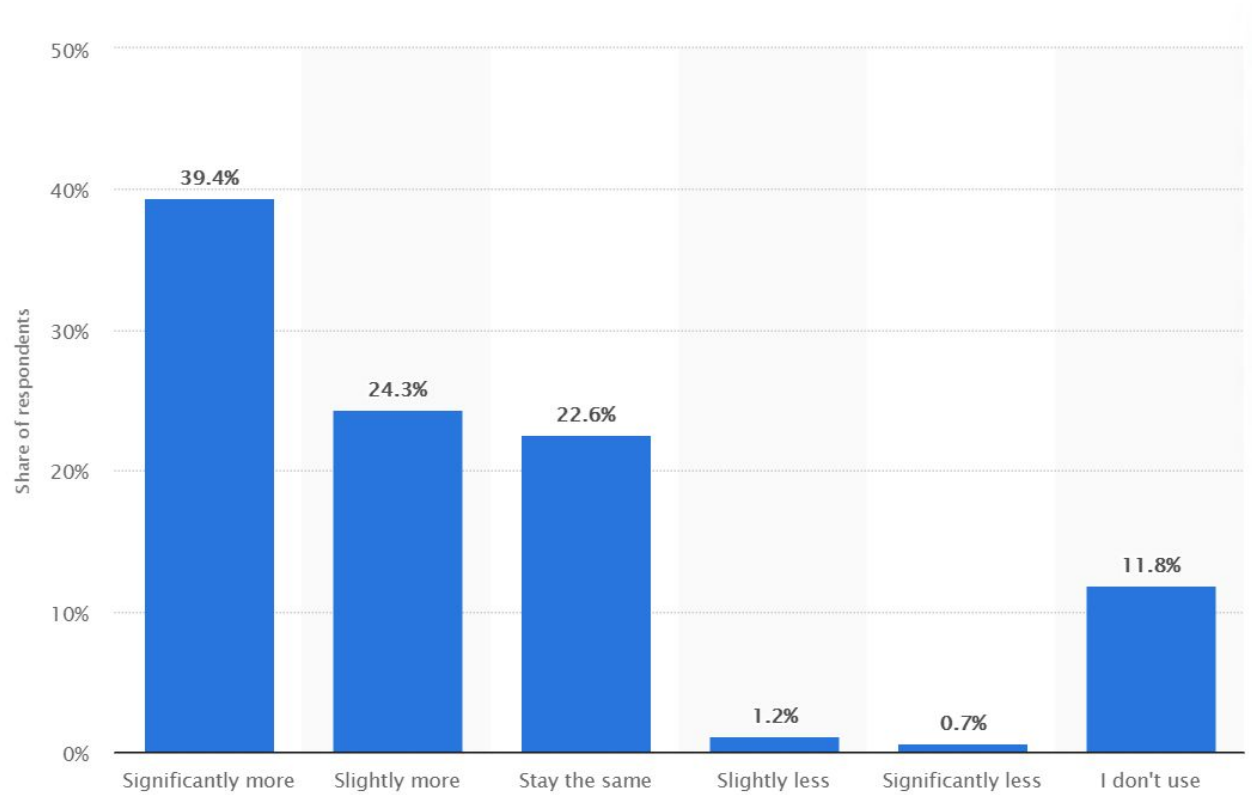


Benefits

— — —

- Expands your social network
- Improves communication skills
- Source of revenue
- You are your own boss





<https://www.statista.com/statistics/1106313/youtube-usage-increase-due-to-coronavirus-home-usa/>

Any Questions?