

## Uploading & Posting YouTube Videos

[Click here for Google Doc \(Click File > Make a Copy\)](#)

### Introduction (watch video [here](#))

This SOP shows you how to upload videos to YouTube, then share YouTube videos on Charlie's social media profiles & to appointment setters so they can post on their profiles.

To be completed on Monday, Wednesday & Friday, between 1600PM & 1930PM (account for upload times of 30-45 mins). Pay attention - any mistakes will be seen by thousands of people.

### Uploading YouTube Videos

We upload YouTube videos on Monday, Wednesday & Friday.

You will have permission to edit and upload to the YouTube channel (just go to YouTube and log in with the email we used to give you permissions).

1. Open the YouTube content schedule ( [📅 \(2022\) YouTube Content Schedule](#) )
2. Find the month, week and day you are on
3. Download the video & thumbnail from the corresponding day, open description
4. Go to YouTube.com, log in to the account which you use to manage videos
5. Click the create button in the top right corner of the screen (then upload video)
6. Drag the video you downloaded to upload it to YouTube
7. Add the title from column D in the spreadsheet (make sure it's the right one!)
8. Copy & paste the description on **page 2** of the description doc into 'description'
9. Go to [canva.com](https://www.canva.com), click 'create design' then search 'YouTube Thumbnail'
10. Drag the thumbnail you downloaded into canva and resize it, then download\*\*

\*\* If the thumbnail doesn't fit perfectly, try your best to get all text and faces on the thumbnail in shot!

11. Upload the resized thumbnail to the YouTube video
12. Copy and paste the below words into 'tags'

Charlie morgan, charlie morgan course, smma, entrepreneur, entrepreneurs, smma clients, smma outreach, smma course, how to start a business, how to start an smma, social media marketing, social media marketing course, ecommerce smma, real estate smma, social media marketing strategy, digital agency, digital marketing marketing agency, online business, cold email, cold outreach, cold messaging, appointment booking, sales advice, grow marketing agency, get clients, grow agency

13. Click next, under 'monetisation' click 'on' then 'done'
14. Leave video elements and checks alone - nothing to do here
15. Click 'Visibility' and 'Public'
16. Copy and paste the video link into the description doc you have open (below 'social')
17. Wait for video to finish processing (see bottom), once done click blue 'Publish' button



## Posting Video

Once the video is published to YouTube we need to share it on social profiles.

- 1) Make sure the video is published (you can tell by visiting the link and seeing a vid)
- 2) Go to youtube-videos slack channel, copy and paste the social description for vid
- 3) Send the thumbnail and video link to this slack channel
- 4) Log in to Charlie's Facebook & LinkedIn accounts (if you need logins ask Charlie)
- 5) Go to the Imperium Marketing Agency Club group (linked [here](#)) - make sure it isn't the incubator community (our paid) group!
- 6) Create post, then copy and paste the 'social' description of the video
- 7) Drag and drop the thumbnail of the video into the post
- 8) Click post, then go to the comments of the post and link the video (watch here: link)
- 9) Repeat steps 6-8 as above on Charlie's personal newsfeed/wall
- 10) Repeat steps 6-8 as above on Charlie's personal LinkedIn account
- 11) Tick the box in the 'Up'd' section of the sheet to show you've uploaded this video

All done! :)