



Erasmus+

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# Youtube in Education

Using Social Network for School Education

# YOUTUBE OVERVIEW

- ▣ ***2.1 billion YouTube users worldwide***
- ▣ ***YouTube has 122 million active users daily***
- ▣ ***1 billion hours of content is watched across the world every day***
- ▣ ***YouTube generated \$19.7 billion revenue in 2020***

# THE DEATH OF TV?

- If three of the major US network were broadcasting 24 hours a day, 7 days a week, 365 days a year for the last 60 years. They still wouldn't have broadcast as much as content as uploaded to YouTube every 30 days.***
- YouTube serve over 1 billion videos a day***

# YOUTUBE EDU



## YouTube EDU today



Home to hundreds of thousands of free educational videos on YouTube ranging from K12 and higher education to lifelong learning: [YouTube.com/edu](https://www.youtube.com/edu)

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Network setting that allows schools to gain access to YouTube EDU while continuing to block the rest of YouTube's content: [YouTube.com/schools](https://www.youtube.com/schools)



A dedicated resource for educators providing everything from classroom playlists to a collaborative platform for teachers: [YouTube.com/teachers](https://www.youtube.com/teachers)

# CONTENTS IN YOUTUBE EDU



## K12

**Primary and  
Secondary  
education**

### **Examples:**

- Sesame Street
- Khan Academy
- Steve Spangler

## Higher Ed

**College and  
university  
education**

### **Examples:**

- MIT
- Harvard
- Stanford
- Yale

## Lifelong

**Continuing  
education for  
everyone**

### **Examples:**

- TED
- Smithsonian
- NPR
- MOMA

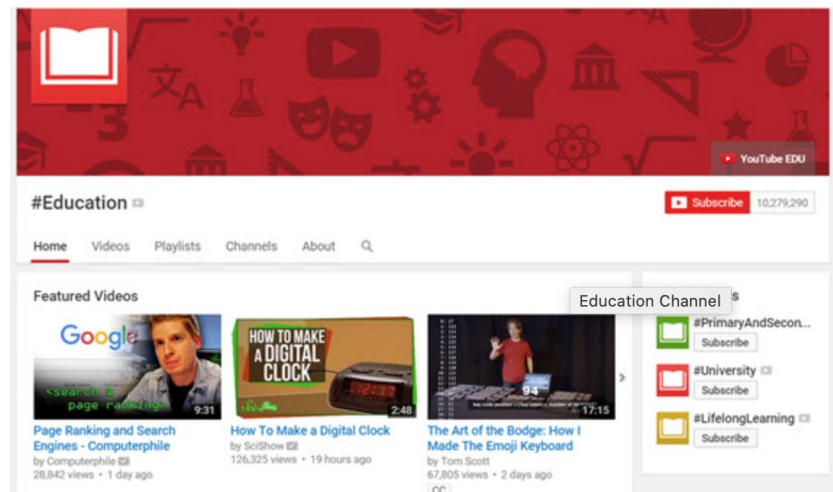
# YOUTUBE TEACHERS

- *Provide **classroom playlists** based on grade level and subject matter allowing teachers to incorporate video into their curriculum*
- *The site offers **training resources** enabling teachers to learn new ways to leverage video in the classroom*
- *Teachers can join an active **community of educators** and can stay up to date on progress with YouTube EDU*

# BECOMING A YOUTUBE EDU PARTNER



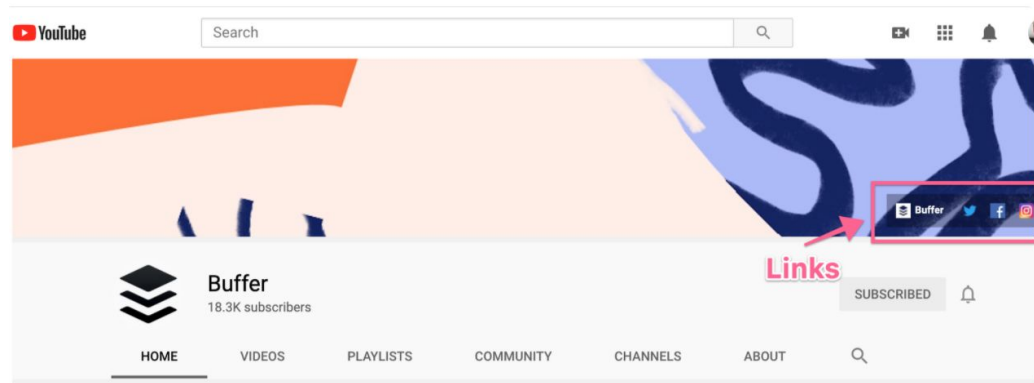
- Create your channel***
- Upload high quality educational content***
- Apply for the YouTube Partner Program***
- Nominate your channel to be added to YouTube EDU***



# CREATE YOUR OWN CHANNEL



- ❑ ***Create a Google/Gmail account***
- ❑ ***Simply go to the [www.youtube.com/create](http://www.youtube.com/create)***
- ❑ ***Uploading a profile picture***
- ❑ ***Adding a description of your channel***
- ❑ ***Consider your channel links***



# CREATE YOUR VIDEOS

- ❑ ***Find the Best-Looking Camera Angle***
- ❑ ***Set Up Your Shooting Equipment and Accessories***
- ❑ ***Tripod, stabilizers, background lights and camera cages***
- ❑ ***Use the Back Camera***
- ❑ ***Video Settings***

# EDIT YOUR VIDEOS

- ***Free software: iMovie (Mac), DaVinci Resolve, HitFilm Express***
- ***Crop video and remove unnecessary contents***
- ***Add captions to video***
- ***Add transitions to video***
- ***Add or modify background sound/music***