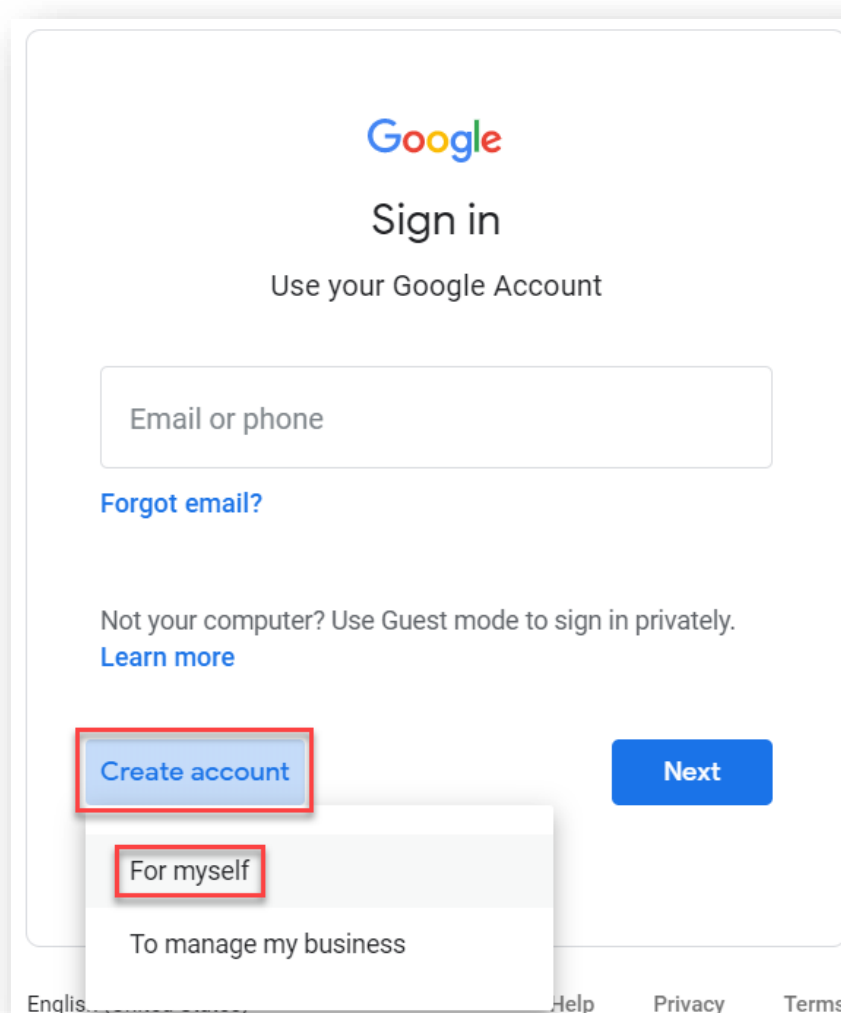# Creating a Community YouTube Channel

## Step 1: Create a Community Account on Google

- Go to YouTube.com or Google.com and click "Sign In"
  - If you are already logged into a Gmail account, click on your profile icon and choose "Add Account"

- When you reach the login screen, click "Create Account" and choose "For Myself"

- Enter a First and Last Name for the account
  - Can be a Community Manager's name
  - Can be the name of your Community
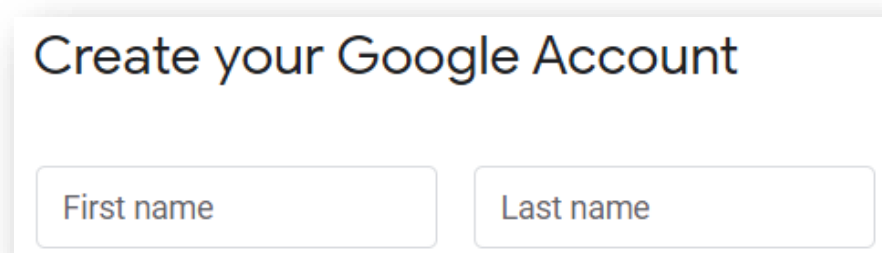
- Click "**Use my current email address instead**"
  - DO NOT create a separate Gmail account for your community

- Enter your **community's email address** (e.g. park20@essex.com)

- Set your password as **EssexYouTube123! *This password is for your YouTube profile NOT your community email address**
- Click "Next"

- A verification code will be sent to your email address from Google
- Enter the code to verify your account

- Enter your community phone number
- Choose any date for the birthday
- Choose any gender option

- When asked to verify your phone number, choose "Not Now"

- Agee to the terms and conditions

- Once logged in, click on the apps icon in the upper right-hand corner next to your profile image and find the YouTube icon
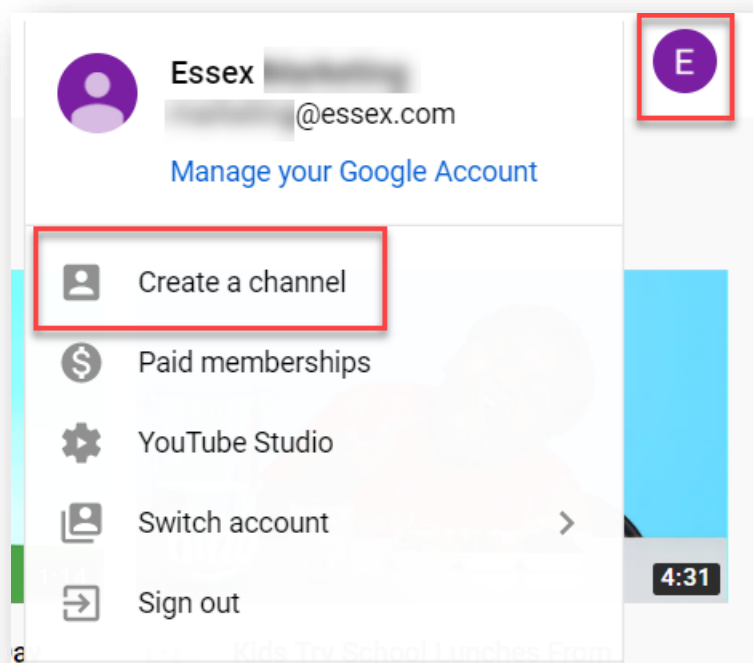 - Or you navigate to YouTube.com
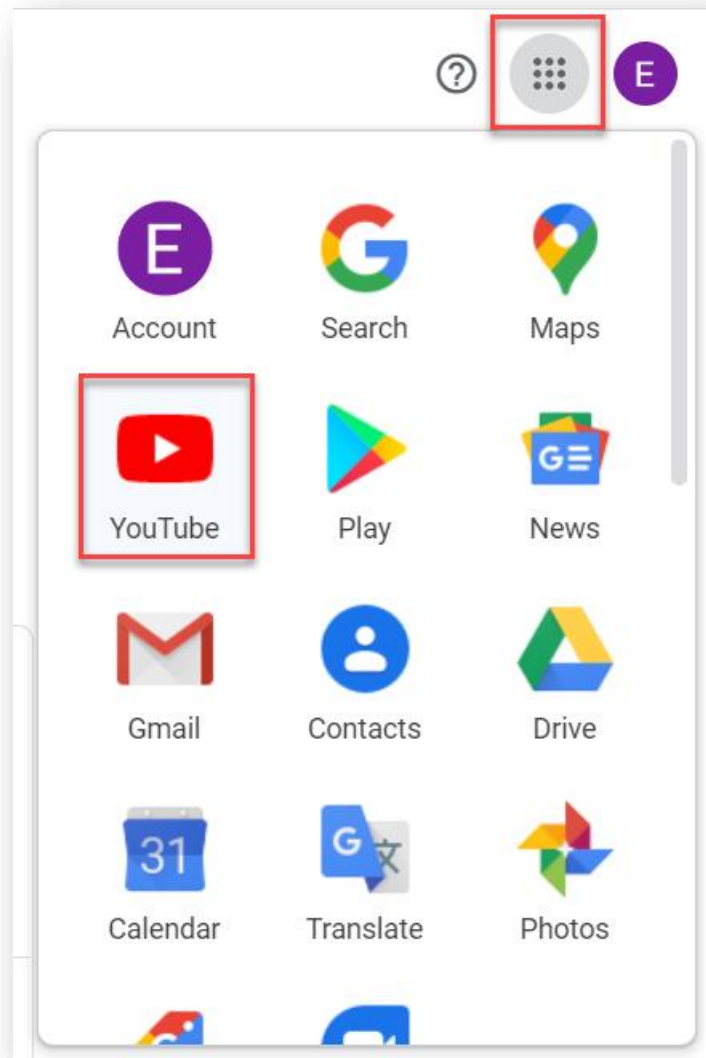
- Click "Sign In" in the upper right-hand corner of the YouTube home screen

Step 2: Create a Channel

- Once you are logged into YouTube, click on your profile icon in the upper hand-hand corner and choose "Create a Channel from the dropdown menu"

- Click "**Get Started**"

Your creator journey begins

Pursuing your creative passions, connecting with your audience, and sharing your stories begin with creating your channel. Learn more

GET STARTED

NO THANKS

- Choose the option to "**Use a Custom Name**"

Choose how to create your channel

Use your name

Create a channel using the name and picture on your Google account.

Essex

By selecting this option, you agree to YouTube's Terms of Service.

SELECT

Use a custom name

Create a channel using a brand or other name and picture.

SELECT

As a reminder, we may share non-personally identifiable information related to your channel and/or videos with our partners, including advertisers and rights holders.

CANCEL

- Name the channel using your community's name
- Check the box indicating that you understand you are creating a new Google Account
- Click "**Create**"

Create your channel name

You can use your brand's name or another name. A good channel name represents you and your content. You can change your channel name at any time.

Channel name

Community Name

☑ I understand that I am creating a new Google Account with its own settings, including YouTube search and watch history. Learn more

CANCEL   **CREATE**

- Upload a profile photo for your channel
  - ○ For best practice, use your community's logo
  - ○ You can also use a photo of your monument sign

Upload a profile picture

Your profile picture appears next to your videos, comments, and other places. It's your signature image on YouTube.

E

UPLOAD PICTURE

Your profile picture is linked to your Google Account. Any changes will show on your account and channel, and may take a few minutes to apply. We recommend a square or round picture that's 800 x 800 pixels. Use a PNG, GIF (no animations), BMP, or JPEG file (4MB or less). Make sure your picture follows Community guidelines 🔗.

- Add a description about your community for your channel
  - Please note: The copy is taken into consideration by Google as part of their search engine ranking algorithm
  - You can use copy from your community's webpage

Tell viewers about your channel

Let viewers know what or whom your videos are about. Your description can show up in search results and other places.

Channel description

Add channel description

- Add the URL for your community's webpage
- Only add social media accounts if they already exist
  - DO NOT create new social media accounts
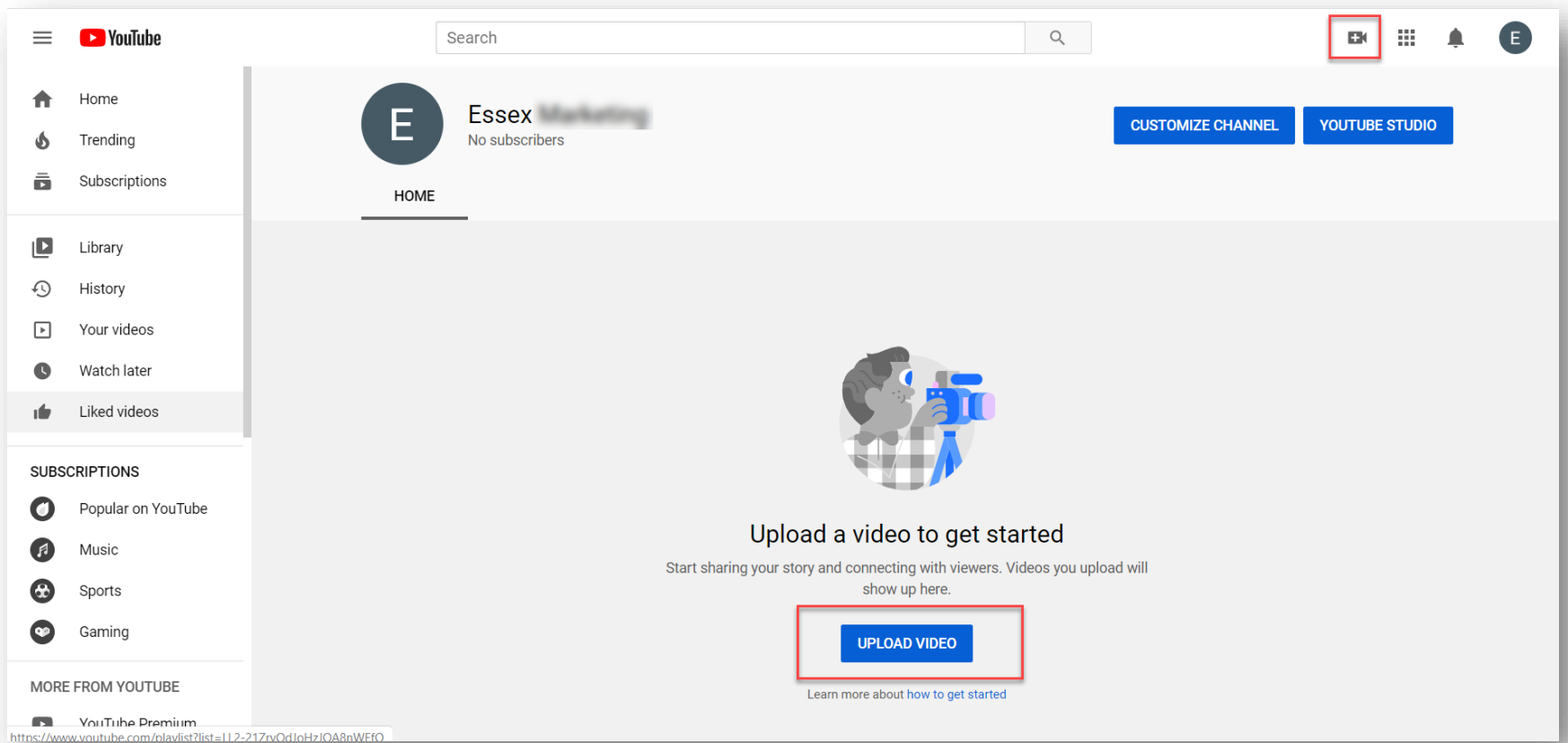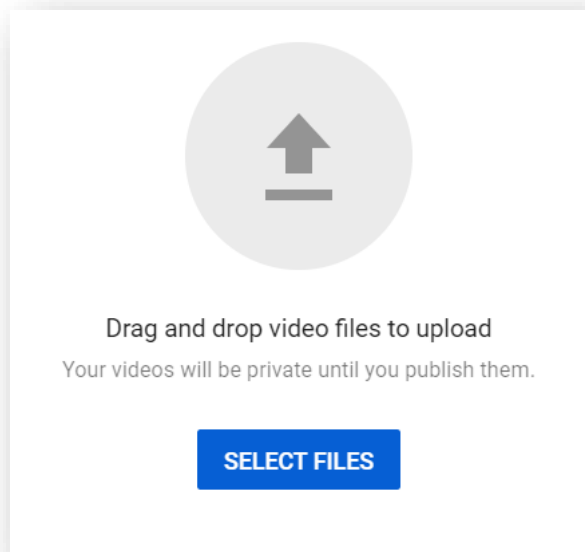 - Reach out to marketing@essex.com for any questions on social media accounts

Step 3: Uploading a Video

- You can upload a video by clicking the "Upload Video" button that appears when you first create the channel OR you can click on the upload icon in the upper right-hand corner of the screen

- Select the files you want to upload
  - Videos should be formatted as **.mov** or **.mp4**

- While the video uploads, choose a Title and Description for the video
  - TITLE BEST PRACTICES
    - Include the floor plan type (i.e. 1-bedroom, 2-bedroom, etc)
    - Include the city that your community is in (i.e. Los Angeles, CA)
    - Include the name of your community
    - DO NOT include a special offer in the title
      - For Legal reasons, special offers cannot be listed without a full disclaimer
    - Examples:
      - Perfect location! 1-Bedroom with lots of storage in Los Angeles, CA
      - Available now, sunny and bright 2-Bedroom in Santa Ana, CA
      - Spacious 2-Bedroom home, with full-size washer and dryer in Oakland, CA
      - Lease today, Studio home available in Seattle, WA
      - 1-bedroom with amazing city views in downtown Seattle, WA
      - Studio apartment with stainless steel appliances in San Francisco, CA
  - DESCRIPTION BEST PRACTICES
    - Share more details about what is being seen in the video
    - You can use some of the copy from your community's website, if applicable to the unit being shown
    - **You MUST include the website URL for your community**

- Select a thumbnail image for your video
  - This is the image that people will see when your video appears in search results, on your YouTube channel, or on the YouTube homepage
  - YouTube will automatically generate 3 thumbnail options for you

- When asked if this video is made for children, select "No, it's not made for kids"
  - This is a required question and cannot be skipped
  - Please note that this does NOT mean that your video is not kid-friendly, but it does mean that children are not the intended target audience

- Once all of the above prompts have been completed, click "**Next**"

- Click "Next" again on the following screen
  - Do not add video elements

- Set your video visibility to "Public"
- Click "Publish" to complete the process
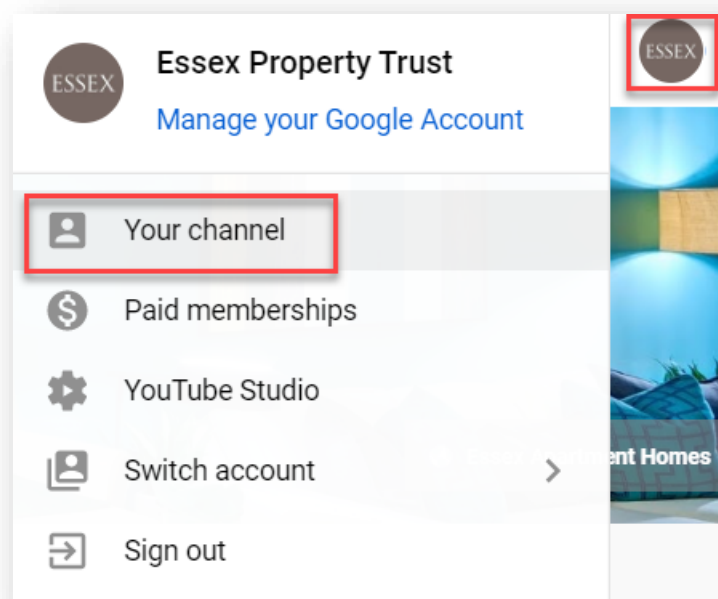

- Once your video is published, YouTube will provide you with a link that can be shared with prospects
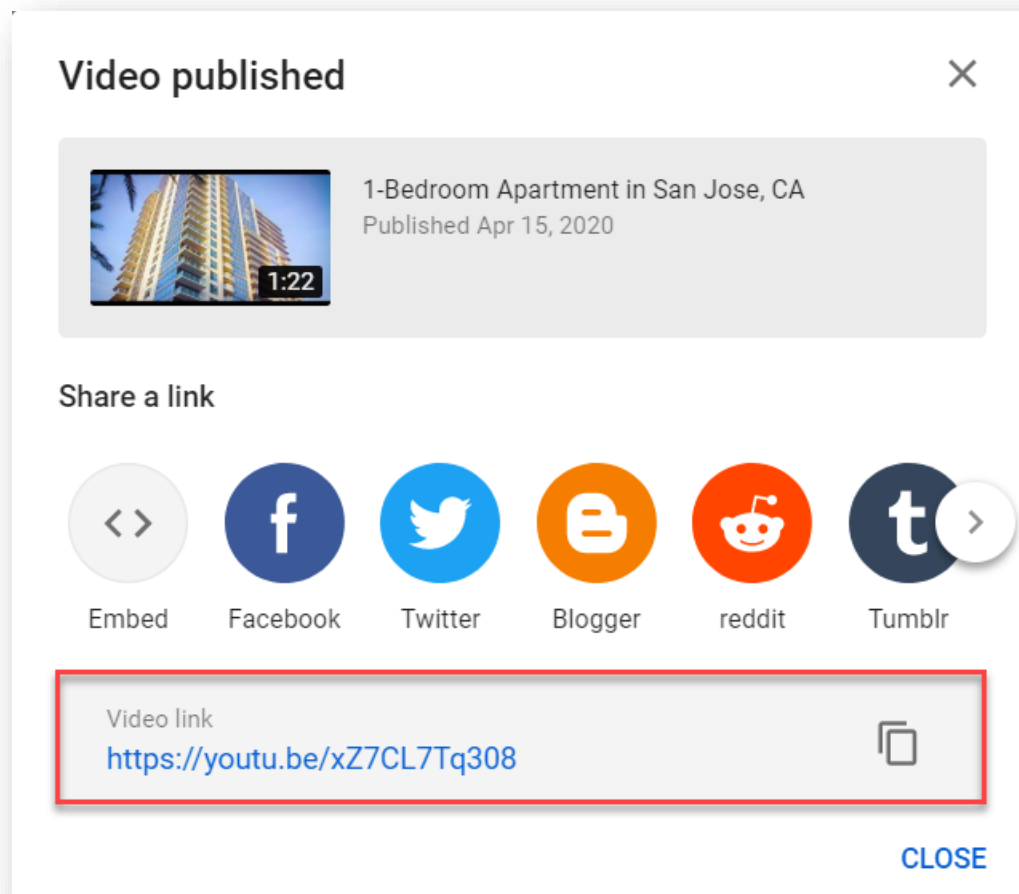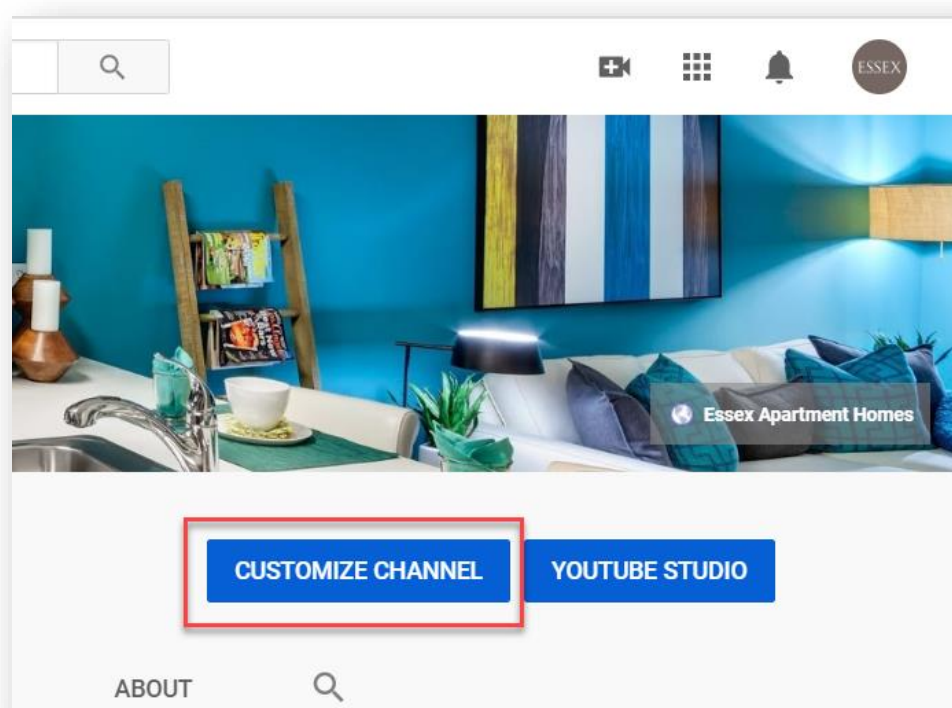
Step 4: Select Your Channel's Featured Video

- Navigate to view "Your Channel" by clicking on your profile icon in the upper right-hand corner
- Select "Your Channel"

- Click the "Customize Channel" button

- Under the section "For New Visitors", click the button to add a Channel trailer
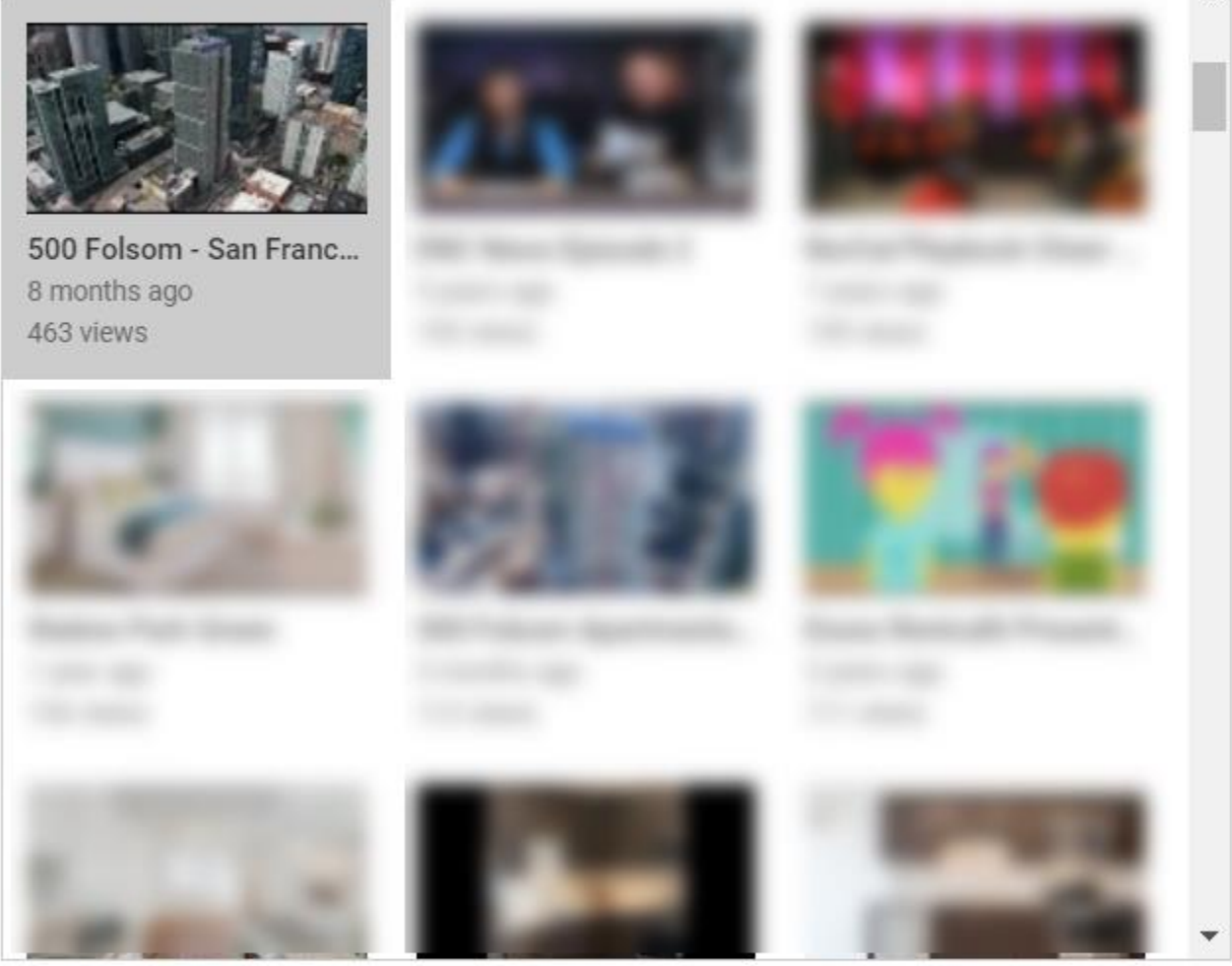
- Select your desired video and click "Save"

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