

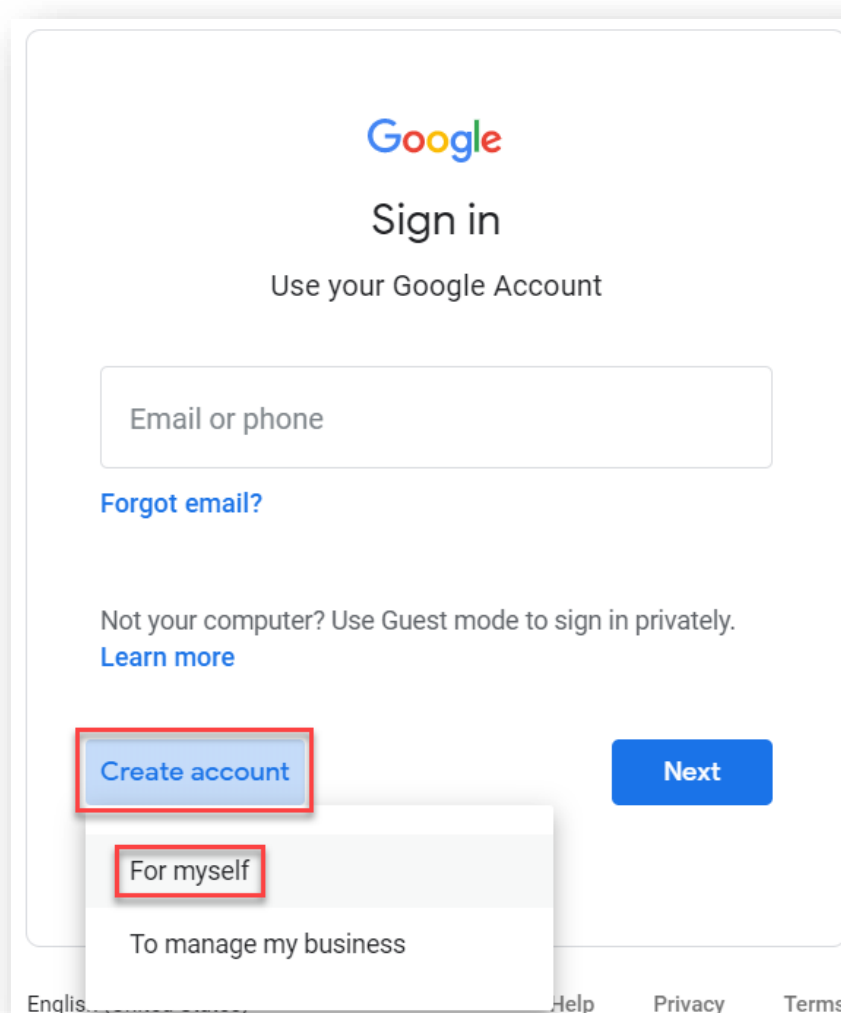
Creating a Community YouTube Channel

Step 1: Create a Community Account on Google

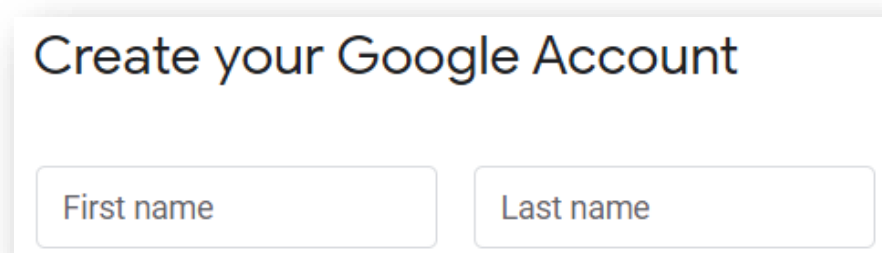
- Go to YouTube.com or Google.com and click “Sign In”
 - If you are already logged into a Gmail account, click on your profile icon and choose “Add Account”



- 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

Username @gmail.com

You can use letters, numbers & periods

Use my current email address instead ←


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

Your email address apex@essex.com ←

You'll need to confirm that this email belongs to you.

[Create a Gmail account instead](#)

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

Password Confirm 

Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#) **Next**

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

Google

Verify your email address

Enter the verification code we sent to @essex.com. If you don't see it, check your spam folder.

Enter code

[Back](#) **Verify**

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

A registration form snippet. At the top, there is a dropdown menu with the US flag and a text input field labeled "Phone number (optional)". Below this is a line of text: "We'll use your number for account security. It won't be visible to others." Underneath are three input fields for "Month", "Day", and "Year". Below these is the text "Your birthday" and a "Gender" dropdown menu.

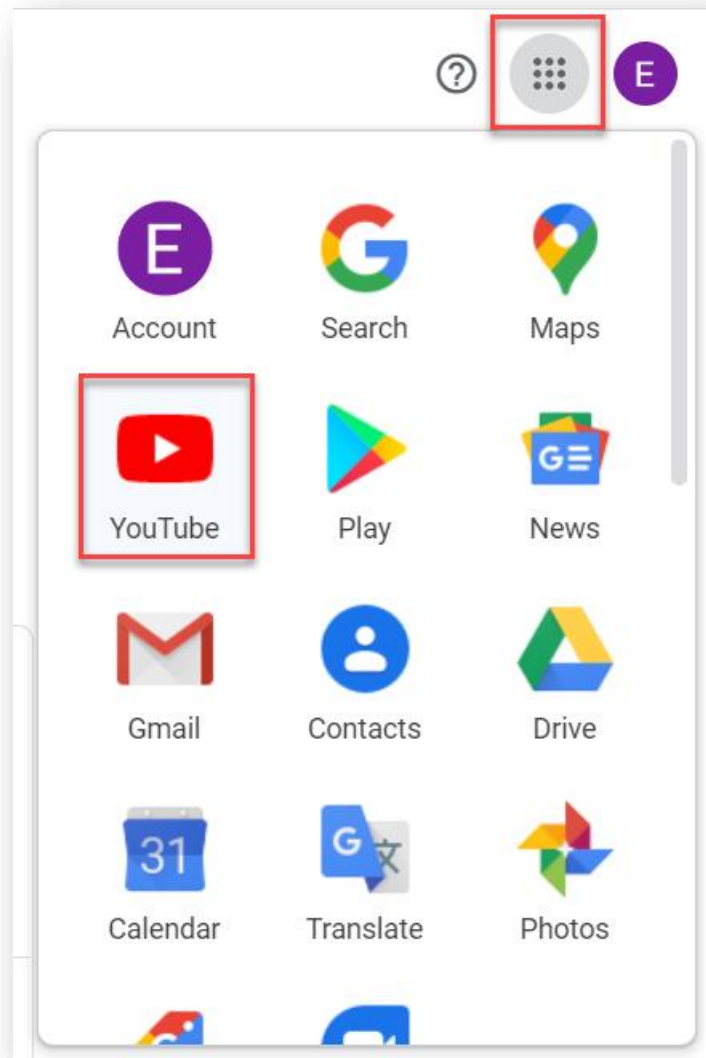
- When asked to verify your phone number, choose "Not Now"

A screenshot of the Google "Verify your phone number" screen. The Google logo is at the top left. The title "Verify your phone number" is centered. Below the title is the text: "To make sure this number is yours, Google will send you a text message with a 6-digit verification code. *Standard rates apply*". Below this is a US flag icon and a blurred phone number. At the bottom, there are three buttons: "Back" (blue text), "Not now" (yellow button with a red border), and "Send" (blue button).

- Agree to the terms and conditions

A modal dialog snippet. At the top left, it says "MORE OPTIONS" with a downward arrow. Below this, there are two buttons: "Cancel" (blue text) and "I agree" (blue button with a red border).

- 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

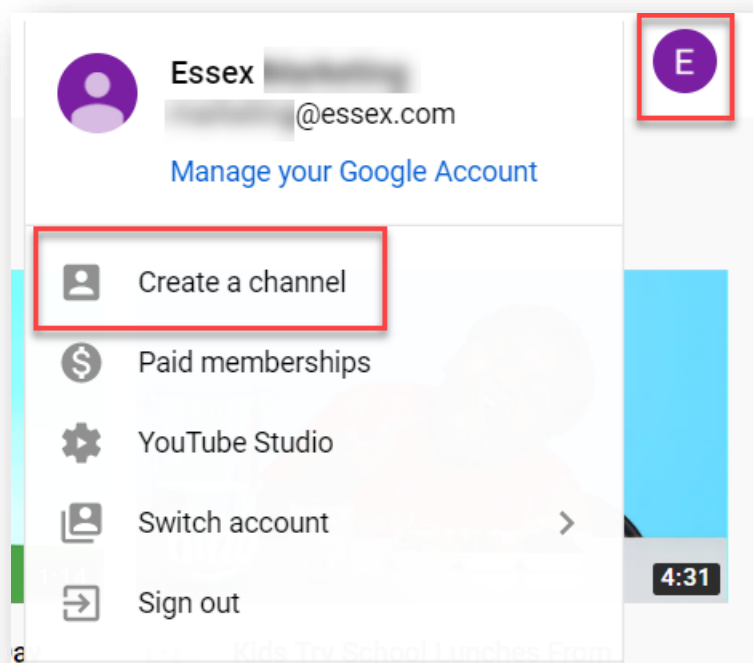


- Click "Sign In" in the upper right-hand corner of the YouTube home screen



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.



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

Add links to your sites

Sharing links helps viewers stay connected with you and your latest videos.

Custom link

Link title My website	URL Add URL
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Social links

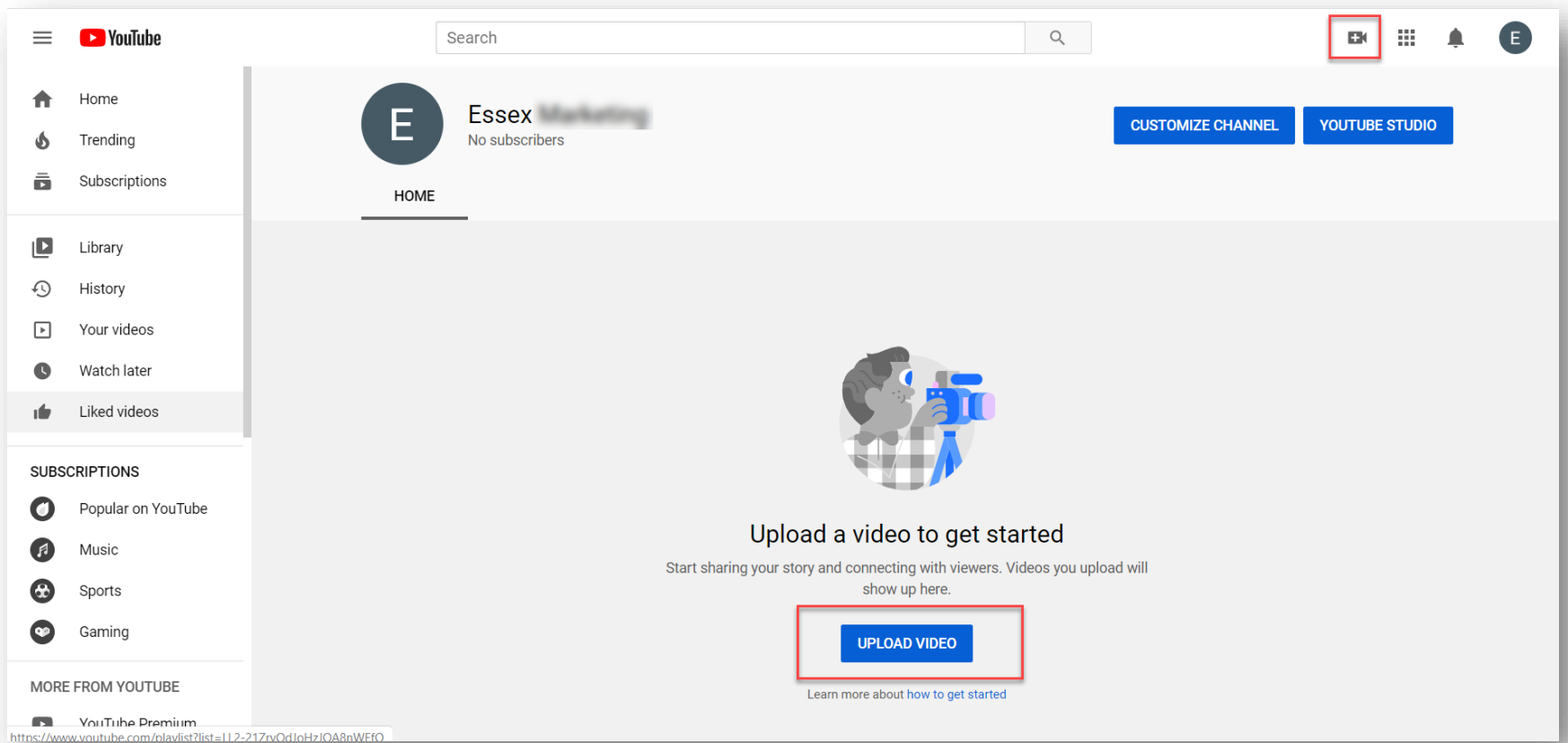
URL
<https://www.facebook.com/add profile name>

URL
<https://www.twitter.com/add profile name>

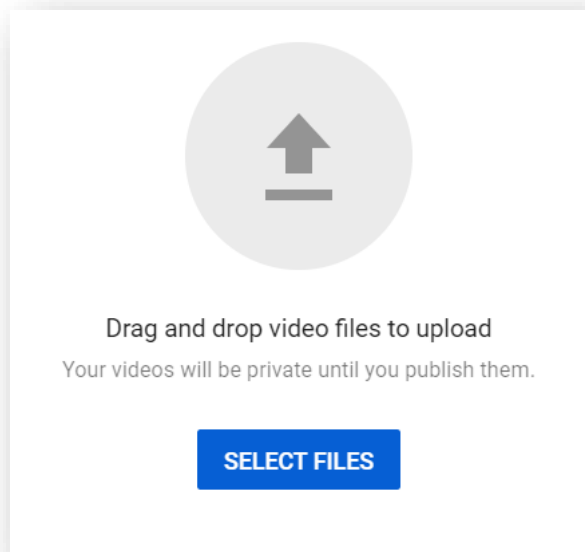
URL
<https://www.instagram.com/add profile name>

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**

1-Bedroom Apartment in San Jose, CA

Saving draft...

1 Details — 2 Video elements — 3 Visibility

Details

Title (required)
1-Bedroom Apartment in San Jose, CA

Description ?
This beautiful 1-bedroom apartment features stainless steel appliances, an in-home washer and dryer, and large walk-in closets. Residents can enjoy easy access to a community swimming pool, fitness center, and dog park.
<https://www.essexapartmenthomes.com/>

Thumbnail
Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Uploading video...



Video link
<https://youtu.be/xZ7CL7Tq308>

Filename
Apartment Homes v6 d.m...

- 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

Thumbnail
 Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail

Video link
<https://youtu.be/xZ7CL7Tq308>

Filename

- 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

Audience

Is this video made for kids? (required)

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

Yes, it's made for kids

No, it's not made for kids

- Once all of the above prompts have been completed, click “Next”

1-Bedroom Apartment in San Jose, CA Saved as draft

1 Details — 2 Video elements — 3 Visibility


Details

Title (required)
 1-Bedroom Apartment in San Jose, CA

Description
 This beautiful 1-bedroom apartment features stainless steel appliances, an in-home washer and dryer, and large walk-in closets. Residents can enjoy easy access to a community swimming pool, fitness center, and dog park.

<https://www.essexapartmenthomes.com/>

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Finished processing

NEXT

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

Details ————— **2** Video elements ————— 3 Visibility

Video elements

Use cards and an end screen to show viewers related videos, websites, and calls to action. [Learn more](#)

Add an end screen ADD
 Promote related content at the end of your video

Add cards ADD
 Promote related content during your video

Finished processing BACK **NEXT**

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

1-Bedroom Apartment in San Jose, CA Saved as draft

Details ————— 2 Video elements ————— **3** Visibility

Visibility

Choose when to publish and who can see your video

Save or publish
Make your video **public, unlisted, or private**

Public ←
 Everyone can see your video

Set as instant Premiere ?

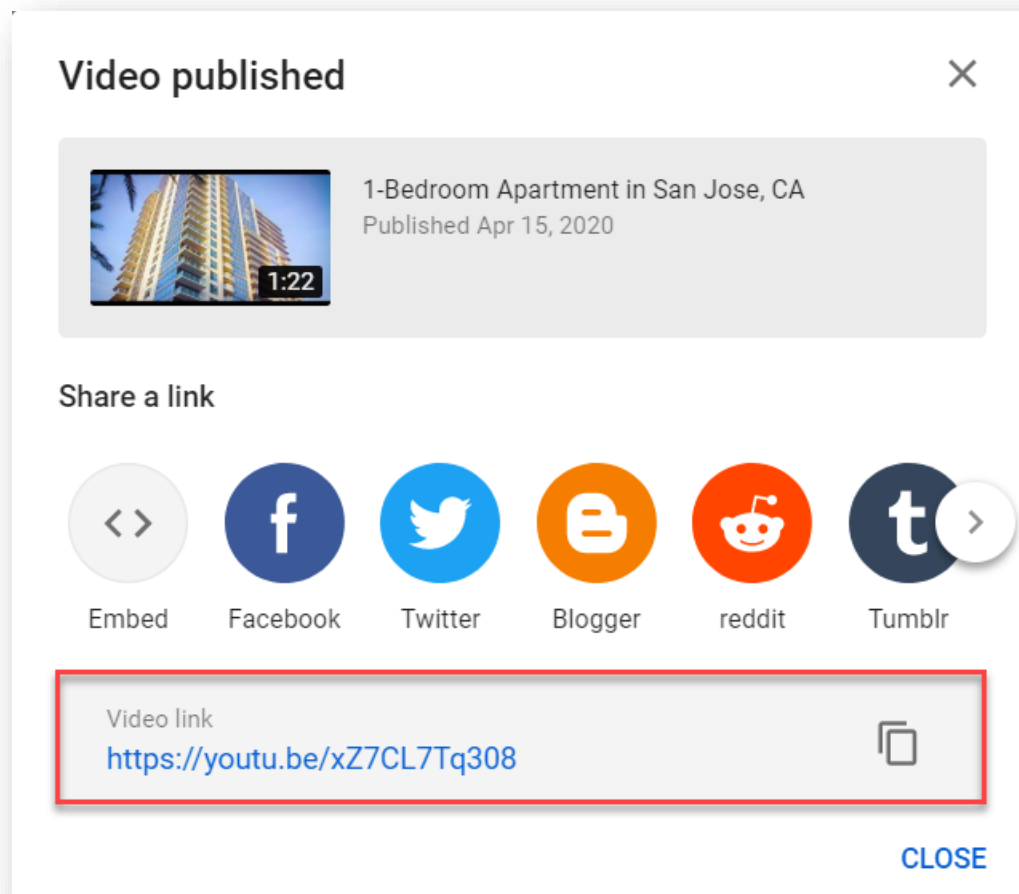
Unlisted
 Anyone with the video link can see your video

Private
 Only you and people you choose can see your video

Schedule
 Select a date to make your video **public**

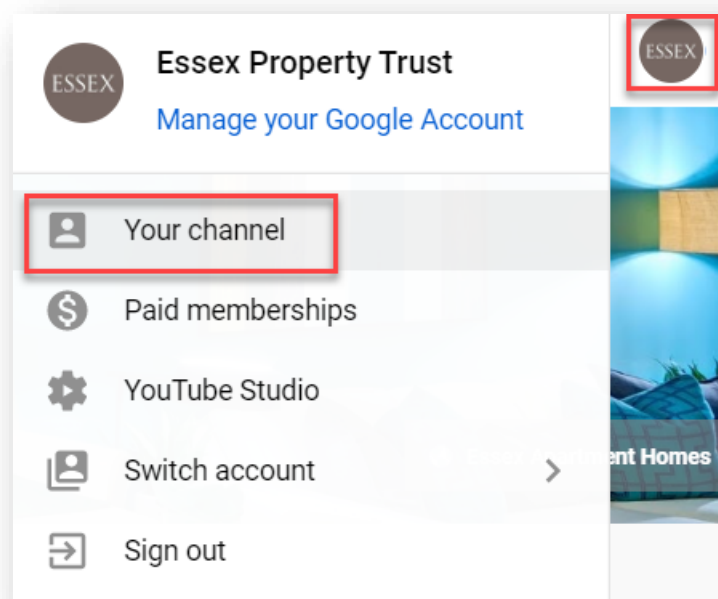
Finished processing BACK **PUBLISH**

- Once your video is published, YouTube will provide you with a link that can be shared with prospects

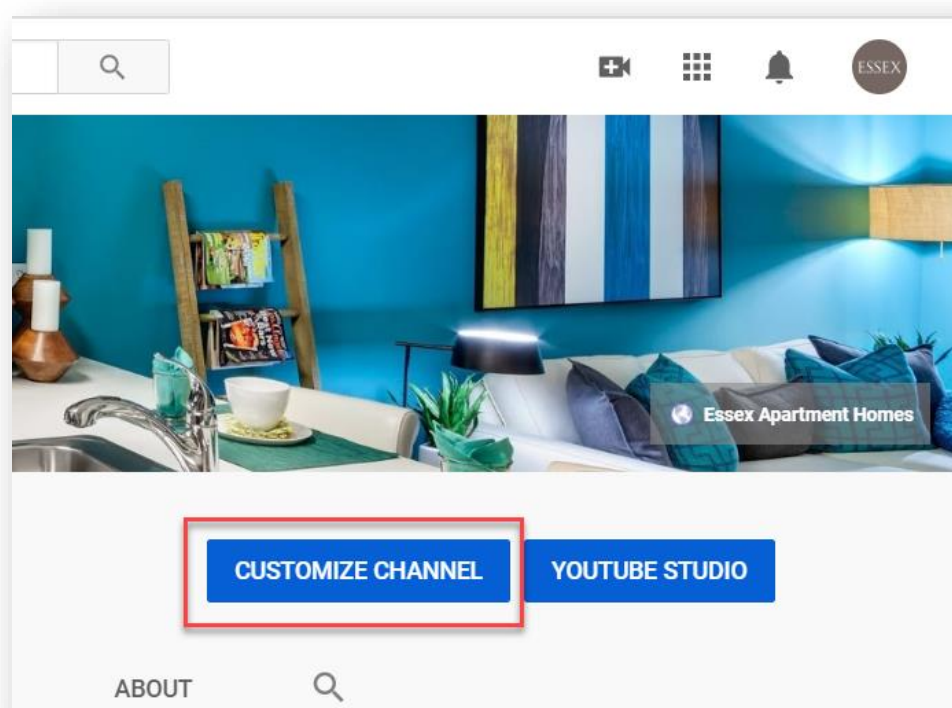


Step 4: Select Your Channel's Featured Video

- 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

For returning subscribers **For new visitors**

+ Channel trailer

▶ 🔊

Welcome unsubscribed visitors to your channel

Tell unsubscribed users what your channel is all about. Keep it snappy and try to make it one minute or less. Check out [best practices](#) for some inspiration.

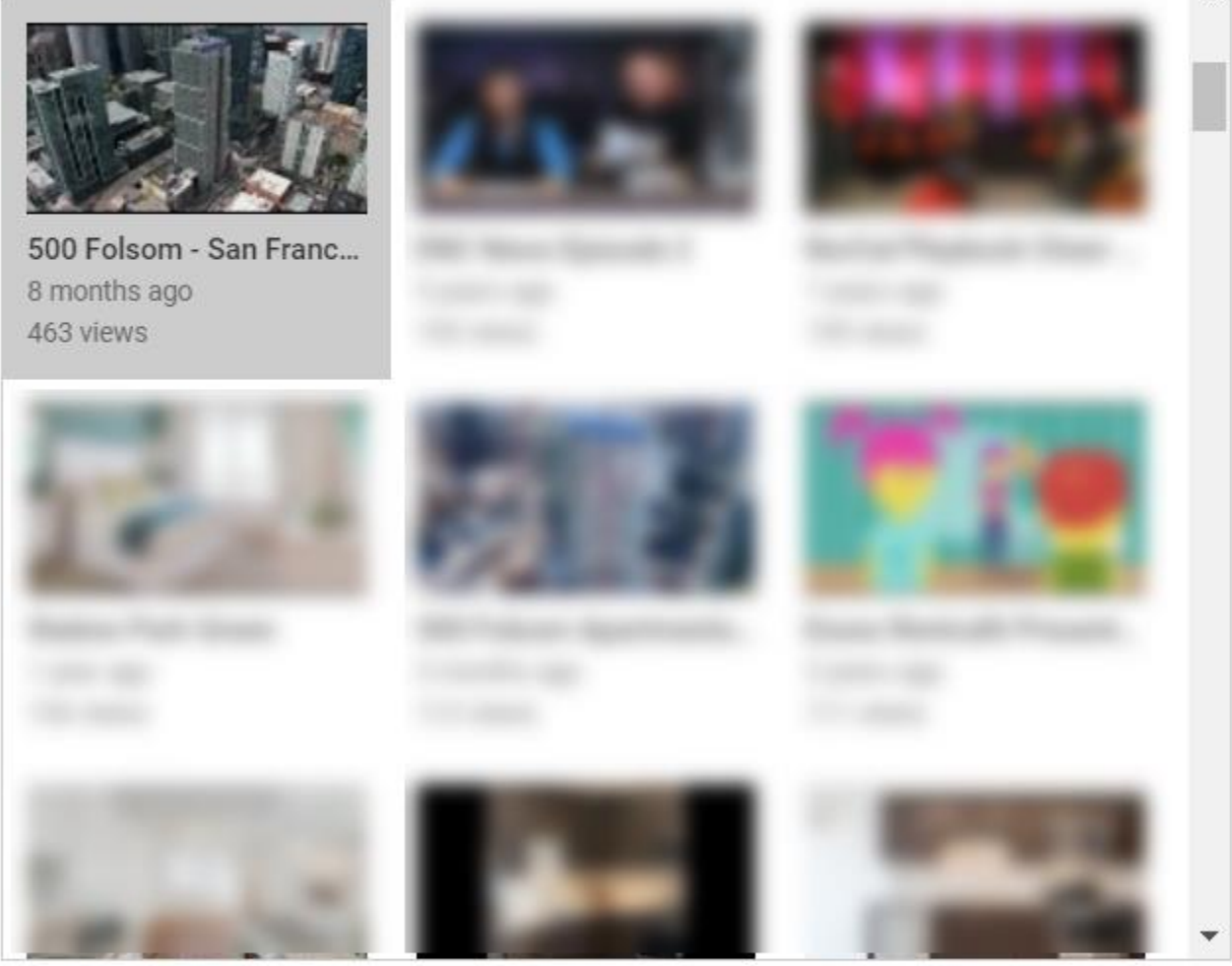
This section is empty, and won't be displayed to other viewers until it contains some content.

- Select your desired video and click “Save”

Select your channel trailer

The trailer is the first video that new channel visitors see. Choose a video that's short, describes your channel, and encourages visitors to subscribe.

Uploads Most viewed ▼



A grid of video thumbnails is displayed. The first thumbnail is highlighted with a red border. It shows a cityscape with the text: "500 Folsom - San Franc...", "8 months ago", and "463 views".

Or enter your YouTube video URL

- Once you have successfully setup your YouTube Channel, please email marketing at: marketing@essex.com with your Community's YouTube channel link
 - Example : https://www.youtube.com/channel/UCoWO9wmB7IMy26jp5BxOopw?view_as=subscriber

