

YouTube Channel FAQ

Last updated April 27, 2020

Table of Contents

Can you disable comments?	2
How do I change comment settings on an already published/posted video?	2
I uploaded our property logo but its bigger than the space allowed. How can I adjust to fit the space?.....	3
Will Marketing be auditing & logging into our accounts to upload or fix our content?	3
Do our videos need to be uploaded to the Essex YouTube channel as well as our property channel?	3
Is it helpful to use #MiracleMile #Apartments in the titles to get more searches?	3
How do we used keywords?? Can marketing include the best Keywords (based on floor plan size) to include in the job aid?	3
What if someone already created a google account years ago and the recovery phone number is the office that doesn't accept text messages?	5
Currently our password is missing the exclamation mark. Is there a way to update the password to make sure that it is uniform with the directions provided?	5
How to choose a different thumbnail than the images that YouTube suggests?.....	6
Some of the photos on Photoshelter are too small to use as Channel art!	7
Any recommendations on avoiding blurriness on videos we post?.....	8
Are we able to use URL links in our Craigslist Ads? I keep getting conflicting info.....	8
What does Marketing need once my YouTube Video Channel is up and running?.....	8

Question: Can you disable comments?

Answer: Yes, please disable comments. ! Choose “Disable comments” when you are uploading your video.

Tips about comment settings: <https://support.google.com/youtube/answer/9483359>

- Once you upload your video, under “Comments and ratings”, click on the Comment visibility for a drop down
- Select “Disable comments”
- Leave the “Show how many viewers like and dislike this video” checked

1 Details 2 Video elements 3 Visibility

video language: Select
Caption certification: None

UPLOAD SUBTITLES/CC

Recording date and location
Add when and where your video was recorded. Viewers can search for videos by location.

Recording date: None
Video location: None

License and distribution
Learn about [license types](#) and [distribution](#).

License: Standard YouTube License

Allow embedding
 Publish to subscriptions feed and notify subscribers

Category
Add your video to a category so viewers can find it more easily

People & Blogs

Comments and ratings
Choose if and how you want to show comments

Comment visibility: Allow all comments
Sort by: Top

Show how many viewers like and dislike this video

Finished processing NEXT

Comments and ratings
Choose if and how you want to show comments

Allow all comments
Hold potentially inappropriate comments for review
Hold all comments for review
Disable comments

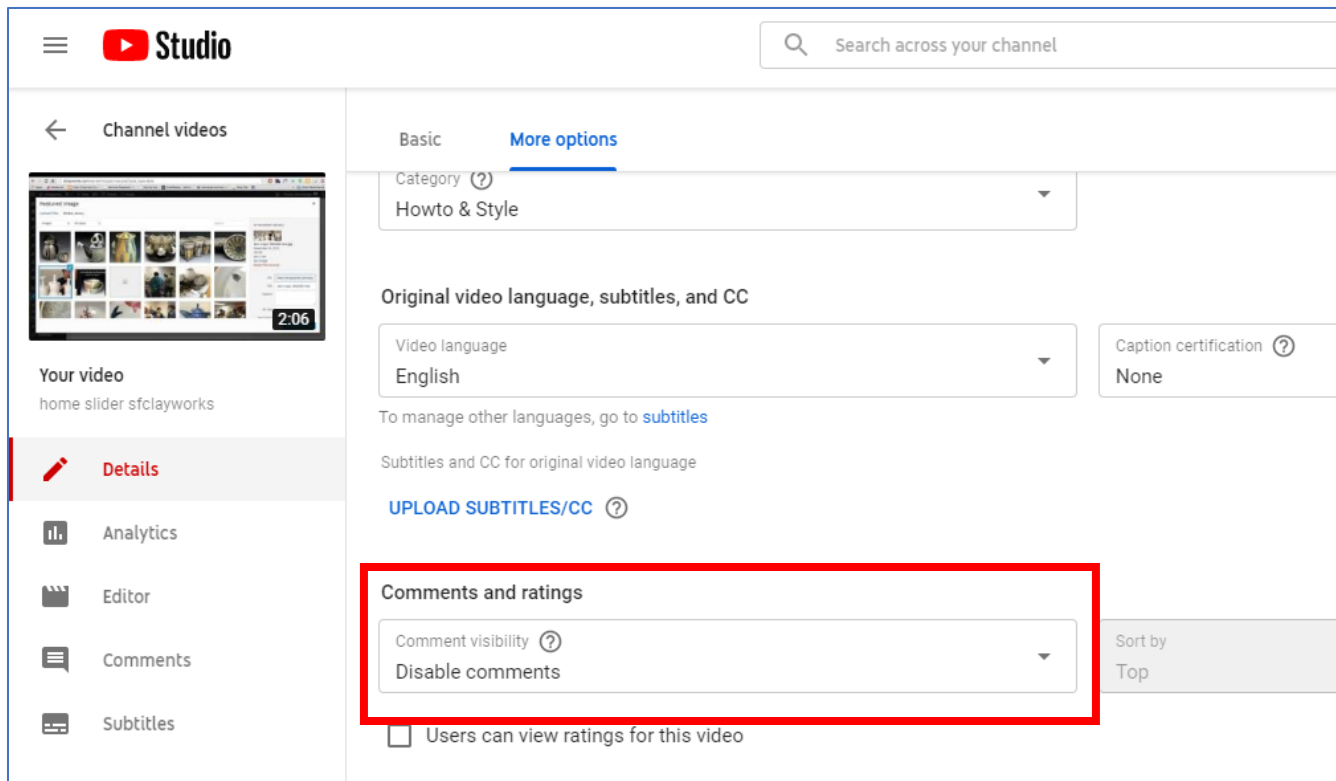
Finished processing NEXT

Question: How do I change comment settings on an already published/posted video?

Answer: To change comment settings on a video...

Tip: You can change comment settings for an individual video from your [Videos](#) page. You can also change comments settings for multiple videos at once with [bulk edits](#).

1. Log in to your YouTube profile.
2. Click your profile photo.
3. Sign in to [YouTube Studio](#).
4. From the left menu, select Videos.
5. Click a video’s thumbnail.
6. Select the **More options** tab.
7. Scroll down and under “Comments and ratings” choose “disable comments”.
8. Select Save.



Question: I uploaded our property logo but its bigger than the space allowed. How can I adjust to fit the space?

Answer: Marketing will create a tips and tricks FAQ for uploading cover art and a profile picture in the near future. You may be able to resize the profile pic first in **Snag It** for now.

Question: Will Marketing be auditing & logging into our accounts to upload or fix our content?

Answer: Yes, however we will not log in regularly. We DO need to be able to have access to your community YouTube channel which is why we want to have universal log in credentials. Remember that your password should be EssexYouTube123!

Question: Do our videos need to be uploaded to the Essex YouTube channel as well as our property channel?

Answer: It is not necessary to upload your video to the Essex YouTube Channel.

Question: Is it helpful to use #MiracleMile #Apartments in the titles to get more searches?

Answer: You do not need to use hashtags in the title. SEO is taken into account so for titles just stick to relaying the most important info about the unit.

Question: How do we used keywords?? Can marketing include the best Keywords (based on floor plan size) to include in the job aid?

Answer: You will need to plan the keywords you want to use and add the keywords to the metadata fields which can be used to help bring up your video in search. They can be a single word or a string of words that represent features about your apartment.

Keyword Metadata is important

[According to YouTube](#), metadata includes information about a video such as the title, description, tags and annotations. Metadata can help your video stand out and get found by the algorithm, so content creators should make an effort to optimize metadata to maximize visibility.

YouTube is effective at semantically understanding your tags. Here are examples of some tags for a video titled "Finding an apartment in Seattle":

Examples of multiple-word tags:

- Seattle Metro Area
- How to find an apartment that allows pets
- Finding a 2-bedroom apartment in Washington State
- One bedroom apartment for rent
- One bedroom video tour
- Studio for rent in Seattle, WA
- Video tour of Seattle apartment
- Seattle Apartment Amenity Tour

Examples of single-word tags:

- Pet-Friendly
- Elevator
- Fitness
- Pool

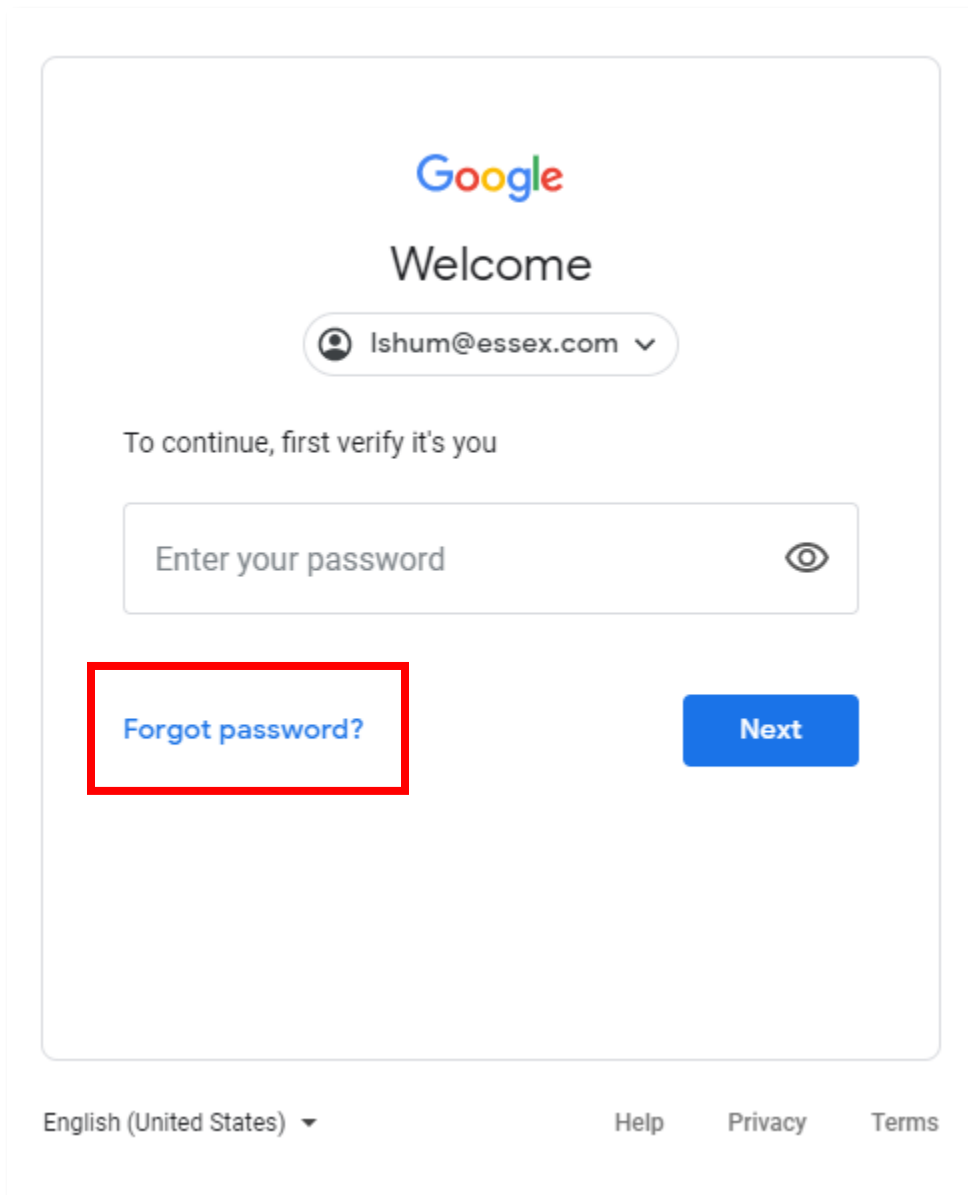
Examples of broad-term tags:

- Luxury apartments
- EVO Charging Stations
- Bicycle maintenance services

Tip: Do your best to include words that are in addition to words appearing in the title or description of your video. Avoid repeating the same words if possible. The word “apartments” may be needed in several places and we understand that.

Question: How do you reset a password for your Google Account/YouTube Channel if you don't know it or can't access your account?

Answer: Please click on reset password and follow the 2-step verification prompts to reset.



Question: What if someone already created a google account years ago and the recovery phone number is the office that doesn't accept text messages?

Answer: If you are unable to retrieve your Google account info we recommend that you use the CM's email address with the same EssexYouTube123! password and let us know that you had to use their email. Make sure to go back to add a recovery email once you're logged in that is your community email inbox.

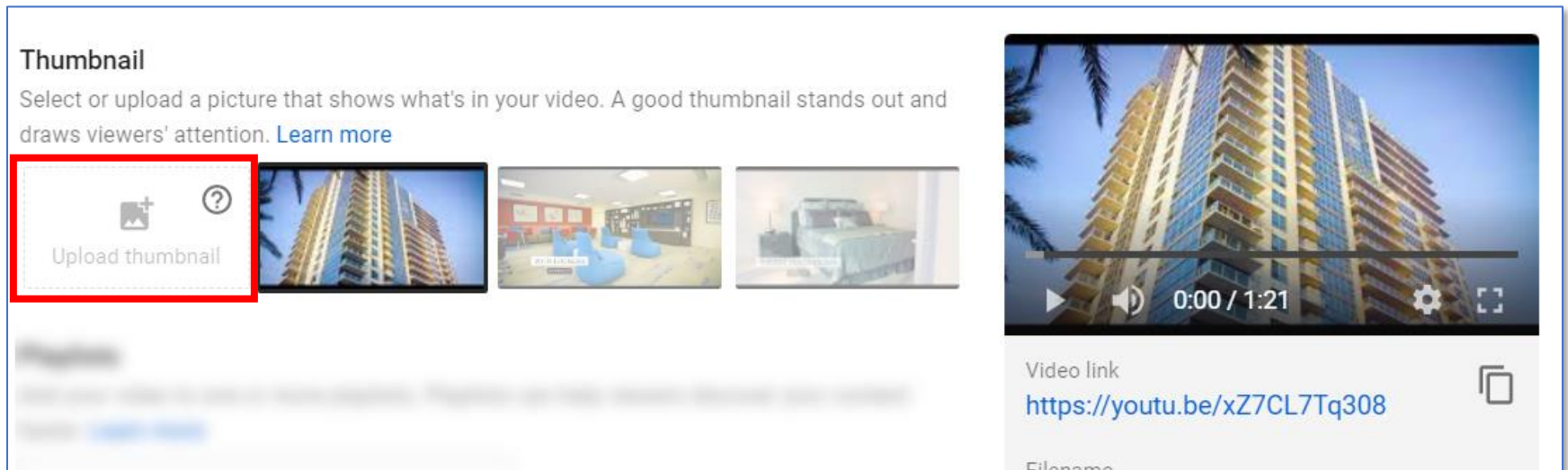
Question: Currently our password is missing the exclamation mark. Is there a way to update the password to make sure that it is uniform with the directions provided?

Answer: Yes, if you are able to log in using the current password, go to the profile to update to **EssexYouTube123!**. If you are not able to log in, please follow the forgot password 2-step verification steps and you should be able to reset it. If you are unable to reset the password to **EssexYouTube123!** then send the new password to Marketing to store in our database and share with your community managers who log in to administer the videos.

Question: How to choose a different thumbnail than the images that YouTube suggests?


Answer: If you don't like the thumbnail that YouTube creates, you can:

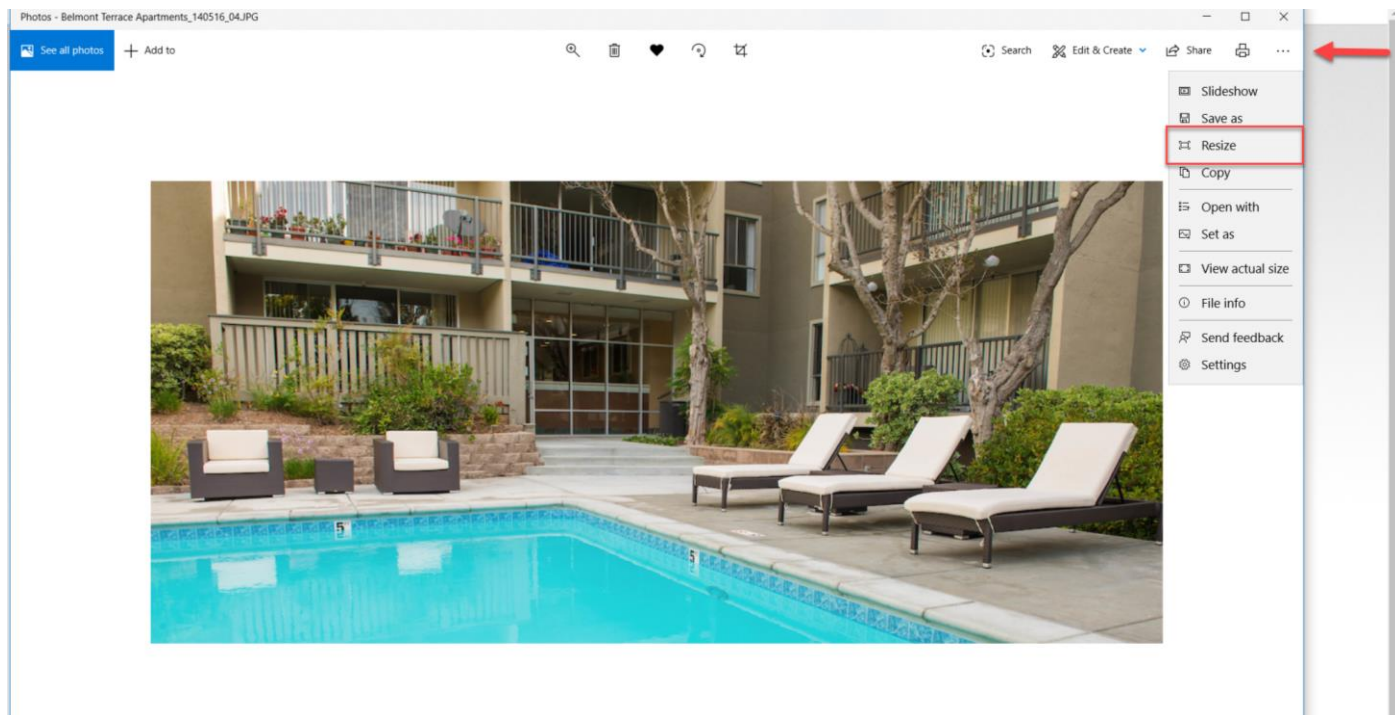
- **Choose one from Photoshelter.** Log in to Photoshelter, download the smallest version of the photo, and "upload thumbnail" as shown in the screenshot.
- **Get another screen of your choice from the video.** You may pause your video at a point you would like to use for your thumbnail, take a screenshot and upload that as your thumbnail.
- **Use your own.** If you have a custom image that you would like to use, make sure it is at least 600 pixels wide (height can vary). *Don't select images you find on google's image search that you do not have permission to use.*



Question: Some of the photos on Photoshelter are too small to use as Channel art!

Answer: Thank you for that feedback! Here are the steps to add or change channel art.

1. On a computer, sign in to YouTube.
2. In the top-right menu, select My Channel.
 - New channel art: Near the top of the screen, click Add channel art.
 - Existing channel art: Hover your cursor over the existing banner and click Edit  > Edit channel art.
3. Upload an image or photo from your computer or saved photos. You can also click the Gallery tab to choose an image from the YouTube photo library.
 - When you download your image from Photoshelter, download a **large** image. Once downloaded, you can go to the three dots in the top right hand corner, click the dropdown and click on **“Resize”**



Note: Channel art looks different on desktop, mobile, and TV displays — larger images may be cropped.

- Minimum dimension for upload: 2048 x 1152 px.
 - .Minimum safe area for text and logos: 1546 x 423 px. Larger images may get cropped on certain views or devices.
 - Maximum width: 2560 x 423 px. At this width, the "safe area" is always visible regardless of screen size. The areas to each side of the channel art are visible or cropped depending on browser size.
 - File size: 6MB or smaller
4. You'll see a preview of how the art will appear across different devices. To make changes, select Adjust the crop.
 5. Click Select.

Video how-to: <https://youtu.be/TYO3czqk2k4>

Question: Any recommendations on avoiding blurriness on videos we post?

Answer: Please see this excerpt from Google on formatting guidelines for YouTube. [Read the video formatting guidelines....](#)

Read these video formatting guidelines:

The following guidelines **describe the formatting specifications that yield the highest quality for playing videos on YouTube**. YouTube encourages partners to upload videos that are as close to the original, high quality source format as possible to increase the likelihood that your videos will play in higher quality (HQ). Note that YouTube always re-encodes videos to optimize their playback quality.

File format: YouTube prefers the **original, 1080p HD broadcast format that you have in your digital content library**, as well as DVD-compliant MPEG-2 program streams saved with a .MPG extension. If you cannot submit videos in MPEG-2 format, then MPEG-4 is the preferred format. The following specifications provide optimal playback of MPEG-2 and MPEG-4 videos:

MPEG-2 Format

- Audio codec: MPEG Layer II or Dolby AC-3
- Audio bitrate: 128 kbps or better

MPEG-4 Format

- Video codec: H.264
- Audio codec: AAC
- Audio bitrate: 128 kbps or better

[Read more about video formatting guidelines....](#)

Question: Are we able to use URL links in our Craigslist Ads? I keep getting conflicting info.

Answer: Great question! Craigslist does not allow “clickable URLs” in ads. You can include a website address or link (copy and paste in word and add it as text to your ad or type it out. Prospects can copy and paste links into a separate browser.

Question: What does Marketing need once my YouTube Video Channel is up and running?

Answer: Don't forget, once you have successfully setup your YouTube Channel, please email marketing at: marketing@essex.com with your Community's YouTube channel link so that your channel can be included on your community page on the website.

Example : https://www.youtube.com/channel/UCoWO9wmB7IMy26jp5BxOopw?view_as=subscriber

