Above is the home screen or beginning screen of YouTube, captured on 11/30/16. This screen may look different at any given time after this.

**What is YouTube?** YouTube is an eleven-year-old company founded in 2005, allowing people to watch, share, and discover originally-created videos. (see below) In 2006, Google bought YouTube for $2 Billion.
**How can I use YouTube?** You can freely and casually watch publicly displayed videos as a “window shopper” without any registration or payment required. You can also submit or upload your own videos to either the public or private sector if you subscribe free-of-charge. You can, within copyright rules and restrictions, use videos on a blog by linking to them or by embedding them into your blog, PowerPoint presentations, or even Word documents. If you have any doubts about using a video from YouTube, ASK the owner for permission via an e-mail, for example. One way to see if a video owner allows sharing or embedding is to examine the bottom of any given video. You will notice a **SHARE** button as shown here, and clicking it gives you some options.

**YouTube** can be used to... watch already-existing videos that are shared with the community, and can also be used for you to **upload and store** (in a compressed format) your own videos. Many people **make money** using **YouTube** by following copyright rules (detailed below) and by editing their videos, then posting and using **monetization** techniques (ads) on videos of their own creation. People use **YouTube** to share their videos either publicly or privately.

**Steps to using YouTube if you want to go beyond being a “window shopper”**

1. Have a Google or G-Mail Account
2. Sign into **YouTube** with your G-Mail address and password.
3. You will create a **channel**, much like a webpage, or blog, that can have art, a description, and a collection of your videos. You can have more than one channel, for example, you might want to create a public channel and a private one. Like a blog, there is a **dashboard** that allows you to make adjustments and to monitor your channel’s settings. If it is made public, you can **subscribe** to a user’s **channel** if you enjoy their videos and want to return for more.
4. Decide whether to **watch** or **upload** videos.
5. To **watch** videos, search for whatever is of interest to you. When you find a video you like, you can “favorite” the video by adding (click “add to” under the video) it to your list of saved videos, or playlists.
6. To **upload** videos, click the “upload” button and follow the onscreen directions. Keep in mind that your videos may be compressed and may not be as good in quality as they are in their original state. If you upload a video, you can use the **video editor** to rotate, add to, trim, and otherwise adjust your video. You can more or less create something like you can in **Windows Movie Maker**, a video that might include more than one video plus photos and text to make a very interesting video.
7. Click your photo next to your sign-in name, currently in the upper right-hand corner of the screen, and look for and click on **Video Manager**. This tool is most important to learn to use. From here, you can upload videos, organize your video playlists, and work within your channel. Look for free music that you can use to add to a video.
8. You can be a **casual user** of YouTube and simply enjoy watching and storing videos or favorites on your account.

9. You can be a **business person** and create your own videos, including music, and put ads on them or use monetization features. You can choose to become a YouTube partner, and you can use **YouTube Analytics** help you learn what audiences want and to best gauge how to become successful as a Partner.

10. Look at the next series of instructions to **EMBED**, or **SHARE** videos.

**Embedding a Video** you find on YouTube: *From the YouTube website: (making a file a saved component within a program instead of linked and saved outside of a program such as PowerPoint)*

*In order to embed a video into another website or blog:*

1. Click the **Share** button located under video.
2. Click the **Embed** button.
3. **Choose** a video size. The higher the resolution, the more memory will be by the video. Also, the code changes on the video size you choose.
4. **Copy** the code provided in the expanded box.
5. **Paste** the code into your blog or website.

**Sharing videos (directly from the YouTube site)**

**Options for sharing YouTube videos**

There are several ways to share a video on YouTube. To get started, click the **Share** link under the video you’d like to share, then select one of the following options:

- **Share this video:** This gives you a link that you can copy and paste somewhere else, like in an email message.
  - **Link to a specific part of the video:** Before copying the link, select the **Start at:** tickbox if you want to share a particular part of the video. For example, if you want to the video to start at 2 minutes and 30 seconds, select the tickbox, then type "2:30" into the box.
  - **Social networks:** Click one of the social network icons (e.g. Facebook, Twitter) to share the video there.
- **Embed:** This lets you show the video on a different site, like your own website or blog. Learn more about embedding videos.
- **Email:** YouTube will send an email to the email address(es) you enter. If the recipient doesn’t receive the video, ask them to check their spam folders or add **service@youtube.com** to their address book and filter exception list.
**Hangout:** This option starts a video chat (Google+ Hangout) where you can watch YouTube videos with your friends, face-to-face.

**Suggestion:** Do a search on YouTube for “how to use YouTube” and look for helpful videos. Monitization and copyright, YouTube settings, YouTube Analytics, and becoming a YouTube Partner, and so forth from some helpful videos on how to make money from your YouTube videos:
http://www.youtube.com/watch?v=Lze7MUs1QmE&list=PL1C1F2464948954A7

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## LEGAL & COPYRIGHT INFORMATION

Here are some excellent resources from which to learn more about the legal aspects of copyright, and the legalities of using YouTube videos. Highlight, copy, and paste these websites one at a time into your browser’s address line if you are unable to get to the site by clicking on them.

Very informative YouTube video on “Fair Use” questions answered by expert lawyers:

**CIS Fair Use Legal Experts Answer Fair Use Questions –**

Stanford Center for Internet and Society (2011)
Anthony Faizone, Executive Director of the Fair Use Project, and Julie Ahrens, Associate Director of the Fair Use Project, answer a selection of questions (approx. 35 min.)
http://www.youtube.com/watch?v=S521VcjhvMA

**Common Myths About Fair Use and Copyright**

Stanford Center for Internet and Society (2014) (approx.. 2-3 minutes)
http://www.youtube.com/watch?v=AoZbZRvJ1_M&list=UU760KEyqinCesJFeKxc34Bg&feature=c4-overview

**Four Factors of Fair Use**

Stanford Center for Internet and Society (2014) (approx.. 4-5 minutes)
http://www.youtube.com/watch?v=QqGIewyq5Xs&list=UU760KEyqinCesJFeKxc34Bg

**The Key to Fair Use: Transformation**

Stanford Center for Internet and Society (2014) (approx.. 6-7 minutes)
http://www.youtube.com/watch?v=tOqh8hknixc&list=UU760KEyqinCesJFeKxc34Bg

**YouTube Copyright Tips**

http://www.youtube.com/yt/copyright/

**YouTube Essentials – if a video owner allows sharing or embedding, then you can copy and paste the YouTube link into another application**

http://www.youtube.com/t/about_essentials

**Stanford Center for Internet and Society**

http://cyberlaw.stanford.edu/taxonomy/term/374

**More from YouTube...**

http://www.youtube.com/t/terms