

## Guide to Making a YouTube Video

In terms of making use of YouTube to help producers market their products, the basic process requires that one make a video of the product or producers (using a phone or camcorder), upload it to a computer with an internet connection (using a USB cable and port, a FireWire port, or creating a DVD) and to the YouTube Site. The materials required are not too extensive by U.S. standards, but I do not know exactly what is available to you and to producers in Mongolia. However, a cell phone with video recording capabilities and a computer with an internet connection are the minimum (if a digital camera is used instead of a phone to make the video, one may also need a USB cable or memory card adapter). Here are some basic instructions and tips on using YouTube :

### 1) To make the video: You can make videos with a webcam, digital camera, or even some cell phones.

- **For Videos recorded by a camera:**

Your camcorder will need some kind of direct connection to your computer, either to the USB or FireWire ports or by inserting the DVD you've recorded. Once you've downloaded the video from the camera, you can upload it to YouTube or bring it into an editing program to play with it some more.

If you have an analog camcorder (one that uses VHS, VHS-C, SVHS-C, 8mm, or Hi8 tape), you can still get your videos onto YouTube. It will require an extra step and some additional equipment, though, since these camcorders are not usually equipped with computer connections. You'll need to digitize the video with a converter box, which will convert the analog signal from the camcorder to a digital signal that the computer can understand. After the video has been digitized, you can manipulate it further or upload it.

- **For Cell Phone videos:**

If your phone has video and multimedia messaging (MMS) capabilities, you can probably upload videos from your cell phone or other mobile device. Here's how to set it up:

1. Log in to YouTube and go to the "[My Account](#)" page.
2. Under "Account Settings," click the "Mobile Upload Profiles" link.
3. Click the "Create Mobile Profile" button and enter the information required.
4. Click the "Create Profile" button.

When your profile is set up, you will be given an email address similar to this: **111111111@mms.youtube.com**. When you want to upload a video taken with your phone, email it to that address. After it's uploaded, you can go to YouTube and edit the information about the video if you want.

YouTube accepts a wide range of video file formats such as .WMV, .AVI, .MOV, and .MPG transferred from most digital cameras, camcorders, and cell phones. If you don't think your current video file format is recognized by YouTube, you may get the best results from converting your file to MPEG4 video with MP3 audio.

**2) Uploading the Video on to YouTube** Once you've finished editing your video, made sure it's less than 10 minutes, smaller than 100MB, and in an acceptable format, you're ready to upload it.

1. Click the "Upload" button in the upper-right-hand corner of any YouTube page.
2. Enter as much information about your video as possible, including Title, Description, Tags, and Category. The more information you include, the easier it is for users to find your video!
3. Determine if you want your video set to Public or Private.
4. Click the "Upload a Video..." button.
5. In the next window, click the "Browse" button to browse for the video file. Select the file you want to upload.
6. Click the "Upload Video" button.

It can take from a couple minutes to an hour for your video to upload to YouTube. If you're receiving an error with your Upload, you might want to make sure you're attempting to upload a file that's recognized by YouTube. YouTube accepts video files from most digital cameras and camcorders, and cell phones in the .AVI, .MOV, .WMV, and .MPG file formats.

### **Some Tips:**

- Each YouTube user may create a profile and this may be a good place to include contact information (a name and email, an organization, or a phone number) of the producer so that buyers may be able to contact them.
- It also might be a good idea for video labels to include the type of product and country of production.
- It may be most effective to make a video that tells a story about the producer as well as includes images of the products.
- The following is a link to a YouTube video that advertises Nepali handicrafts which could be a helpful example:  
<http://www.youtube.com/watch?v=PRGxHwjciDY>
- Here is an example of a video of a women making a handmade carpets that shows the process of production, helping to tell a story:  
<http://www.youtube.com/watch?v= 2fllSRuEAg>
- In general India has done a lot to advertise handicrafts through YouTube and there is a wealth of videos on products from India (it may be helpful to search "India Handicrafts" at the You Tube website).
- Facebook may be more difficult to make use of, though it is helpful in that a YouTube video could provide a link to a Facebook profile which includes more information on the product, the producers, and contact information.
- More information is available at <http://www.google.com/support/youtube/>, a link which provides more details on how to edit videos, technological problem solving and using You Tube in general.