Guidelines for working with YouTube at Bayer

YouTube Playbook

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February 2018

The Bayer YouTube Playbook directs the handling of YouTube for Bayer-locally, globally and divisionally. It contains step-by-step guidelines for creating and optimizing YouTube accounts and offers tips for the daily use of YouTube.
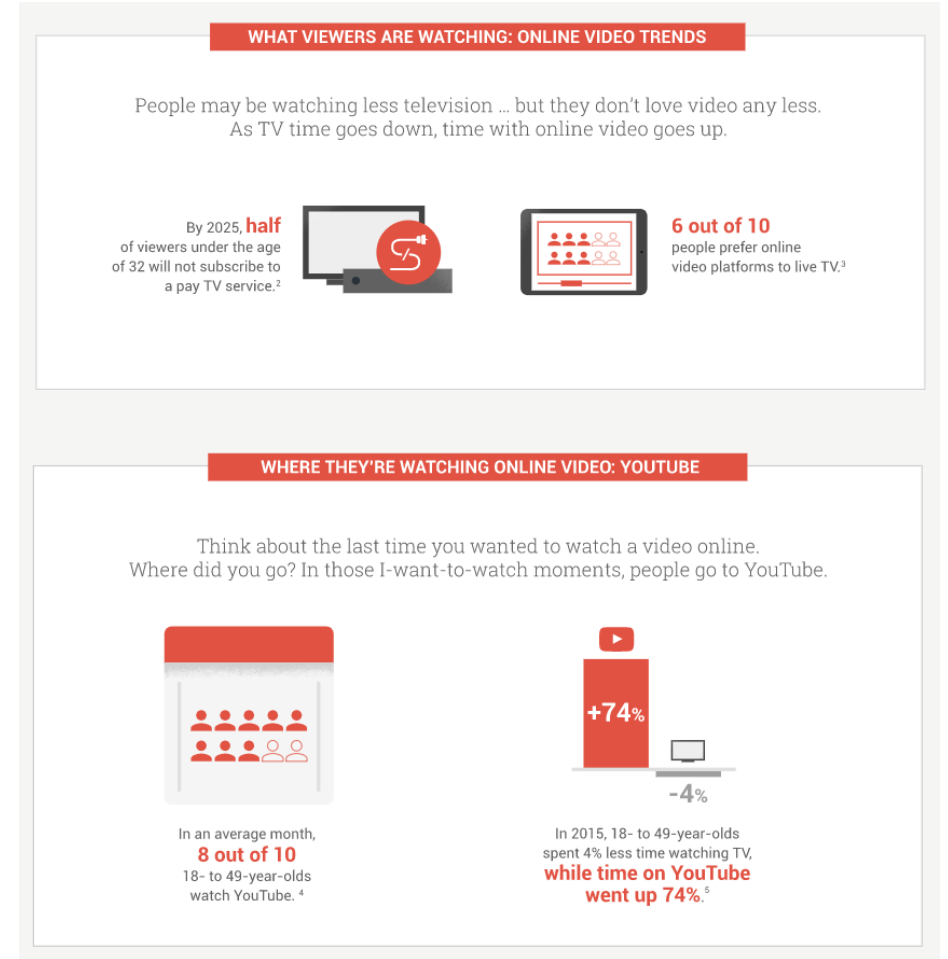
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// One billion people in 88 countries with 76 different languages are using YouTube. More than 400 hours of video are uploaded to the site per minute. Half of all users are watching content on mobile devices.*

// YouTube is the world's second largest search engine, after Google. Like Google, YouTube also uses an algorithm that determines the ranking of search results. That's why search engine optimization is crucial for YouTube videos. Important factors are, among others, metadata, count and length of views, and user interactions.**

// Furthermore, YouTube has established itself as a community platform for special interest-videos and reaches significantly more people than TV.

WHAT VIEWERS ARE WATCHING: ONLINE VIDEO TRENDS

People may be watching less television … but they don't love video any less. As TV time goes down, time with online video goes up.

By 2025, **half** of viewers under the age of 32 will not subscribe to a pay TV service.[2]

6 out of 10 people prefer online video platforms to live TV.[3]

WHERE THEY'RE WATCHING ONLINE VIDEO: YOUTUBE

Think about the last time you wanted to watch a video online. Where did you go? In those I-want-to-watch moments, people go to YouTube.

In an average month, **8 out of 10** 18- to 49-year-olds watch YouTube.[4]

+74%
−4%
In 2015, 18- to 49-year-olds spent 4% less time watching TV, **while time on YouTube went up 74%**.[5]

Source: https://www.thinkwithgoogle.com/consumer-insights/video-trends-where-audience-watching/

* https://www.youtube.com/intl/de/yt/about/press/ ** http://backlinko.com/youtube-ranking-factors

Facts about YouTube

Here is why YouTube is a major platform for Bayer's social media activities

Facts about YouTube

YouTube from a company's perspective

// Essentially, YouTube is a database whose videos are available long-term and at any time. Content can be found permanently, with corresponding search queries. Thus, YouTube has fundamentally changed the user experience of moving image: On-demand has replaced linear watching at fixed times.

// YouTube attracts strongly heterogeneous groups, who can be reached with various different topics and formats. While tutorials and how-to-videos can easily span 15 minutes and more, video-ads should be rather short and to the point. Generally, all formats ought to instantaneously create, and sustain, suspense.

YouTube at Bayer

Channels, Content, Communities: Bayer's use of YouTube

Re-Thinking YouTube

YouTube's role in Bayer's communications mix

- **Visual Storytelling & Unique Formats**
  Formats as explainer videos only function on YouTube. Here we can tell our stories in a more approachable way.

- **Community Building & Engagement**
  With its subscription function YouTube allows us to engage with users and to build communities around our core topics.

- **Search Destination**
  Unlike other 'here now, gone tomorrow' channels, information on YouTube is permanent. People go there because YouTube is the second largest search engine in the world.

- **Reaching New Audiences**
  For us, YouTube has the potential to reach audiences that we usually don't reach via other channels, such as the center of society.

Overview over Bayer's YouTube Target Audience Segments

The following seven target audience segments are important for our communication on YouTube.
They can be refined and extended by additional personas that are specific for markets and divisions.

Employees & Talents	The Public	Clients	Journalists	NGOs	Influencers	Shareholders
FOCUS David, Scientist	FOCUS Magret, Main Street	FOCUS Peter, Agriculturalist	FOCUS Pascal, Journalist	FOCUS Barbara, Nurse	FOCUS Lara, Influencer	Richard, Shareholder
Heiko, Employee	FOCUS The Coopers, Educated Middleclass	FOCUS Karen, Pharmacist		Cathy, SoMe	FOCUS Julie, Food Blogger	
	Nicole, Millennial				LeFloid, Influencer	

Global Strategic Topic Fields

Three topic fields are most important for corporate communication on YouTube from the global perspective. Further topics can be added for each channel, catering the interest of the local and divisional audiences. The topics are translated to three playlists that build the core of each corporate channel:

1 Playlist: "Strategy and innovation"
Videos about Bayer's strategic developments and innovation activities

2 Playlist: "Our values"
Videos about Bayer's goals and the benefit for society

3 Playlist: "Advancing life"
Videos about Bayer's products and the benefit for individuals

Recommended Content Types for YouTube Channels

A mix of help, hub and hero content is recommended to optimize reach and engagement and retention.

Help

Content that answers user questions and is optimized for video search engines.

Goals: engagement & activation

Hub

Serial content that gives the user a reason to subscribe to the channel and helps to push watch time on the channel.

Goals: retention & subscriptions

Hero

Big stories and campaigns with significant paid media promotion and multi-channel campaigning.

Goals: broad awareness & views

Channel Architecture for Corporate YouTube Channels

Bayer aims for a user-centric channel architecture to cover all target audience segments.

GLOBAL CORPORATE CHANNELS | LOCAL COPORATE CHANNELS

The **corporate global channel** focuses on communicating Bayer's overall strategy and the benefits Bayer offers for society and individuals.

CORPORATE GLOBAL

International Journalists

International Influencers

International Shareholders

International NGOs

International Public

CORPORATE LOCAL

Local Journalists

Local Influencers

Local NGOs

Local Public

As social media engagement is mainly local and always language related the local channels are **the main platform for engagement.**

The **career channel** is a complementary global channel that covers topics around career possibilities and work environment.

CAREER GLOBAL

International Talents

INTRANET GLOBAL

Employees

LOCAL INTRANET

Local Employees

Depending on the available resources and the presence of the single divisions in the markets, the **local architecture can be adapted.**

Content Exchange between Corporate Global and Local Channels

Videos published on the global corporate channel can be embedded on the local corporate channel and vice versa when they have global relevance.

Corporate Global

When there is no other local channel or in addition to local channels

Strategy and Innovation

Our Values

Advancing Life

Working at Bayer

Corporate Local

Only for strong markets, with all divisions in place and strong brand awareness (e.g. USA)

Strategy and Innovation

Our Values

Advancing Life

Working at Bayer

"Can embed" content with local subtitles

"Can embed" content

"Can embed" content

CAREER CHANNELS

Channel Architecture for Divisional YouTube Channels

The corporate architecture works as a blueprint for the divisional YouTube architecture.

GLOBAL DIVISIONAL CHANNELS

LOCAL DIVISIONAL CHANNELS

The **global divisional channels** focus on communicating the divisions strategy and the benefits for society and clients.

DIVISIONAL GLOBAL

Special Interest:

Journalists

International Influencers

International NGOs

International Clients

GLOBAL INTRANET

Employees

DIVISIONAL LOCAL

Special Interest:

Local Journalists

Local Influencers

Local NGOs

Local Clients

LOCAL INTRANET

Local Employees

As social media engagement is mainly local and always language related the local channels are **the main platform for engagement.**
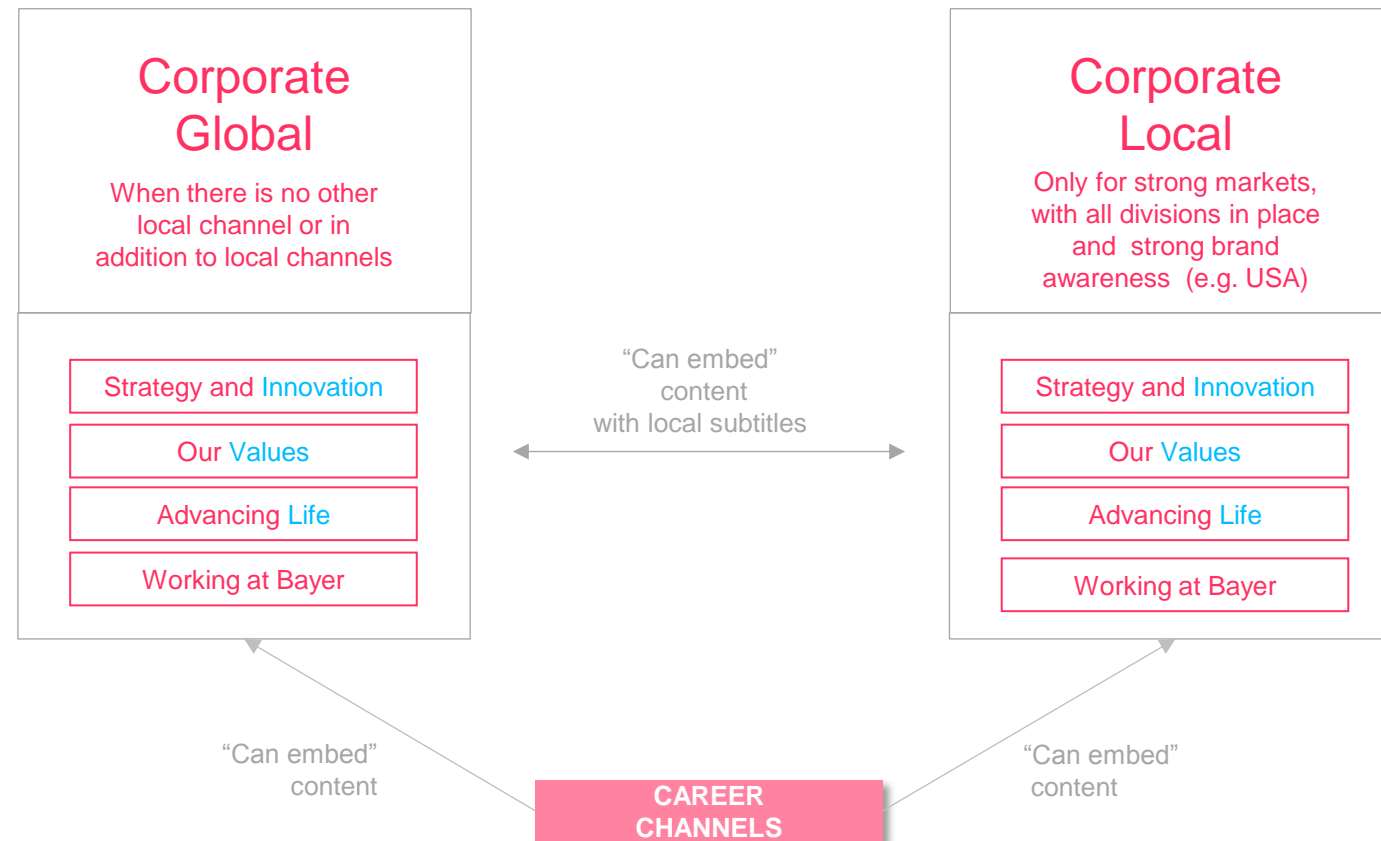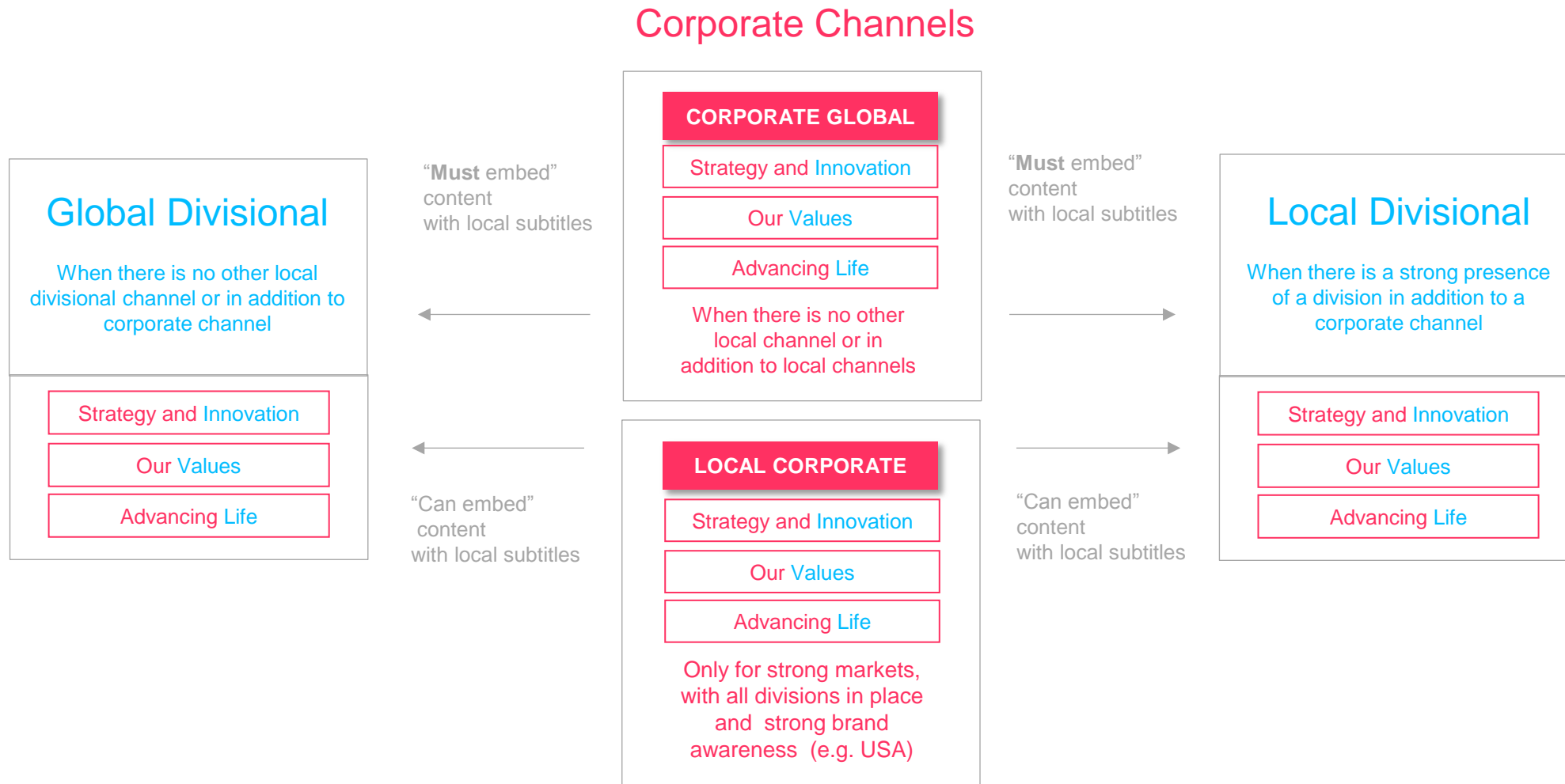
Depending on the available resources and the presence of the single divisions in the markets, the **local architecture can be adapted.**

Implementation from Corporate to Divisional Channels

Playlists of corporate content function as an upgrade for divisional content.

Corporate Channels

Global Divisional

When there is no other local divisional channel or in addition to corporate channel

| Strategy and Innovation |
| Our Values |
| Advancing Life |

"Must embed" content with local subtitles

CORPORATE GLOBAL

| Strategy and Innovation |
| Our Values |
| Advancing Life |

When there is no other local channel or in addition to local channels

"Must embed" content with local subtitles

Local Divisional

When there is a strong presence of a division in addition to a corporate channel

| Strategy and Innovation |
| Our Values |
| Advancing Life |

"Can embed" content with local subtitles

LOCAL CORPORATE

| Strategy and Innovation |
| Our Values |
| Advancing Life |

Only for strong markets, with all divisions in place and strong brand awareness (e.g. USA)

"Can embed" content with local subtitles

How to create a YouTube channel step by step

YouTube Basic Set-up

YouTube Basic Set-up

Step 1: Define goals, target groups and context.

Before starting a YouTube channel, address the following important questions:

// How can the channel contribute to communication and marketing?

// Who is the target group?

// How important is the interaction with users and how can it be included?

// What kind of content will be published, and in which frequency?

// How can the new YouTube channel be integrated in Bayer's existing channel architecture and interaction with other channels be reached?

YouTube Basic Set-up

Step 2: Creating a channel and choosing a name for it.
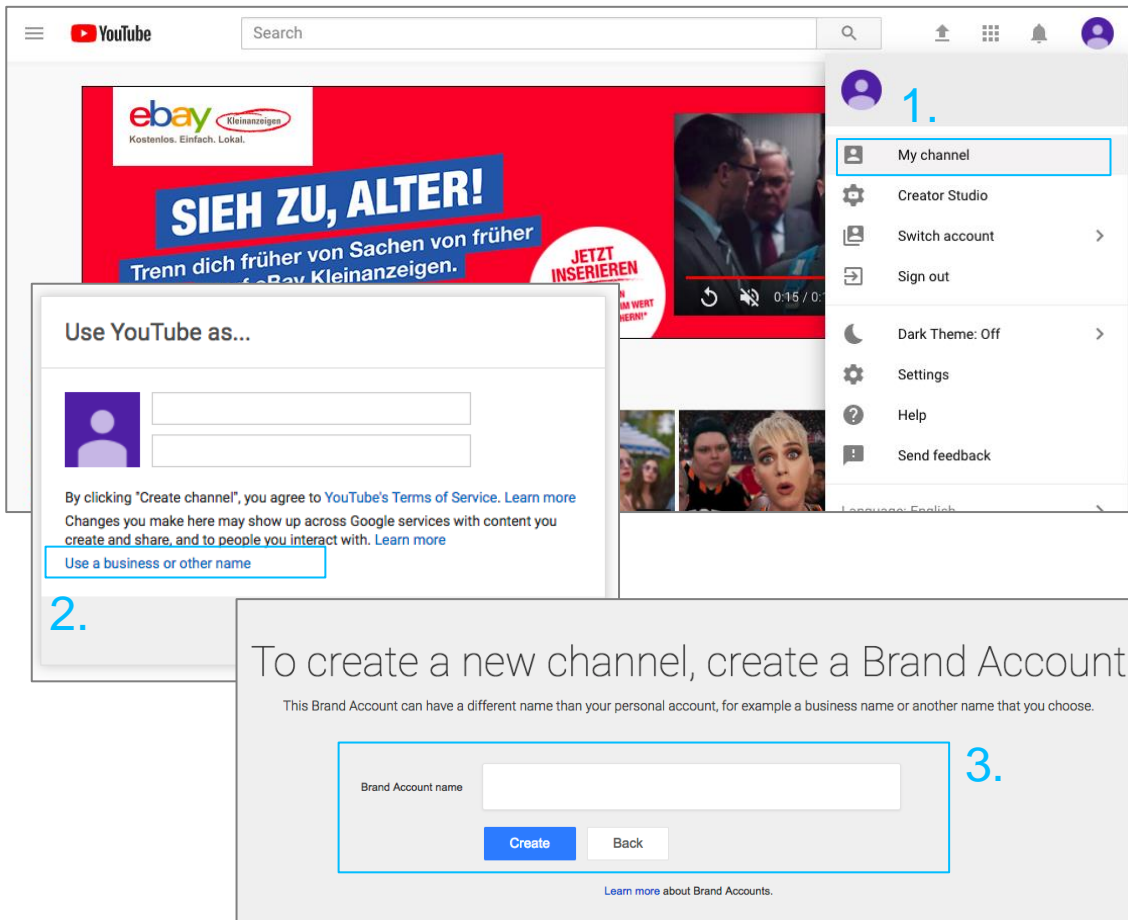
Once you've decided for a new account you can start setting it up.

1. First, you'll need to create a Google account if you don't have one yet.

2. Go to youtube.com, click ‚Sign in' at the top right, and navigate to ‚My Channel'.

3. Choose „Use a business or other name" in the pop-up window.

4. Give a name to the brand account (CAUTION: You can't change it numerous times. Better choose the correct name right from the beginning).

YouTube Basic Set-up

Step 3: Choosing a channel design.
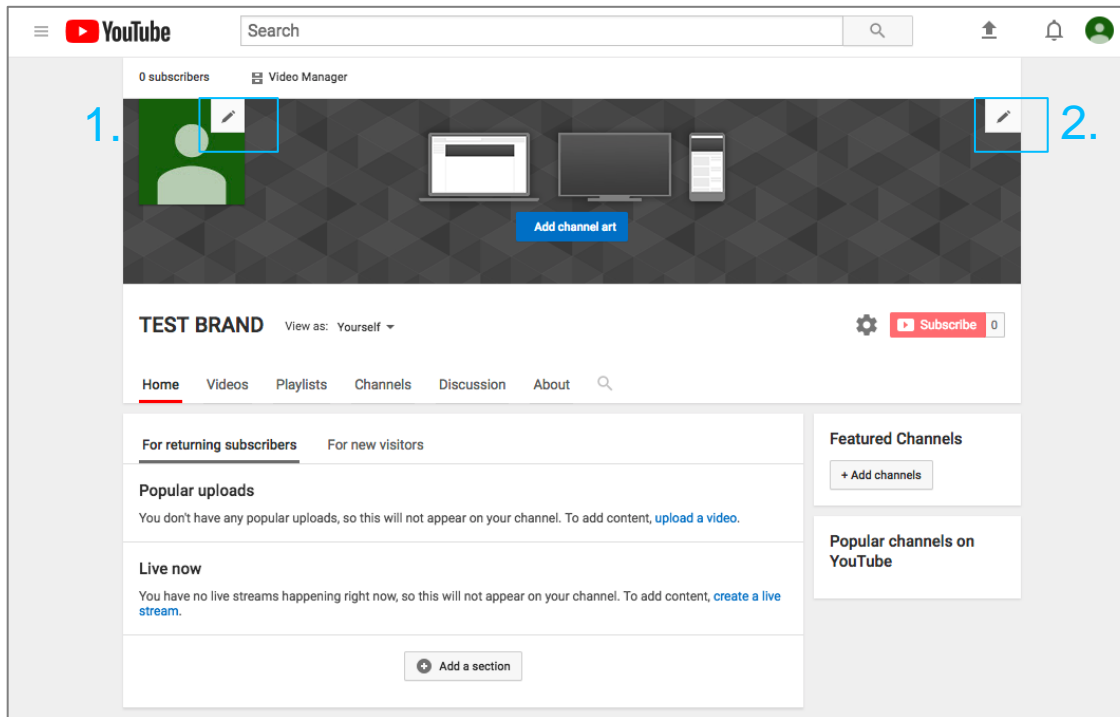
After the initial set-up you can start branding your channel. It's important to make sure that users immediately recognize the channel owner and understand the channel's focus.

1. Pick a profile picture for your channel. It will be shown next to your channel's name.

2. Pick a channel banner to brand the channel page.

When choosing your motive, take into consideration that many YouTube users watch videos on their mobile. Both pictures will be correspondingly small, too much detail might go unnoticed.

YouTube Basic Set-up

Step 4: Upload a channel trailer.
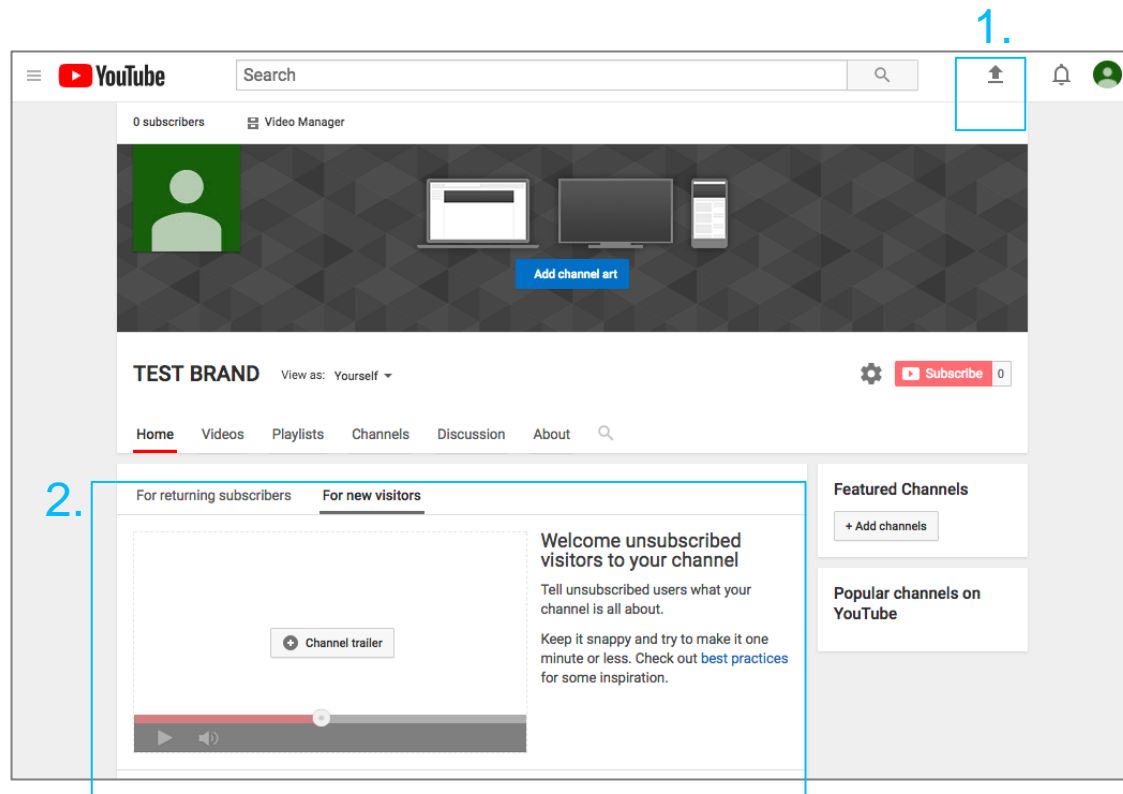
Optionally, you can include a video trailer to the channel's main page. A trailer introduces the channel to the viewer and offers a preview of what the channel is about, which topics it focuses on and what its added value is. The trailer is supposed to make new viewers curious about the channel and to prompt them to watch more videos. It can also be used for promoting specific content and highlights.

1. Upload the video trailer (see under Video upload).

2. Click the ‚For new visitors' tab in the upper channel window. Subscribers of the channel will see a different video which is selected by the page admin.

YouTube Basic Set-up

Step 5: Add a channel description.
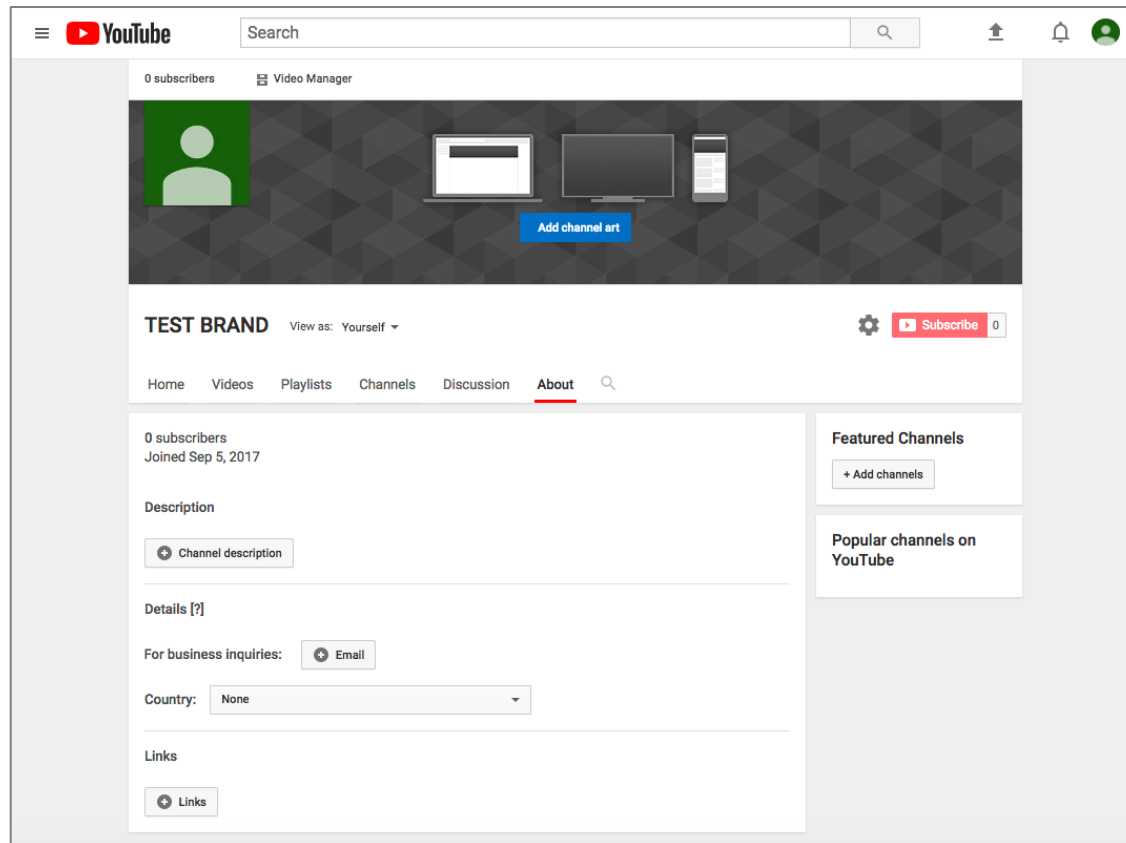
Add information about the channel and its makers under „About". A brief summery of Bayer in one or two sentences could serve as an introduction. Try to also provide an overview of the channel content. Consider fixed upload times as they are user-friendly and include them in the channel info. Furthermore, link your corporate URL, as well as other social media platforms like Twitter, Facebook, Instagram or LinkedIn.

If you opt to turn comments off, clearly communicate why.

YouTube Basic Set-up

Step 6: Establishing a website link.

In order to optimize the exchange between corporate website and YouTube channel, embed videos on the website via YouTube. If possible, do not host videos separately, as YouTube views are getting lost this way.

As mentioned before, include the corporate website URL on your channel page under the tab ‚Channel description'. You can also integrate the URL in the description for each uploaded video or link it at the end of a video.

Organizing a YouTube channel by adding sections and playlists

Channel Structure

Channel Structure

Sections and playlists help give the YouTube channel a user-friendly structure.

Sections structure the channel page. They can for example be created for the most popular uploads or for specific playlists. Playlists feature several videos and can be used to group videos based on common themes or formats.

In order to keep the channel structure simple and comprehensible for users, it is recommended to display only one playlists per section. Only when a critical mass of video content is reached, several playlists can be assigned to a section. A maximum of 10 sections can be displayed on the channels page.

Channel Structure

Creating sections
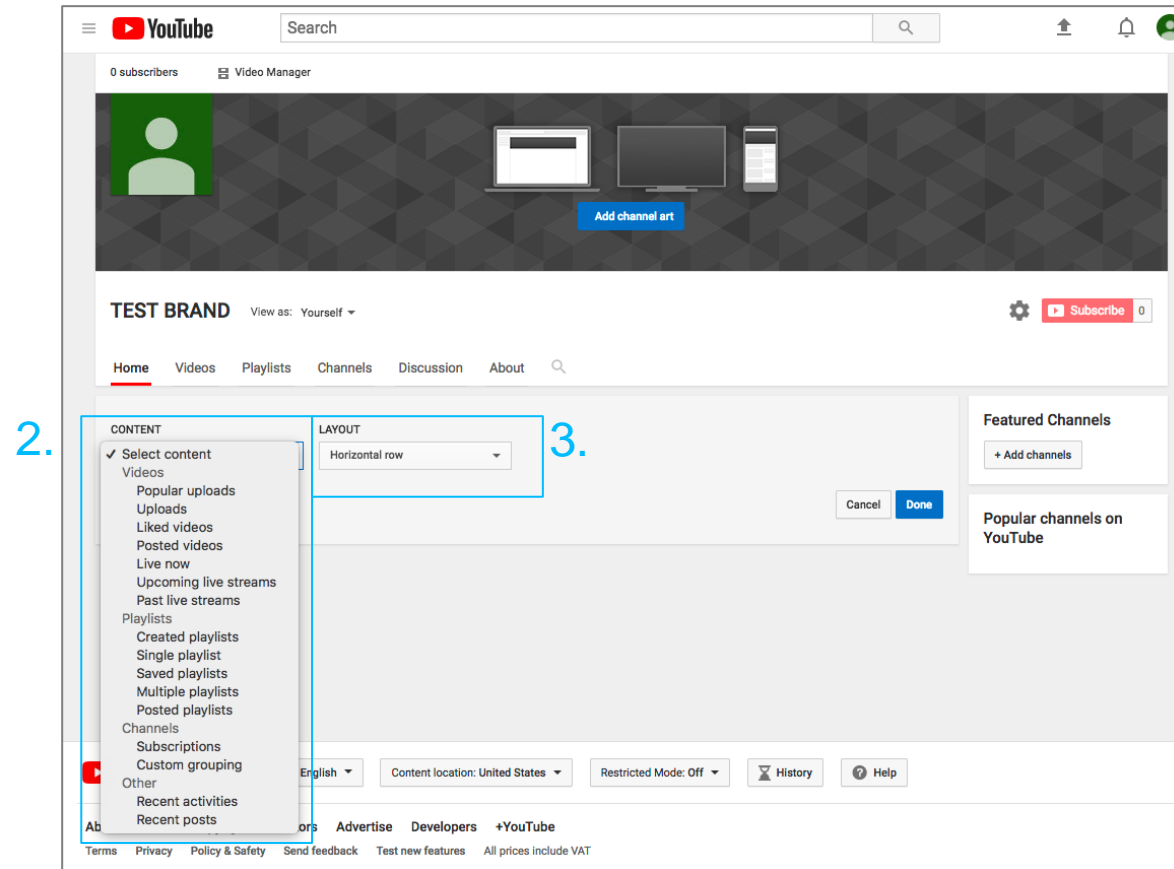
1. Under „Edit-Layout" on your channel page, click „Add section".

2. In the „Content" drop-down menu, select the type of content you want to appear in your section.

3. Under „Layout", choose whether the section should appear horizontally or vertically.

4. You can always edit your sections by moving your cursor to the upper right corner and click on the pen icon.

Channel Structure

Add featured channels
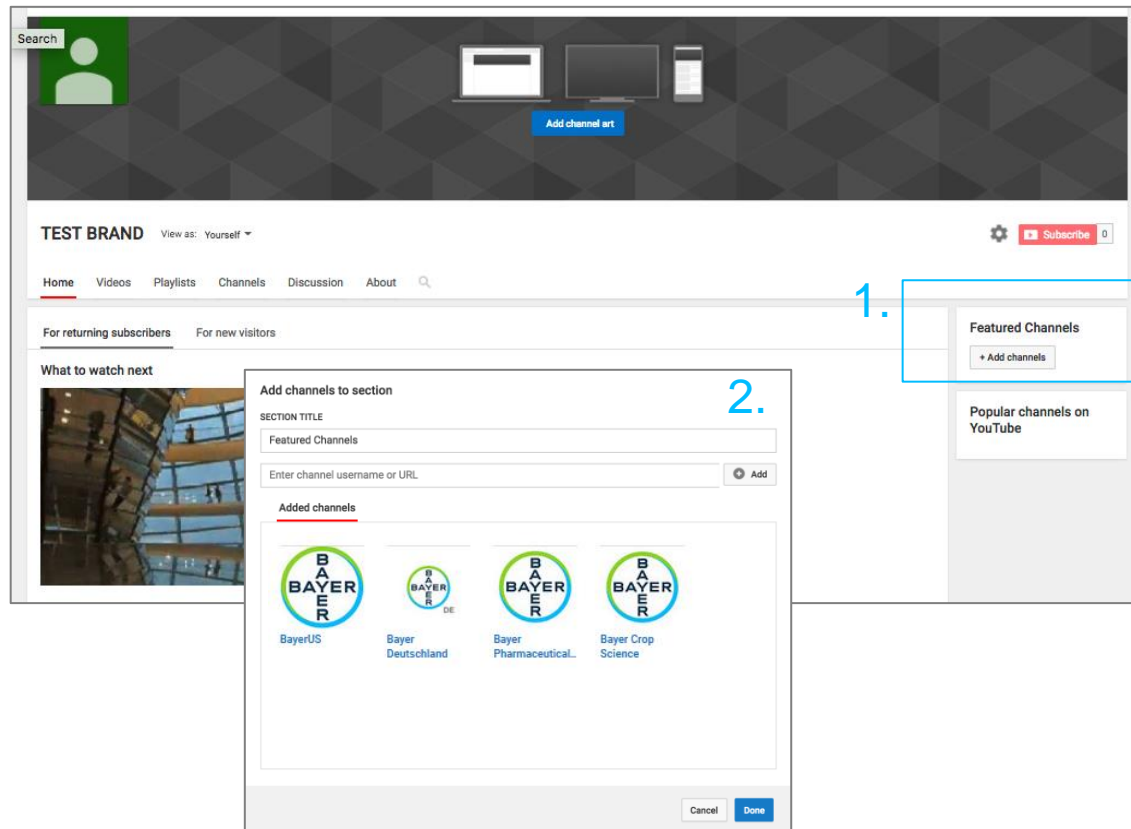
Linking Bayer channels is extremely important for finding channels and content easily. You can add related channels under „Featured Channels".

1. Under „Featured Channels", click „+Add channel".

2. Enter the channels' URLs and click „Add", for example: www.youtube.com/user/BayerTV and
    www.youtube.com/user/BayerTVinternational

Channel Structure

Creating Playlists
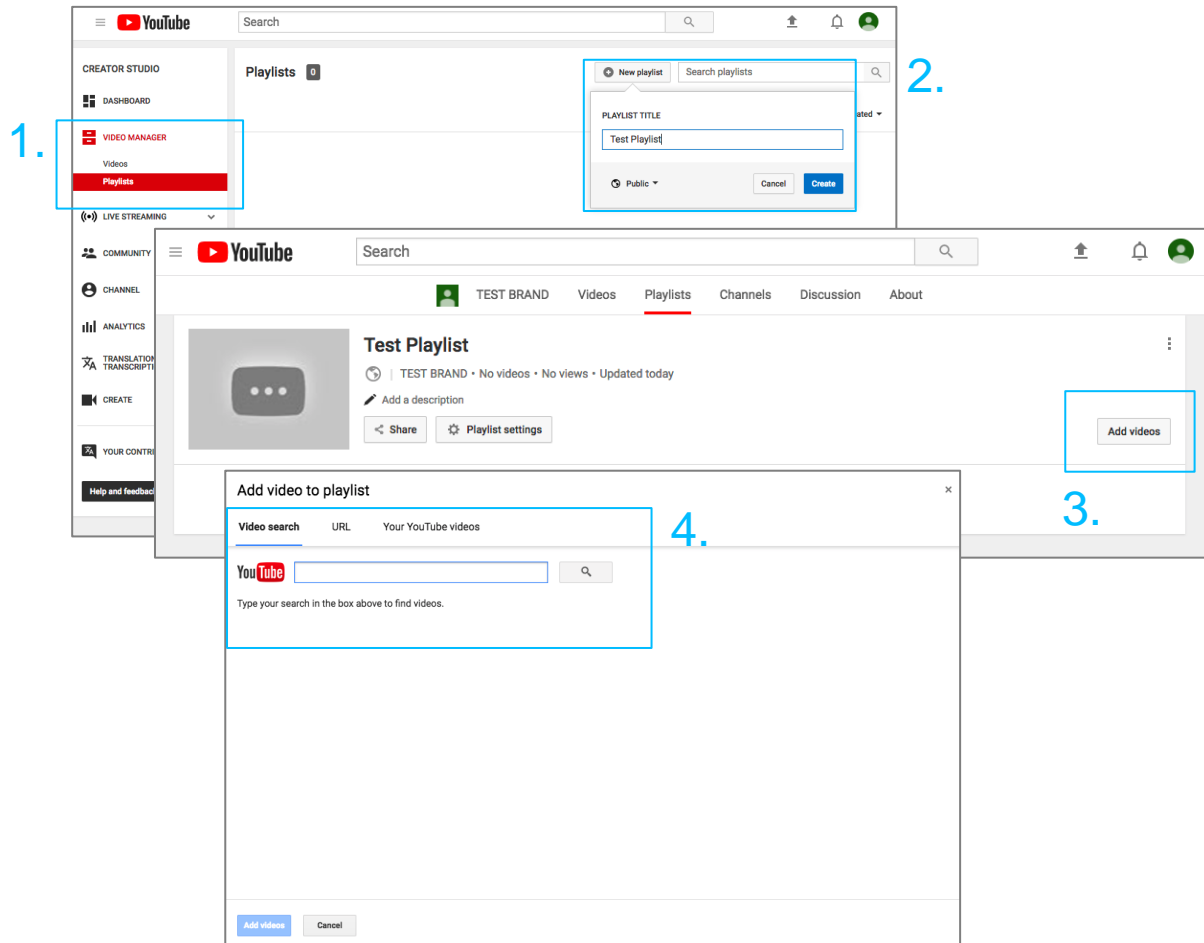
1. Open the VIDEO MANAGER and click „Playlists".

2. Select „+New Playlist", enter a Playlist title and click „Create".

3. After creating the playlist, click "Edit" and „Add videos".

4. Add videos to the playlist.
   Alternatively, click „Videos" in your VIDEO MANAGER and select the videos you want to add to the playlist.
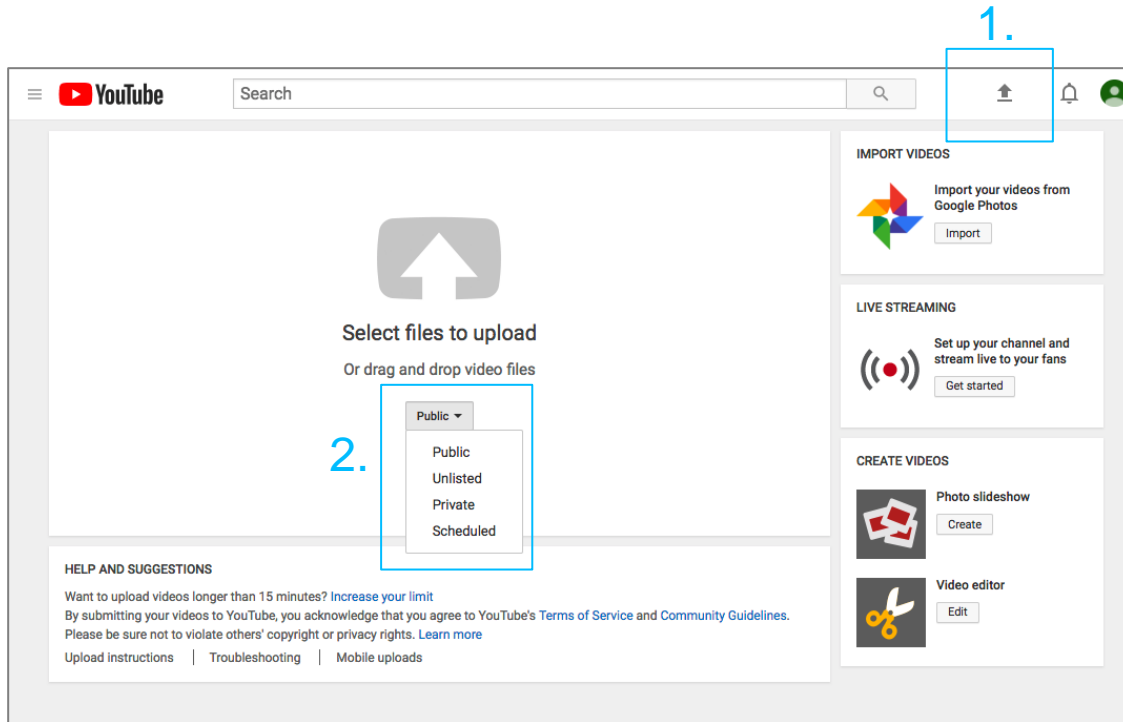
How to upload YouTube videos step by step

Video upload

Video upload

Step-by-step video upload

Videos can be uploaded from the computer or from a mobile device.

1. Click the „Upload" icon.
2. Select the privacy settings for the video and choose between „Public", „Unlisted", „Private" und „Scheduled":

**Public:** Anyone can watch the video and the video will appear in search results.

Unlisted: Only those with a link to the video can watch it. It will neither appear among channel videos nor in search results.

Private: Only the admin and users selected by the admin can see the video. It will neither appear in your channel nor in search results.

Scheduled: A private video becomes public after a scheduled time.
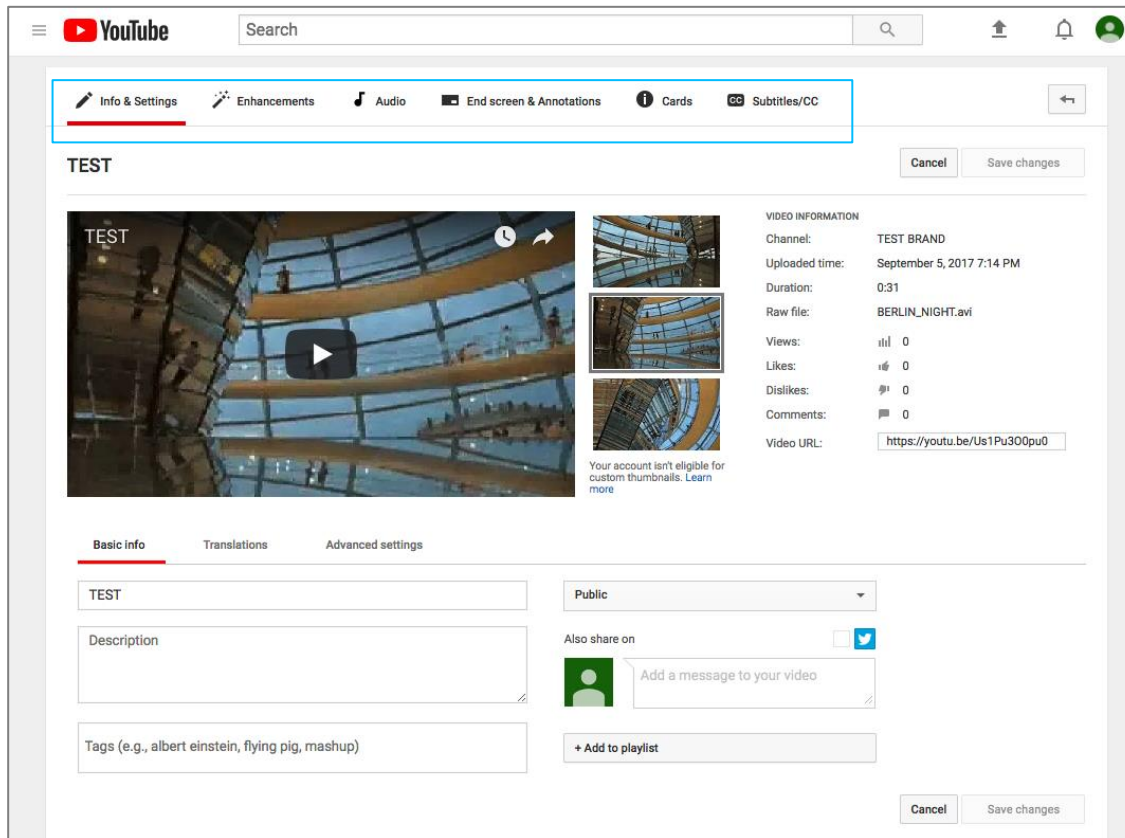
Video upload

Step-by-step video upload
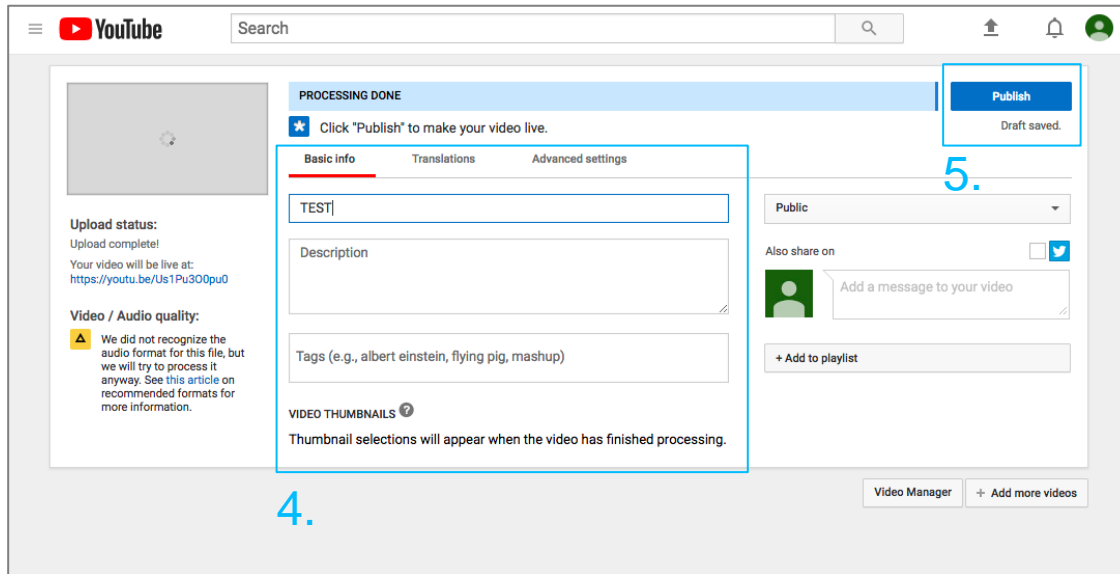
3. Click „Select files to upload".
4. While the video is being uploaded you can add title, description and tags, and activate or deactivate comments. Select further specifications regarding your video under „Advanced Settings".
5. Publish your video.

CAUTION: Choose the file name for your video wisely **before** the upload, it can't be changed afterwards. Be aware that even the file name has a correlation with the ranking of search results. Best create a fixed template with specific search relevant keywords that can be used for each uploaded video. This way, you can influence the ranking of relevant videos in the search bar on the right side.

Video upload

Edit uploaded videos

Once the upload is completed you can edit the video. You can insert annotations, such as links to other videos, comments or speech bubbles, and create an end screen, if desired.

Metadata is vital for search engine optimization on YouTube

Metadata

Metadata

Search engine optimization for YouTube videos

For search engine optimization, it is vital to tag the metadata of the video with the right keywords. This checklist will help you follow the most important rules.

1. **File name:** Yes, even the file name should already include at least one keyword, even better, a stem of a word that links it to the video.

2. **Tags:** Tags are basically keywords for your video. Check beforehand which keywords are relevant and used often. Needless to say, the tags should correlate with the video's content. If they don't, the YouTube algorithm will sooner or later recognize this and rank the video lower. The important tags come first, start with the most specific ones and put the generic ones at the end. Particularly for the more general part it may be useful to establish a generic tab DNA, which can be re-used for other videos.

3. **Title:** „What you read is what you get". Make a clear promise to the viewers with the title of your video - make them watch it. Also, consider using tags in your title. Try to put yourself in the position of the searching user and choose the title accordingly.

Metadata

Search engine optimization for YouTube videos

For example, only few users will search for a headline like: "Bayer: Animal Well-Being", even though from the sender's perspective this is exactly what the video is about. It is much more likely that people search for „How do I groom my dog?", „Dog school?" or „How to go on a vacation with a dog?" etc. Again, try to put yourself in the shoes of the users and find an answer to their query in your video title. The headline is vital.

You can edit and optimize the title after publishing the video. Try not to exceed 45 characters, (including spaces), so the complete video title is shown in the video as well as in the search view.

4. **Video description:** The video description should contain a brief summary of the video and, if possible, not exceed three lines. Longer texts will not be displayed underneath the video unless users click „Show more". It is recommended to put the most important information into those first three lines, including relevant keywords. You can also add references, links and other relevant information. As for links, it might be helpful to establish a fixed collection that can be used for other videos, too.

Metadaten

Search engine optimization for YouTube videos

5. **Thumbnail:** The thumbnail is the preview snapshot being used in the search view and the channel view. Next to the title, it is the major element for users to decide whether or not to watch a video. The more attractive the thumbnail, the higher the likelihood a video will be clicked. It's supposed to encourage viewers but also to reflect the content of video.

Metadata

Free tools for keyword research

These tools help you find search relevant keywords:

1. Google Keyword Planner https://adwords.google.com/KeywordPlanner
   Shows the search volume for specific terms and phrases.

2. Google Trends https://trends.google.de/trends/
   Shows how topics and keywords are developing and is especially useful for searching videos.

3. Google Suggest
   The auto-complete function displays what users are searching for the most.

4. Soovel http://soovle.com/
   Shows the most popular keywords cross-platform.

5. Keyword.io www.keyword.io
   International research tool for keywords, in particular for YouTube.

Subtitles can introduce your videos to a larger audience
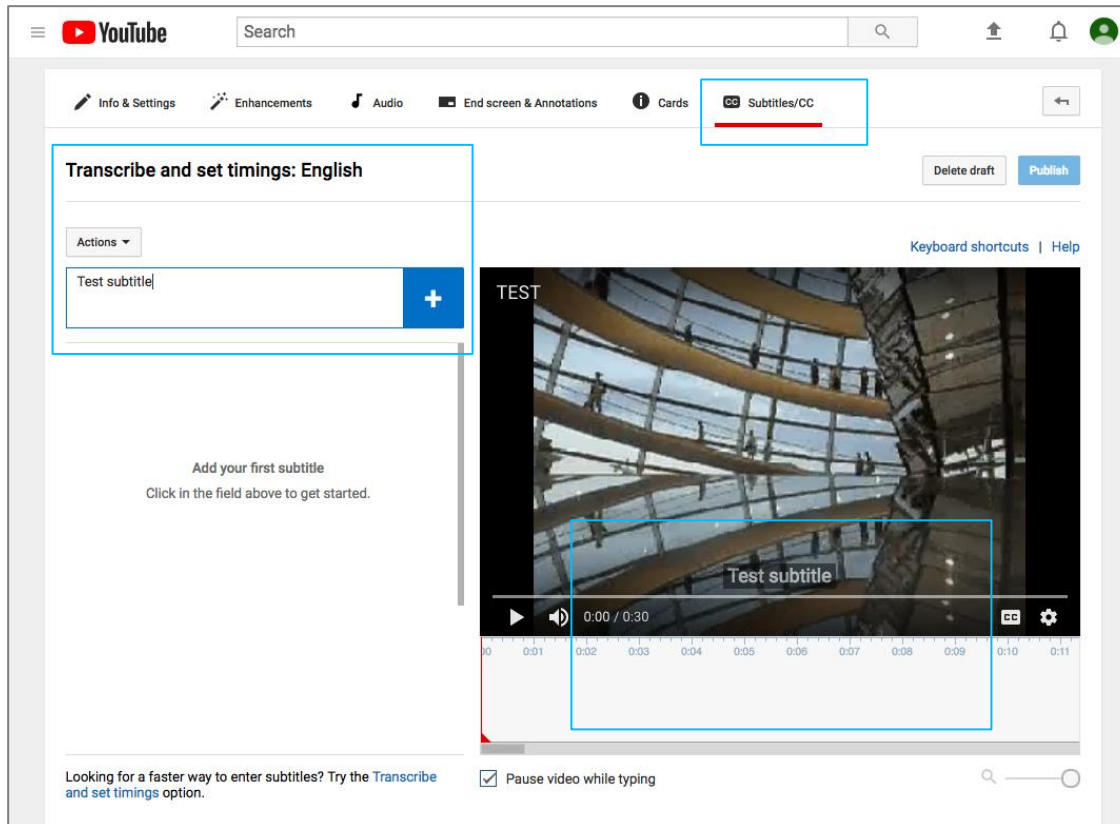
Subtitles

Subtitles

Subtitles make videos more accessible.

Ideally, subtitles should always be used. They increase reach because deaf people and users speaking languages other than the one in the video will be able to understand the content of the video, too. The more languages are available for a video, the bigger the potential reach.

YouTube's automated captions ought to be avoided though for they come with a high error rate. Better insert subtitles manually as the YouTube algorithm recognizes this and automatically ranks the video higher. Be aware though that there is only a limited number of designs for your subtitles. Depending on how important aesthetics are for your video, you might want to integrate subtitles before the upload. This on the other hand, will obstruct the above mentioned algorithm effect.

Subtitles

Create subtitles.

1. In the VIDEO MANAGER for your channel click the „Edit" drop-down menu.

2. Select „Subtitles/CC".

3. Select the language originally spoken in the video.

4. Click „Add new subtitles or CC" and select the language for the subtitles.

5. Choose between: "Upload a file", "Transcribe and auto-sync" or "Create new subtitles or CC".

Analyzing YouTube content is vital for optimizing topics and formats

YouTube Analytics

YouTube Analytics

How does YouTube Analytics work?

YouTube Analytics is an important tool for measuring and monitoring the performance of your channel and videos. Therefore, analyzing data frequently is highly recommended. Particularly in the initial phase of your channel's existence, it's useful to see if goals were met and target groups reached.

Each single video can be evaluated. You can see which videos are particularly popular, which ones engaged viewers the most and which ones failed to meet the expectations.

With YouTube Analytics, you can download reports for numerous categories. The more information you get, the more insights on your channel you gain. Reviewing data makes you learn for upcoming video projects and optimize future productions.

YouTube Analytics

General set-up
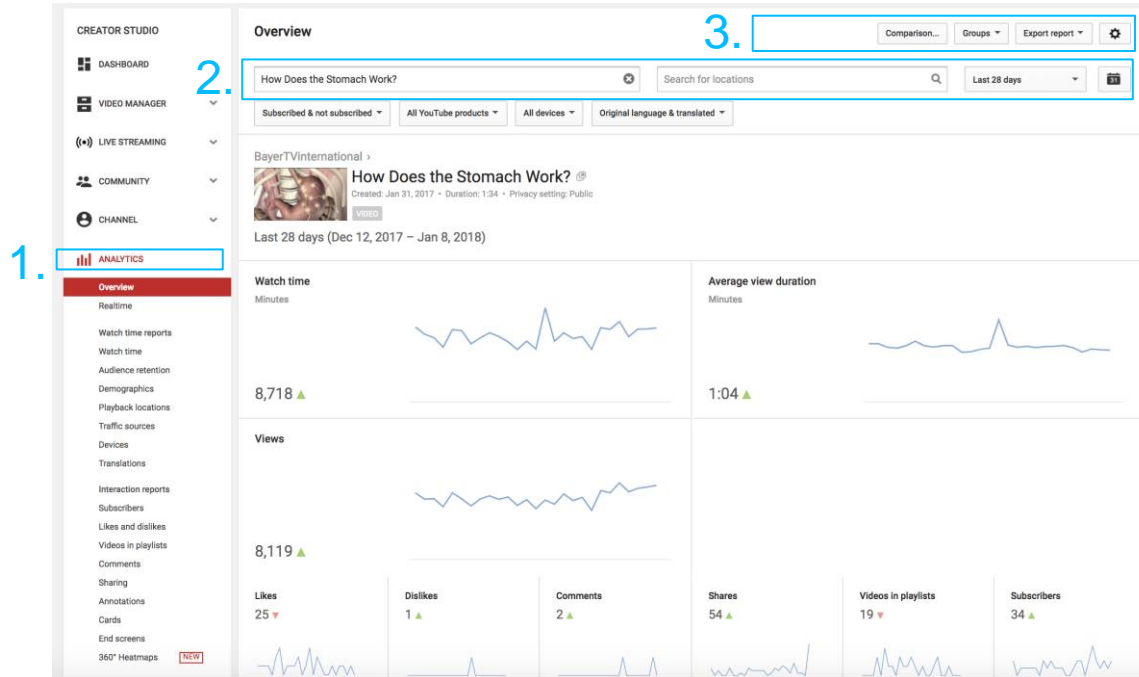
1. YouTube Analytics can be accessed through the creator studio of your channel or the URL www.youtube.com/analytics.

2. You can search and filter the contents you want to analyze by name, location and date.

3. You can also compare two or more videos, analyze groups of videos and download your analytics data.

YouTube Analytics

How to determine relevant metrics and KPIs.
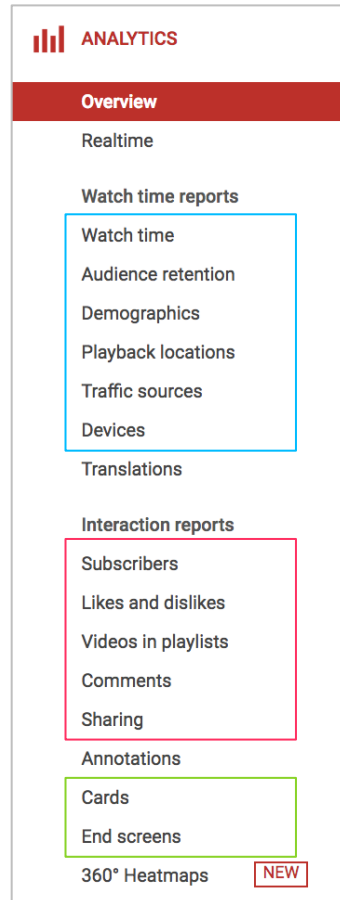
1. Awareness

2. Involvement

3. Action

Consider for each video individually which metrics are most important. Always keep in mind the main goal of your video and choose the key metrics accordingly:

1. **Your goal is to create awareness?**
   Check the watch time reports to see how and from whom your video was received and discovered.

2. **Your goal is to involve your audience?**
   Check the reports for likes, comments, shares, playlists and subscribers.

3. **Your goal is to generate clicks to other videos and websites?**
   Check the reports for cards and end screens.

YouTube Analytics

Watch time and audience retention as key reports.

1.

2.

The watch time and audience retention report are key reports you should have a look at.

1. **Watch time**
    This report give you a good overview over the general video performance: watch time, views, view duration and percentage viewed.
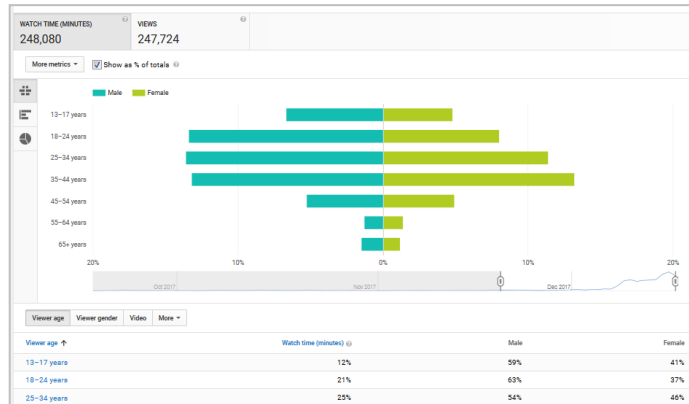
2. **Audience retention**
    The audience retention report tracks at which point during the video users stop watching. The relative audience retention compares the analyzed with other videos that have the same length which gives you an idea if your audience retention is average, above or below.
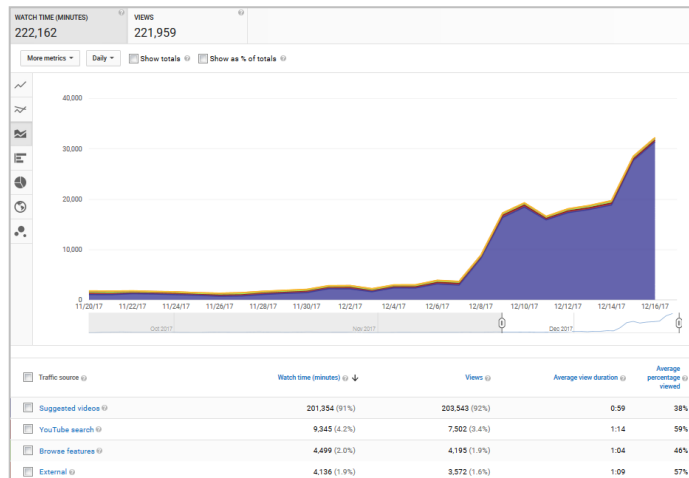
YouTube Analytics

Understanding the audience and their user journey.

1.

2.

Analyzing user information and how they discover the video can be helpful to optimize your content. Interesting reports are e.g..

1. **Demographics**
   Gain insights about your audiences and find out if you reach the right target groups with your content.

2. **Traffic sources**
   Check how your users discover your video. Are they e.g. coming via the search function, suggested videos or an external link? You could dive deeper and find out e.g. what search terms users use or what the suggested videos were.
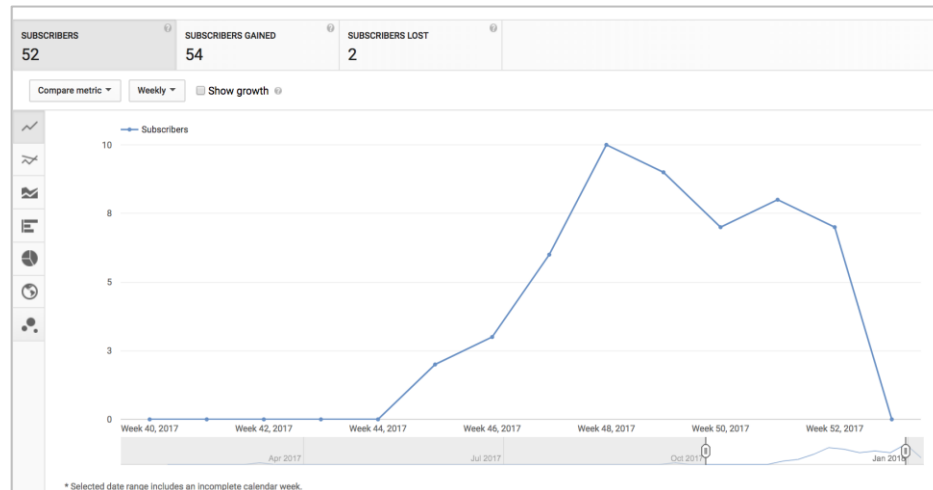
YouTube Analytics

Tracking user engagement.

1.

2.

If your goal is to involve your audience you should keep an eye on YouTube's interaction reports, e.g.

1. **Likes and dislikes**
   Find out how many people liked and disliked your video – shown by location.

2. **Subscibers**
   Check how many subscribers you gained with the video.

3. **Comments, shares, playlists**
   Also check how many people commented on your video, how many shared it, where they shared it and how many users added it to their playlists.

YouTube Analytics

Analyzing how your call-to-actions work.

1.

Card	Start time	Card teaser clicks ⓘ	Teaser clicks per card teaser shown ⓘ	Card clicks ⓘ ↓	Clicks per card shown ⓘ
How Do Painkillers Work?	1:19	4 (4.9%)	0.14%	7 (64%)	6.86%
How Safe are Medicines?	1:19	77 (95%)	1.03%	4 (36%)	3.92%

2.

End screen element	Time range	End screen elements shown ⓘ	End screen element clicks ⓘ ↓	Clicks per end screen element shown ⓘ
Innovation Talk at Bayer Video: Innovations Improve Our Lives - Bayer-Talk 1	3:48–4:03	51 (5.8%)	10 (40%)	19.61%
Innovation Talk at Bayer Video: Digitalisation in Agriculture - Bayer-Talk 2	2:34–2:49	27 (3.1%)	4 (16%)	14.81%
Innovation Talk at Bayer Video: Employees Enable Innovations - Bayer-Talk 5	1:18–1:33	22 (2.5%)	2 (8.0%)	9.09%

Cards and end screens give you the opportunity to lead users to other videos or to your websites. Check the reports for these two tools to track how many people clicked on your call to actions:

1. **Cards**
   You can see how many users clicked on the card teaser and how many clicked on the card.
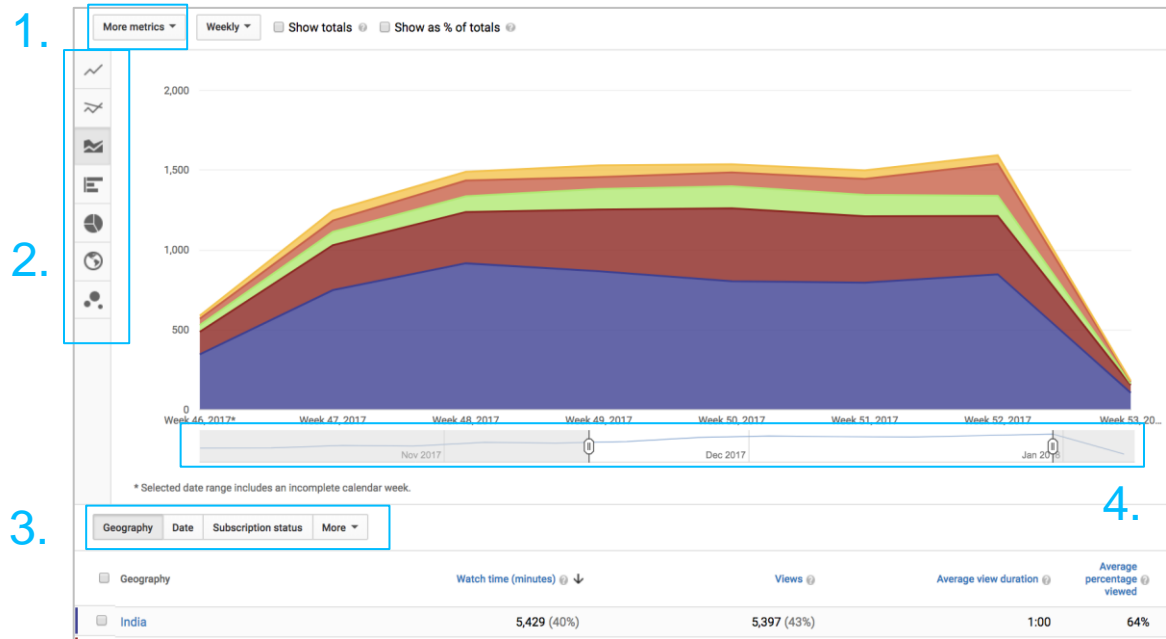
2. **End screens**
   You can track how many end screen elements were shown and how many clicks they generated.

YouTube Analytics

Using the diagrams.

For every dashboard YouTube offers a range of different visualizations. Try to view the data from different angles.

1. You can compare your data with other metrics.

2. You can use different diagram types that visualize time, percentage, geography and more.

3. You can filter your data by different aspects.

4. You can use the slider function to adjust the time frame you are looking at.

How to increase your video's reach through paid and organic measures

Increasing reach

Increasing reach

Increasing organic reach.

Besides using metadata smartly, there are other crucial factors that determine the success of the YouTube channel and its videos.

1. **Utilization and Interconnection**
   Frequent utilization of and interconnection between Bayer's various social media platforms is essential. Each platform should utilize their own unique way of communication. Cards and end screens provide options to mention and link further content in your videos.

2. **International distribution**
   If a video has English subtitles, it might be of advantage to work together closely with international colleagues. Featuring and promoting content across YouTube channels is an adequate measure for expanding reach.

Increasing reach

Increasing organic reach.

3. **Video length**
   Watch time is particularly relevant for the ranking in search results. That's why longer videos (15 minutes) tend to rank higher. Search relevant content should be produced accordingly in longer formats. As for ad formats, keep the videos short and snappy.

4. **User interactions**
   Comments and likes correlate highly with the ranking of videos. Make sure the content engages with users.

5. **Subscribers**
   Subscribers don't correlate directly with ranking. But more subscribers lead to more organic views once the content is published which can lead to higher ranking.

Increasing reach

Increasing paid reach.

Besides the aforementioned qualitative steps, „seeding" (a paid measure) offers additional ways to increase traffic for videos, utilizing the Google and YouTube Network.

YouTube campaigns are promoted via the Google AdWords platform. The Ad-Manager offers detailed targeting options based on demographics, interests, themes and keywords. Ads can be placed not only on YouTube but also on websites and apps within the Google Display Network. Plus, through remarketing YouTube provides options to re-connect with users who have previously visited your channel's page.

This is also to be considered when publishing new content. A higher view count for the video correlates with the ranking in search results. There is a higher likelihood that users will click a video with 20000 views than one with similar content that has only 1000 views.
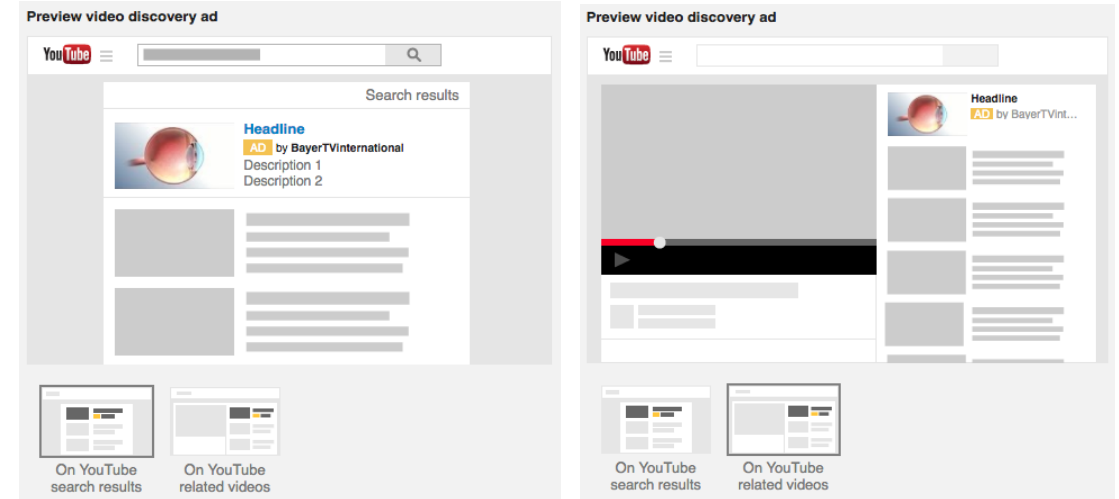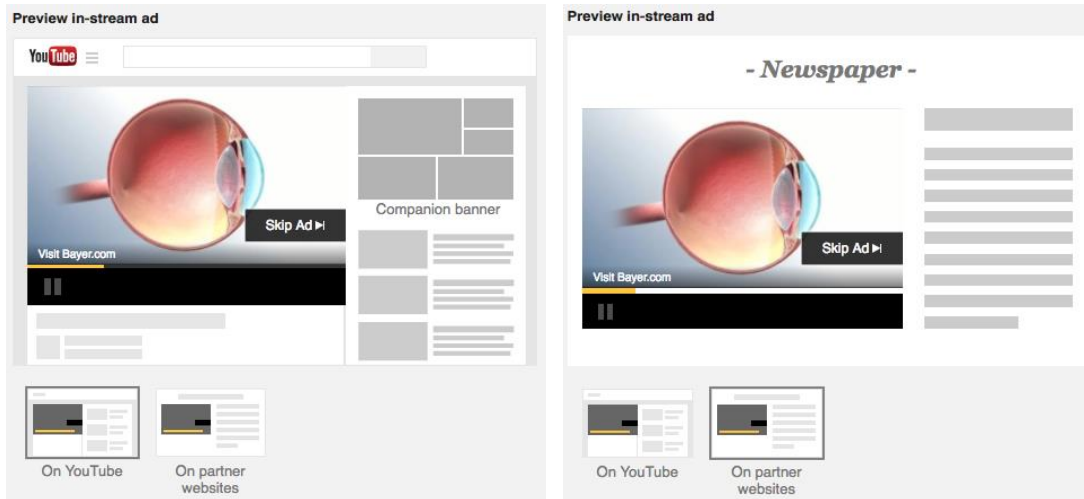
Increasing reach

YouTube offers different ad formats. The recommendation: Using a mix of in-stream and discovery ads.

In Stream

- Before, during or after a video in 15, 30, 60 seconds or longer.
- Skippable ad after it plays for at least 5 seconds.
- Ideal for short video content.

Discovery

- Search results.
- Player: related videos and overlay ads.
- Ideal for longer video content.

Increasing reach

The ad targeting should consider demographics, interests and keywords. In addition re-targeting is a powerful tool to communicate with people who already engaged in our content.

Targeting

Demographics
e.g. age, gender, parental status, income

Interests
e.g. Health & Fitness Buffs, Business Professionals, Avid investors

Topics
e.g. Finance, Health, Health News, Business & Industrial

Keywords
related to different topics, e.g. Innovation, products, sustainability, health

Re-Targeting

By creating re-marketing lists based on traffic data of people who previously visited the website and watched our videos, we can offer them topic related videos and playlists.

e.g. Remarketing series formats and playlists
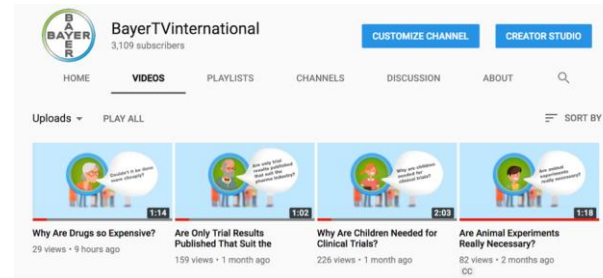


e.g. Remarketing similar videos

Increasing reach

Increasing reach through cooperations.

Another very effective way of increasing your video's reach is to develop a campaign together with YouTube personalities, so-called social media influencers. This way, content will not only be published through your own account but also via the influencer's channel.
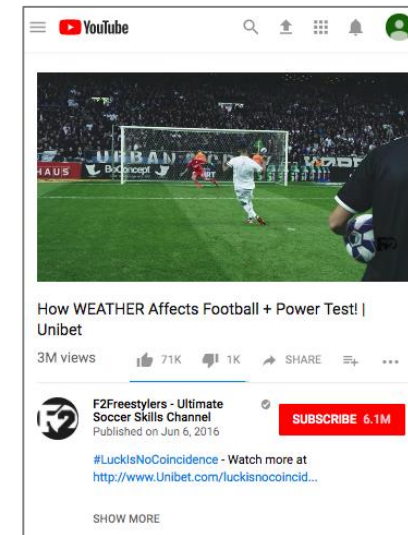
Influencer examples:
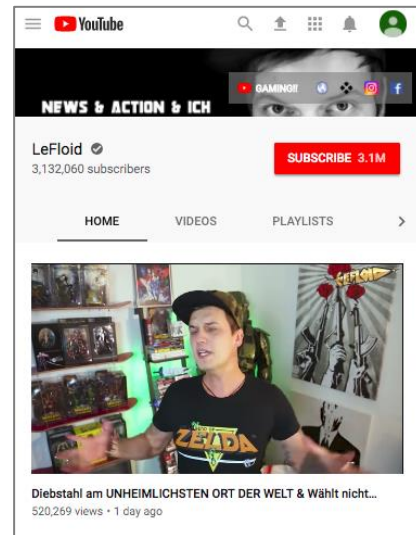
Mega-influencer:
LeFloid
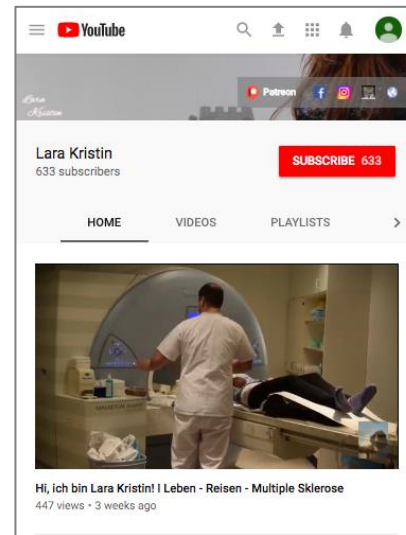
Micro-influencer:
Lara Kristin

Sports-influencer:
F2Freestylers

Technical guidelines for video formats on YouTube

Formats

Formats

Technical formats being used on YouTube.

YouTube supports the following video formats:

// MOV

// MPEG4

// MP4

// AVI

// WMV

// MPEGPS

// FLV

// 3GPP

// WebM

Formats

Horizontal vs. vertical

The rise of apps like Snapchat and Instagram have made vertical videos not only possible but also popular among users. YouTube, too, supports vertical video formats on mobile devices, and offers a full screen view.

Nevertheless, it is not recommended to use vertical videos, unless Snapchat or Instagram stories are being adopted by YouTube. Horizontal videos perfectly serve both, desktop users and mobile users, plus, embedding videos on websites works without any problems.

Checklist for YouTube videos

Things to consider when creating YouTube videos

Checklist for YouTube videos

a) **Match the strategy.**
It's absolutely crucial that all YouTube content contributes to the overall strategy. In other words, it must address the correct target group, cover at least one strategic topic and belong to one of those categories: Help, Hub or Hero Content.

b) **Look and feel.**
All YouTube videos should be based on the Bayer Brand and the Social Media Brandbook (available for download in the Digital Guide). This covers for example thumbnail design, opener and closer and other on-air-design elements.

c) **How do I reach the audience?**
All possible organic and paid measures for increasing reach should be applied. Is it useful to promote the video through other Bayer channels? Can you invest in ads? Are there options for re-targeting?

Checklist for YouTube videos

d) Start as strong as possible.
Typically, users decide very quickly whether they want to continue watching a video or not. That's why it's vital to catch the attention of the viewers right from the start. Provide special teasers, sound effects or surprising moments.

e) Faster than fast?
YouTube has given rise to new film formats. Videos not only have to be to the point but also need flow. That doesn't necessarily mean you have to come up with an editorial masterpiece. But the focus should be on how your storytelling and content can keep viewers engaged throughout the video.

f) It's not just a single film.
Cards and end screens are perfect for expanding the user journey. It is recommended to take full advantage of those tools. Consider, for example, establishing an entire YouTube series instead of only one single video to share your content.

Checklist for YouTube videos

g) Cut off the ads.
Many people monetize their content on YouTube and make a lot of money by allowing ads for their videos. Brand or corporate channels better leave the monetization tab deactivated though.

h) Do it with style.
Users have become more selective and critical of informative and entertaining content, as well as aesthetics. Pay attention to depth of field and image composition, and avoid longwinded talks and interviews, etc.. If you work with animation be original and try not to use pre-existing templates, as Simple Show and others offer it online.

i) What's in it for me?
Consciously or unconsciously, every user asks this question before clicking a video. Keep this in mind when you choose title, tags and descriptions for your video.

Thank You!

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For questions concerning Bayer's YouTube channels, please contact at any time:

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