



Quick Guide: YouTube Video Publishing

Title: Add a clear and concise title to describe your video.

// Capitalize each word for consistency.

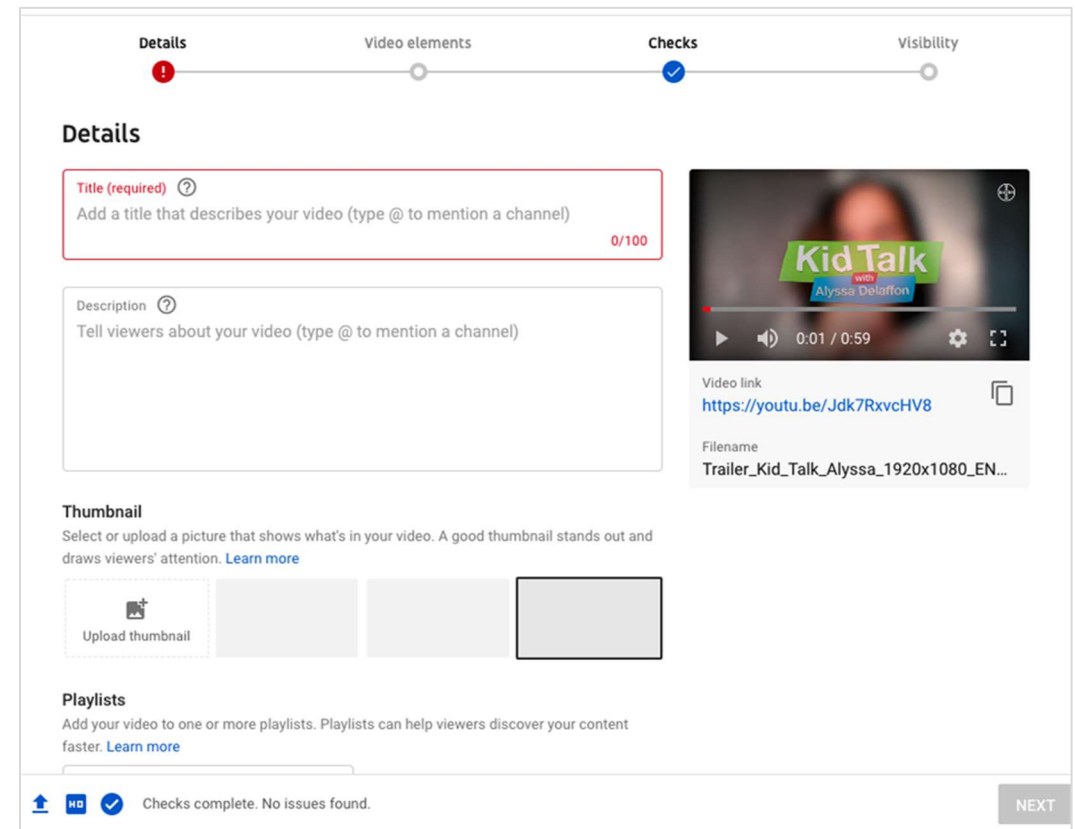
// Include relevant keywords in your title to help with SEO rank

Description: Describe your video in a couple sentence.
Tell viewers the main takeaway they will get after watching.

// Include important key words to help with SEO.

// Provide a hyperlink to a relevant webpage if applicable

Thumbnail: YouTube auto-generates 3 options for thumbnails. Select a cover image that helps to communicate what your video entails or is a bright and colorful visual. You can also upload your own image. It is critical to have a good thumbnail, as it will appear in the playlist, video tabs and as the preview if you post your video link on social media.





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Playlist: Click the drop-down menu to find the topical playlist your video best fits into.

// **Please DO NOT create a new playlist.** If you think a new playlist is needed, please reach out to the Content & Channels Team.

Audience: If your video compiles with the Children’s Online Privacy Protection Act, select that your video is made for kids. Check the criteria if you are unsure. It is critical to click “Show More.” When you do, the following list will appear.

Paid Promotion: You must indicate if you accepted anything of value from a third party to make your video.

Playlists

Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Playlists
Select

Audience

This video is set to not made for kids [Set by you](#)

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?](#)

Features like personalized ads and notifications won’t be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids’ videos. [Learn more](#)

- Yes, it's made for kids
- No, it's not made for kids

Age restriction (advanced)

SHOW MORE

Paid promotion, tags, subtitles, and more

Paid promotion

If you accepted anything of value from a third party to make your video, you must let us know. We’ll show viewers a message that tells them your video contains paid promotion.

My video contains paid promotion like a product placement, sponsorship, or endorsement

By selecting this box, you confirm that the paid promotion follows our ad policies and any applicable laws and regulations. [Learn more](#)





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Altered Content: Did you use AI or any other tools to alter the content to make something look *realistic* that didn't occur? Note, this is not just asking if you used AI to help you create content but centers around the question of "realness."

Automatic Chapters and Places: By default, YouTube will automatically create chapters and add relevant places. You can turn these off altogether or edit the chapters as you wish.

Automatic Concepts: This is in the testing phase, but YouTube will help explain potentially unfamiliar terms to viewers automatically within your video.

Altered content

Do any of the following describe your content?

- Makes a real person appear to say or do something they didn't say or do
- Alters footage of a real event or place
- Generates a realistic-looking scene that didn't actually occur

Yes

No

Automatic chapters

Chapters and key moments make your video easier to watch. You can overwrite automatic suggestions by creating your own chapters in the video description. [Learn more](#)

Allow automatic chapters and key moments

Featured places

Help viewers explore key places in your video. These are public places like restaurants and shops – we don't display your current location or other private info. [Learn more](#)

Allow automatic places

Automatic concepts [Experiment](#)

Help viewers learn more about unfamiliar terms without leaving the video. Concepts mentioned in your video may automatically appear in the description.

Allow automatic concepts





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Tags: Another way to keyword-optimize your videos for YouTube is leveraging tags to let your viewers and YouTube know what your videos are about. However, do not rely only on tags to help you rank higher in search. Your keywords should also be included naturally in your video description. YouTube prioritizes your video's first few tags, so make sure your first one is the exact keyword you want to target. (Should also be in your description.) The remaining tags can be broader words to describe the video.

// Keep most of your tags between 2-3 words

// Research suggests that the optimal number of tags is between 5-10.

Language, Captions and Recording Info: If content is regionally specific or there is a special emphasis within the video to a region, you can add that location. If it is a general global video with no specific location, do not add a location.

License and Distribution: Select Standard YouTube License. Allow embedding and publish you video to subscription feeds.

Shorts Remixing: Our recommendation is to change this default setting and set to do not allow others to remix your content.

Tags

Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)

Enter a comma after each tag

0/500

Language and captions certification

Select your video's language and, if needed, a caption certification

English

None

Recording date and location

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

None

None

License

Learn about [license types](#).

Standard YouTube License

Allow embedding [?](#)

Publish to subscriptions feed and notify subscribers

Shorts remixing

Let others create Shorts using content from this video. [Learn more](#)

Allow video and audio remixing





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Category: Your category will most likely be “Science & Technology” but choose appropriately.

Comments and Ratings: For the Bayer Global YouTube Channel, it is our policy to disable all comments on YouTube videos. We do not have community engagement support for YouTube, so we must disable comments for the sake of pharmacovigilance/litigation purposes. If you operate a country YouTube channel, you must actively monitor your comments if you choose to turn this feature on.

Add Subtitles: Closed captions, or subtitles make it much easier for Google to analyze the contents of your video and are very important for accessibility purposes. You should have captions for every video where there is speaking. YouTube can suggest its AI-generated closed captions for your video, but it’s better to make your own. This way you will avoid any mistakes due to pronunciation issues or poor audio quality. Read more [HERE](#) for how to upload your own subtitles.

Add an End Screen: Promote related content at the end of your videos. This card will appear at the end of your video and allows you to choose the format to appear. You can decide if you want to promote a the subscribe button, related videos or playlists.

Add Cards: Promote related content any point during your video. These videos, playlists, channels, and links will appear whatever frame you select during your video. When the video mentions a topic or initiative that requires further information, you can link a supplemental webpage or video to appear on the users’ screens.

Category

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

Science & Technology

Comments and ratings

Choose if and how you want to show comments

Comment visibility
Hold all comments for review...

Sort by
Top

Video elements

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

- Add subtitles** ADD
Reach a broader audience by adding subtitles to your video
- Add an end screen** IMPORT FROM VIDEO ADD
Promote related content at the end of your video
- Add cards** ADD
Promote related content during your video

HD Checks complete. No issues found.

BACK **NEXT**

