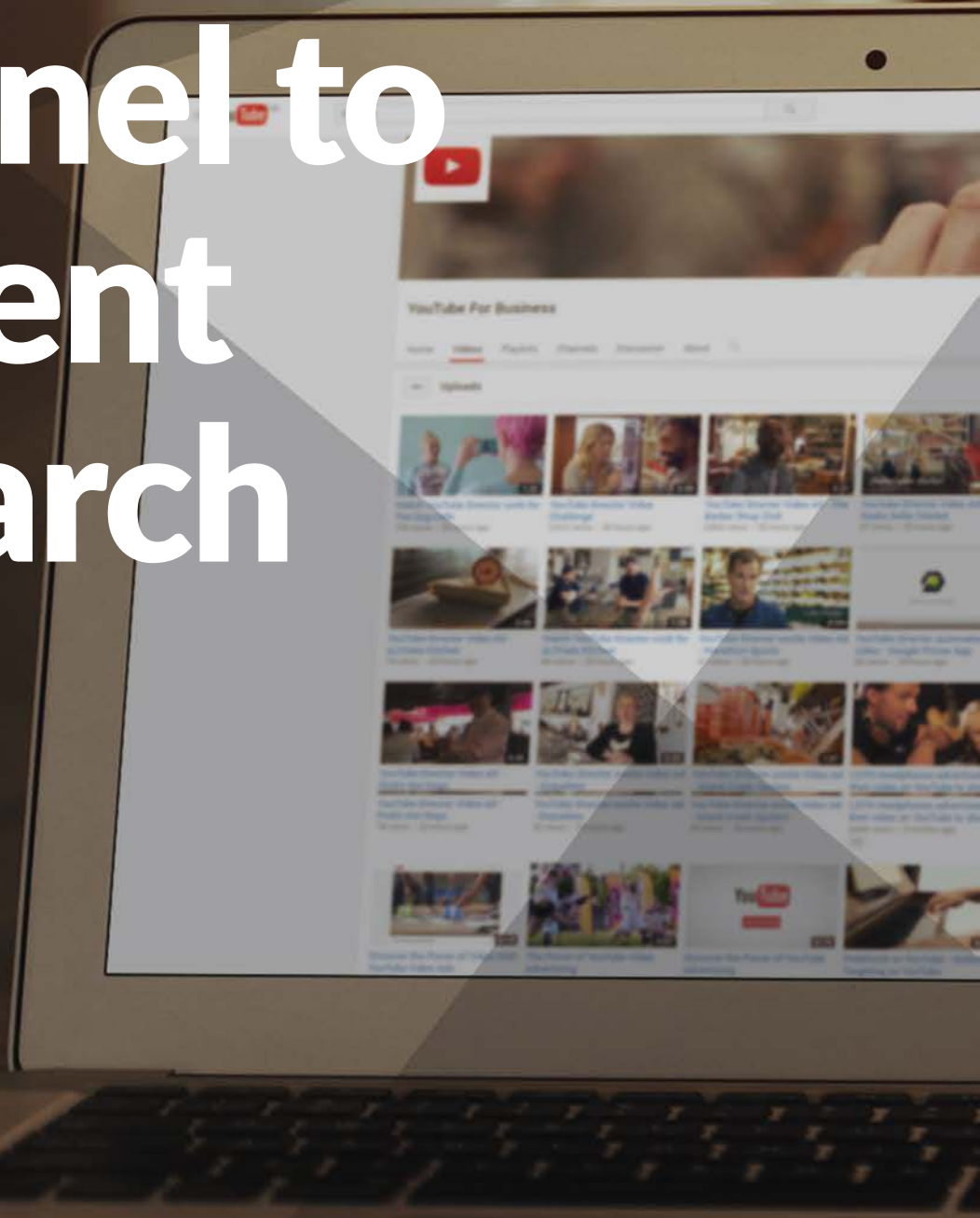


SOCIAL MEDIA MARKETING

# Add a YouTube channel to content research



## Video offers you the chance to engage with your audience visually meaning they are more likely to share or retweet and follow!

By connecting a YouTube channel you can easily share your videos. Also, setting up your own YouTube channel is a great way to increase your online audience.

To add a YouTube channel to content research you'll need to know the Channel ID.

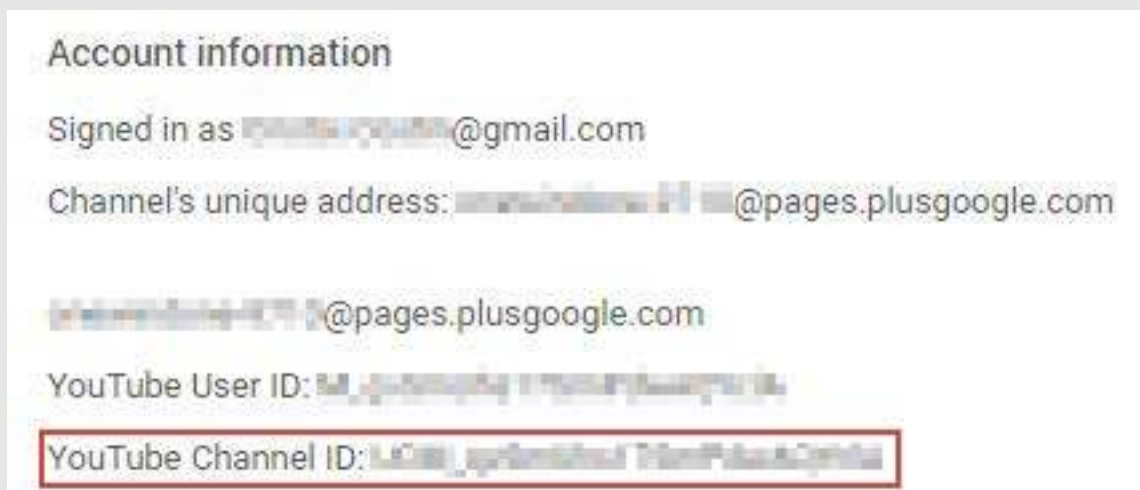
### Finding your own YouTube Channel ID



#### Option 1

**Log into your YouTube account** click on the round picture in the top right of the screen and **select "YouTube settings"** (the cog icon) on the drop down menu.

On the next page click on **"Advanced"** next to your account picture and you should see the screen below:

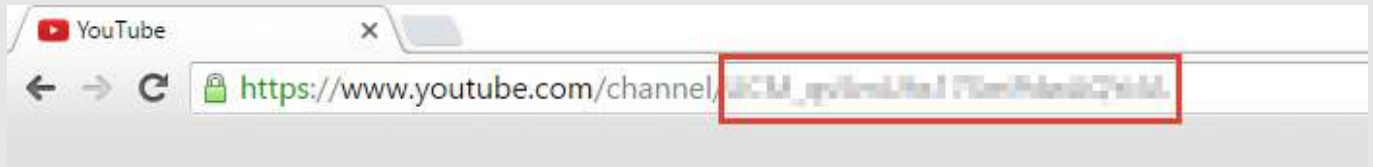


If you are having trouble finding this you can also try going to [www.youtube.com/account\\_advanced](http://www.youtube.com/account_advanced), log in when prompted and it should take you to the right page.

## Option 2

Log into your YouTube account and click on “My Channel” on the left side menu.

Next take a look at the URL displayed on your web browser.



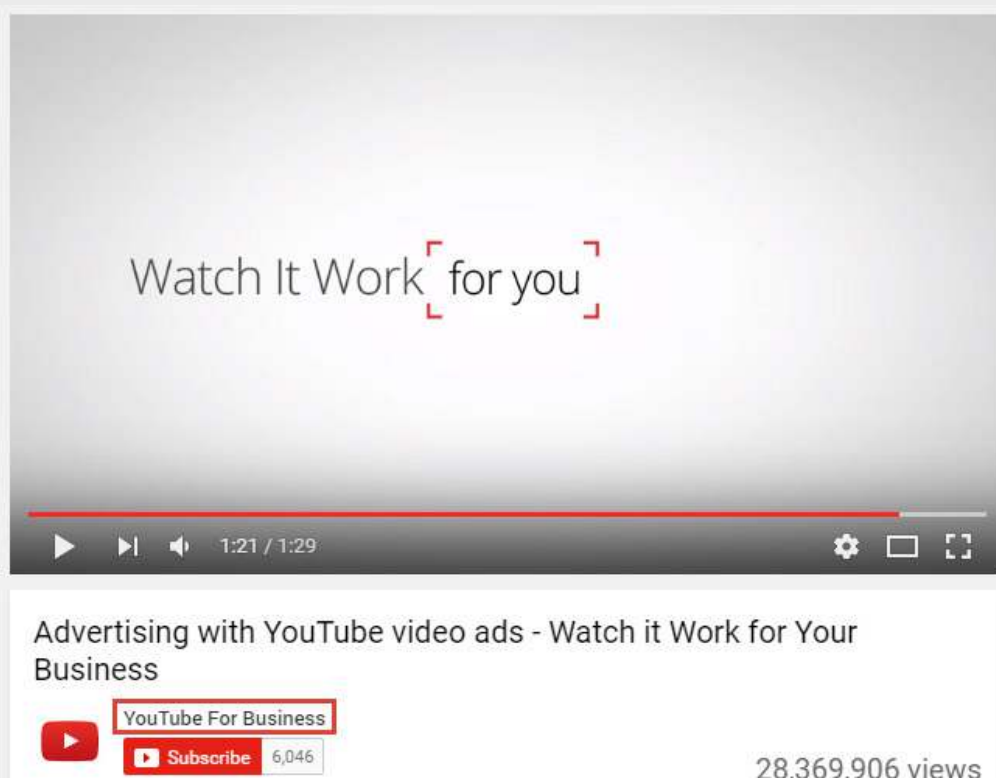
You should see a series of letters and numbers, this is your channel ID.

## Finding the channel ID for an additional channel



To find the Channel ID for an additional Channel you would like to add involves a few more steps but is still quite simple.

On YouTube, locate the chosen Channel, then **view a video** from that Channel.



Then simply **click on the Channel name** below the video player (highlighted in the red box on the above image).

You will then be taken to your chosen channel where you find the unique **Channel ID in the URL** (pictured below).

### **Note**

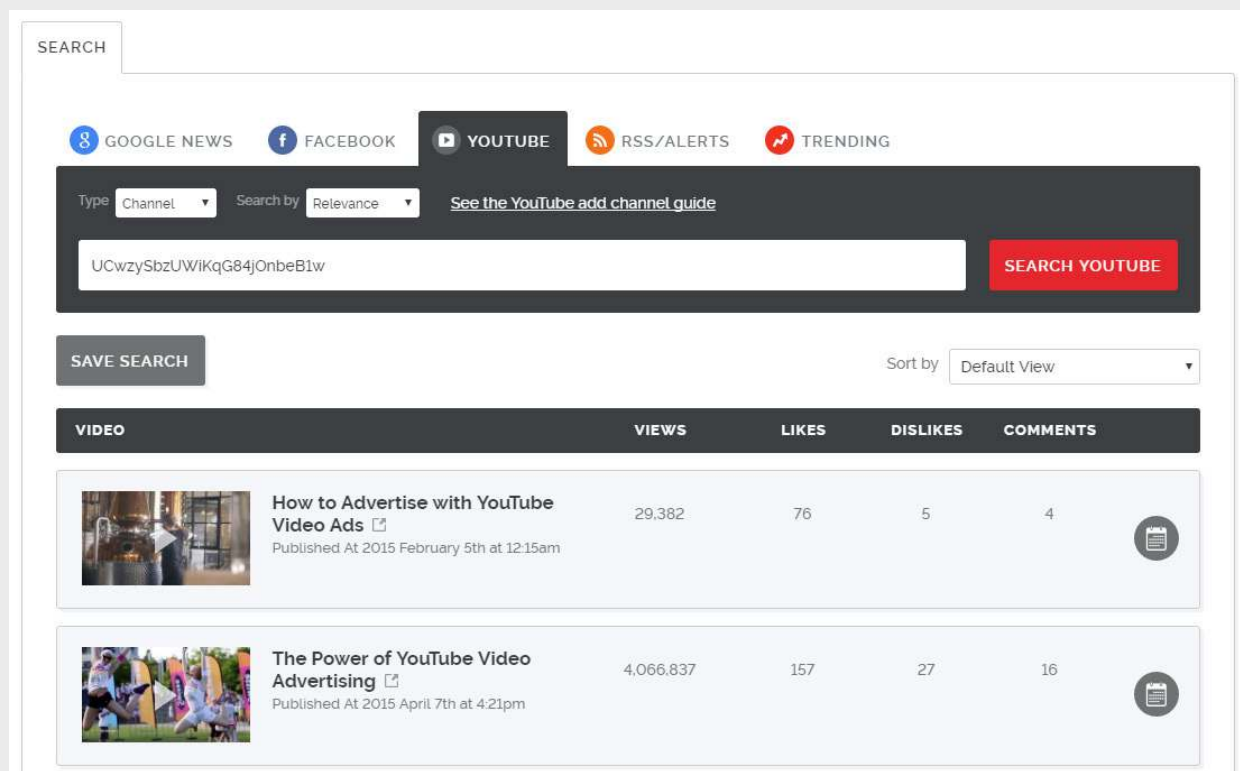
The Channel ID and User ID are different, this is the only way to access another YouTube channel's ID.



\* These instructions are correct at the time of writing this article.



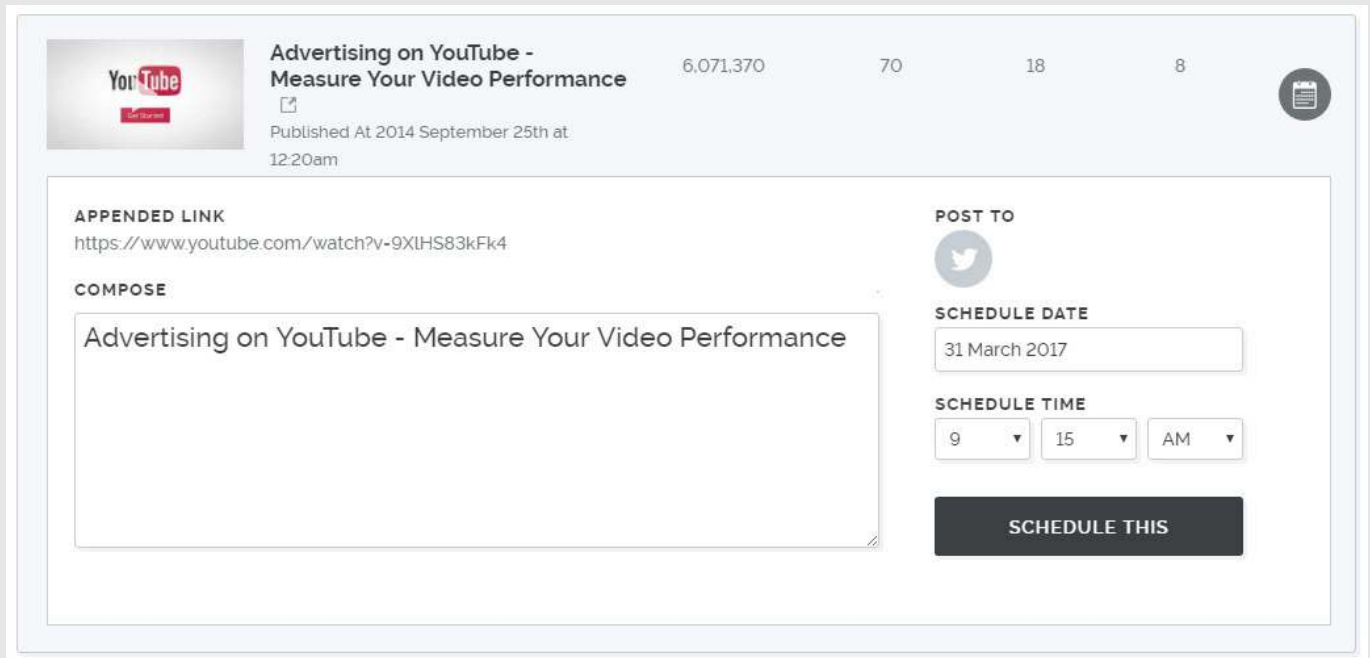
... so you've got your unique ID,

now simply copy and paste it into your Content Research tool, select 'Channel' and you'll be provided with a list of videos from your chosen Channel!

A screenshot of a search tool interface. At the top, there are navigation links for 'GOOGLE NEWS', 'FACEBOOK', 'YOUTUBE', 'RSS/ALERTS', and 'TRENDING'. Below these is a search bar with 'Channel' selected in the 'Type' dropdown and 'Relevance' in the 'Search by' dropdown. The search bar contains the Channel ID 'UCwzySbzUWiKqG84jOnbeB1w'. A red 'SEARCH YOUTUBE' button is to the right. Below the search bar is a 'SAVE SEARCH' button and a 'Sort by' dropdown set to 'Default View'. The main content area displays a table of video results with columns for 'VIDEO', 'VIEWS', 'LIKES', 'DISLIKES', and 'COMMENTS'.

VIDEO	VIEWS	LIKES	DISLIKES	COMMENTS
 <b>How to Advertise with YouTube Video Ads</b> Published At 2015 February 5th at 12:15am	29,382	76	5	4
 <b>The Power of YouTube Video Advertising</b> Published At 2015 April 7th at 4:21pm	4,066,837	157	27	16

Clicking the Scheduler icon to the right of a video will allow you to choose what platform you would like to post to and when.



The screenshot shows a YouTube video player interface. At the top, the video title is "Advertising on YouTube - Measure Your Video Performance" with a view count of 6,071,370, 70 likes, 18 comments, and 8 shares. Below the title, it says "Published At 2014 September 25th at 12:20am". The video player area is mostly empty, with the text "Advertising on YouTube - Measure Your Video Performance" visible in the center. To the right of the video player, there is a "POST TO" section with a Twitter icon. Below that, there is a "SCHEDULE DATE" field set to "31 March 2017" and a "SCHEDULE TIME" section with dropdown menus for "9", "15", and "AM". A "SCHEDULE THIS" button is located at the bottom right of the scheduling overlay.

## There you have it ...

A few easy ways to find video content from a specific YouTube channel in your Social Media Control Panel to engage your audience.