



YouTube

Create Responsibly:

# Elections on YouTube

# We are ready to support you this Elections cycle.

We dedicate significant time and resources to establish and refine the policies and systems that effectively connect people to trustworthy, **high-quality election news and information on YouTube.**



According to Nielsen's total TV and streaming report for the US, YouTube is the leader in streaming watch time (June, 2023).



# How to prepare for Elections.

1

## Upholding Our Responsible Framework

We remove content that violates our policies, reduce recommendations of borderline content, raise up authoritative sources for news and information, and reward trusted creators. Let's review in the next slide.

2

## Leveraging YouTube's Suite Of Products & Strategies

We design our platform to reach audiences through various content types. Let's discuss how to evolve your channel page to be dedicated towards your election coverage through a multi-format release schedule.

3

## Understanding The Rules Of The Road

We rely on a combination of people and technology to flag inappropriate content and enforce Community Guidelines as well as copyright and ad-friendly guidelines. Let's make sure you're up to speed.

# YouTube responsibility framework for Elections.

1

**REMOVE**  
content that  
violates our  
policies

2

**RAISE**  
high-quality  
information

3

**REDUCE**  
the spread of  
misinformation

4

**REWARD**  
trusted  
creators

# Create for the Election season.

## VOD

Transform your channel into an Elections hub for all your long-form content

Evergreen & educational explainers and analyses

## Live

Provide real-time information & analysis to your audience

Timely election content that audiences need now

## Shorts

Grow and reach new audiences through short-form

Clippable bites that are lighter & quick

## Podcasting

Deepen engagement & education through Podcasting

Lean back and deep dive in audio or video format

# Build your Elections hub & identity.

**Remember your key elements to sustaining & building your core content:**

- **Branding:** channel banners & re-branded avatars to share your social links and inform viewers on your content upload strategy.
- **Titles & Thumbnails:** exceptional titles & thumbnails are greater than the sum of their parts: They work together to tell a story, kindle curiosity, share a sneak peek, and attract more viewers to your video.
- **Playlists:** organizing your videos into collections (e.g. debate analysis, interviews, etc) can enable viewers to easily find and consume the content the want.



**FYI:** When preparing for an Election season, remember to set up 2-factor authentication on your channel to prevent hijacking



**300M**

**live viewers** log in daily on YouTube. During the Election cycle, Live is a fantastic way to reach a captive audience to engage directly with.

# What's your **live** strategy?

Creating a content plan helps you align your content with your channel's growth and goals. This strategic approach can help you create consistently, stay focused and optimize your resources. There are three ways to live stream:

- **Mobile:** good for vlogging & quick updates from your phone or tablet
- **Webcam:** quickly live stream from your computer using a webcam
- **Encoder:** Going live with an encoder gives you more customization and control over your output than a simple mobile or webcam stream.





# Be nimble



Whether it's **breaking news** or a **live stream of the debate**, **going live** empowers you to bypass the time-consuming phases of filming and post-production associated with traditional video creation. Instead, you can immediately engage with your viewers.

This not only **speeds up your content delivery** but also allows you to **respond in real-time**, processing news and information alongside your audience while giving them the opportunity to **ask questions and share their insights**.

Remember that **auto captioning for live stream is only available in English** – if you are streaming in another language, keep auto-captioning toggled off.



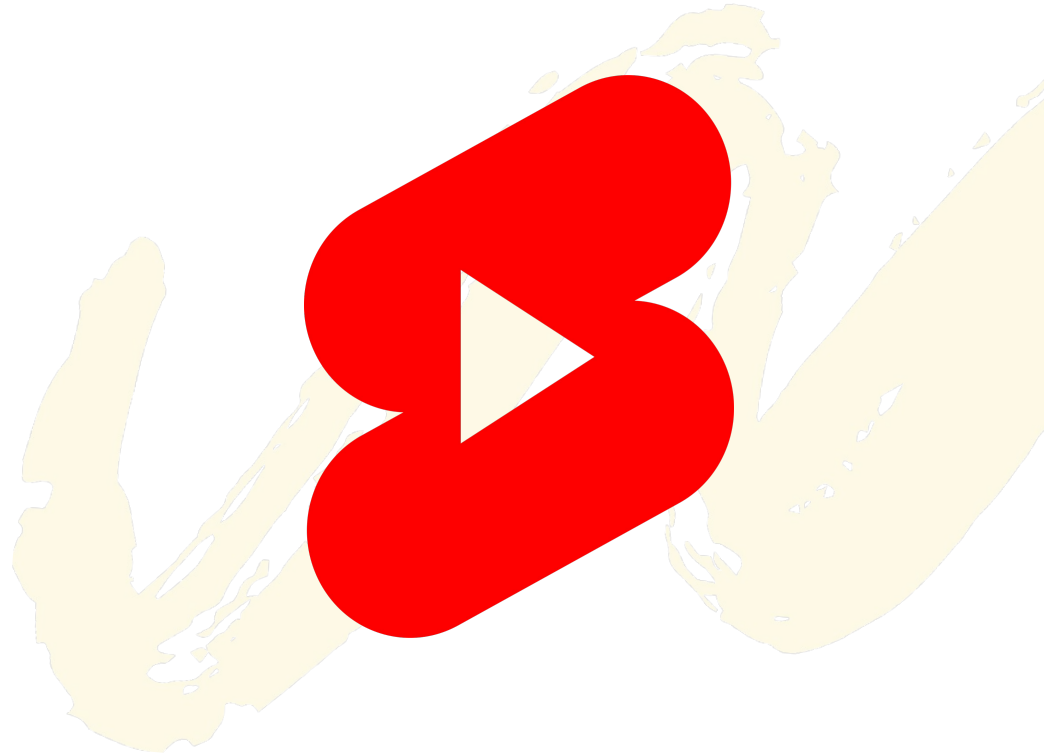
**PRO TIP:** Plan your live streams in advance & let your viewers know what is on your calendar!



Consider **Shorts** for speed & expanded reach during all phases of the Election.

With 70B daily views globally & 2 Billion monthly logged in users, Shorts is growing rapidly on YouTube

Consider utilizing Shorts during the election cycle to reach new audiences & inform in less production heavy techniques and potentially reach new audiences.



# Where do **Shorts** fit in your content strategy?

- **Broad-base Content**

Shorts is a great place to create and share content that has the potential to appeal to a broad audience. Plan for your Shorts to be capable of standalone viewing during Elections.

- **Experimental Content**

Experimentation and Shorts go hand-in-hand, as Shorts creates a safe place to test out new formats and styles with audiences.

- **Snackable Clips**

Shorts can also be a great home for highlighting your most popular content pieces from your long form. Allowing audiences to sample the best parts of your content and then coming back for more!



# Long and short videos serve different purposes for viewers.

**YouTube is a multi-format platform; while long form content leads on TV screens, Shorts leads the way on mobile.**

**Long-form:** Viewers typically turn to long-form videos to fulfill an entertainment, information, or connection goal. The depth of this content makes audiences feel like it's time well spent. In the U.S., **over 60% of YouTube CTV watch time** is on content that is over 21 minutes long.<sup>1</sup> Connected TV is YouTube's fastest growing screen with 700 million hours of daily watch time as of January 2022.<sup>2</sup>

**Short-form:** Short-form content is where viewers often turn for bite-sized entertainment, information, or connection that fills in the breaks of their day-to-day routine. While also providing creators & brands a new and unique opportunity to reach new audiences on YouTube. Short, snackable videos are fun, and everyone can create if they are so inspired!



<sup>1</sup> YouTube Internal Data, Dec 2021

<sup>2</sup> YouTube Internal Data, Global, Jan 2022

# Mobile creation: **easy wins.**

1

## Clip & trim

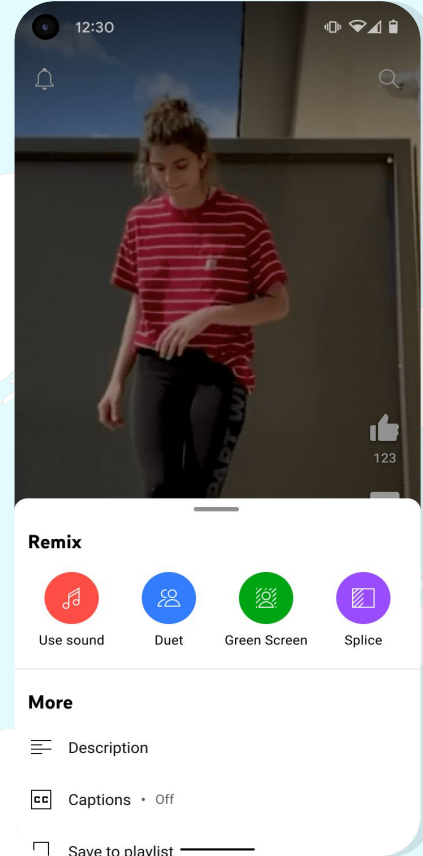
Leverage your existing long form content and create snackable clips using Trim feature, either as trailers for your long form or highlight clips of your best bits.

2

## Deploy the archive

Are there Election explainers or other pieces that you put a lot of effort and resourcing into that are still relevant to audiences today? Shorts can be a great place to give new life to your library content.

Experiment by re-editing your most popular archival videos in a fresh way for Shorts.



# Determine your live format to optimize for your audience.

Feature Comparison	Horizontal live	Vertical live feed
Eligible for the Shorts feed	X	✓
Scrollable feed for more live streams	X	✓
Live ad midrolls and pre-rolls	✓	X
4k bitrate streaming playback	✓	X
Premieres	✓	X
Live redirect	✓	X
Memberships	✓	✓
Gifted memberships	✓	X

# Podcasting during Elections.

YouTube is one of the most popular platforms for podcasts, with a **vast global audience of over 2 billion active users**. Podcasts on YouTube help creators expand their reach and build their community while providing monetization opportunities. Podcasts are also available in the YouTube Music app, so your audience can keep listening or watching on the go during the Elections.

## Here are some benefits to starting a Podcast today:

- Build an engaged community during key Election moments that is interested in long-form commentary and dialog.
- Have a dedicated host be the voice of your Elections content strategy.
- Utilize Podcast Analytics to gain insights about your audience and their preferences, so you can optimize your podcast content.



# YouTube policies to support a responsible ecosystem.

## Community guidelines

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These policies apply to all YouTube content and define what you can and cannot do on YouTube.

## Copyright

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These rules help rights holders control their copyrighted material on YouTube.

## Ad-Friendly guidelines

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These guidelines help you understand which individual videos or Shorts on your channel are suitable for advertisers.

Refer to YouTube Help Center for full information on these policies.



# Community guidelines explained.

YouTube has always had a set of Community Guidelines that outline what type of content isn't allowed on YouTube. These policies apply to all types of content on our platform, including videos, comments, links, and thumbnails.

Our Community Guidelines are a key part of our broader suite of policies and are regularly updated in consultation with outside experts and YouTube creators to keep pace with emerging challenges.

To find a full list of community guidelines [click here](#).



# Community guidelines strike system explained.

1

## First violation

We understand mistakes happen and people don't mean to violate our policies – that's why **the first violation is only a warning. Note that you'll only be warned once.**

2

## First strike

**The first strike will result in a one-week freeze on the ability to upload** any new content to YouTube, including live streaming, and other channel activities.

3

## Second strike

**The second strike in any 90-day period will result in a two-week freeze** on the ability to upload any new content to YouTube.

4

## Third strike

The third strike in any 90-day period will result in **channel termination.**



**FYI: Creators will have the option of taking an educational training course when they receive a Community Guidelines warning.** Completion of the course will lift the warning from a creator's channel – so long as they don't violate the same policy for 90 days. You can access the policy training from your Studio account.

# How to appeal a **Community Guidelines strike**.

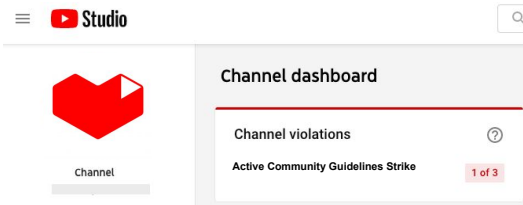
If you think that your content doesn't violate the Community Guidelines and was removed in error, you can appeal the strike.

**Note: Deleting the video will not resolve the strike. If you delete your video, the strike will remain and you won't be able to appeal again.**

**Before taking action**, make sure to review the [policy related to the strike](#)

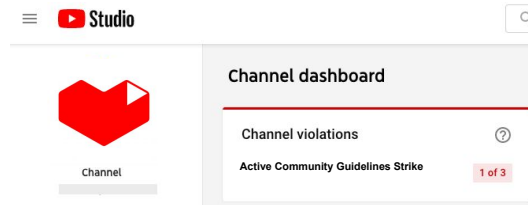
1

Go to your **Dashboard** in YouTube Studio.



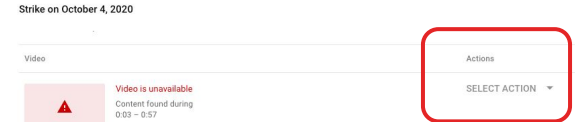
2

Select the **Channel violations card**.



3

Select **APPEAL**.



# Best practices for compliance.

## Context Matters

Help viewers understand by adding EDSA

**Fact-check** and do the due-diligence

**Avoid** using graphic footages or sensationalised narrative, metadata, or thumbnails

**Familiarize** yourself with Youtube Community Guidelines Policies

**Remove** the videos if you believe they are violating Youtube Policies

**Appeal** when you disagree and provide clear rationale

**Be responsible** to your viewers and the involved parties as some can result in real world harm

# The importance of Copyright.

**Copyright affects everyone of us even if we don't realize it.**

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By creating a piece of work, for example taking a photo or making a YouTube video, you engage with copyright law.

**Copyright law protects works instantly, as soon as they are created.**

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No need to take any affirmative steps or register the work to get copyright protection.

**Under the law authors can notify the platforms of unauthorized use of their work.**

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Platforms like YouTube are obliged to expeditiously remove allegedly infringing content after receiving valid legal notice.

# How copyright might affect you on YouTube?

**1**

## Someone copied your content.

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- YouTube provides robust tools in the Copyright Management Suite for rightsholders to protect their content.
- Any copyright owner can submit copyright takedown requests.

**2**

## You received a copyright strike.

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- Use one of the resolution options such as a retraction or counter notification.
- Complete Copyright School (if it's a 1st strike).

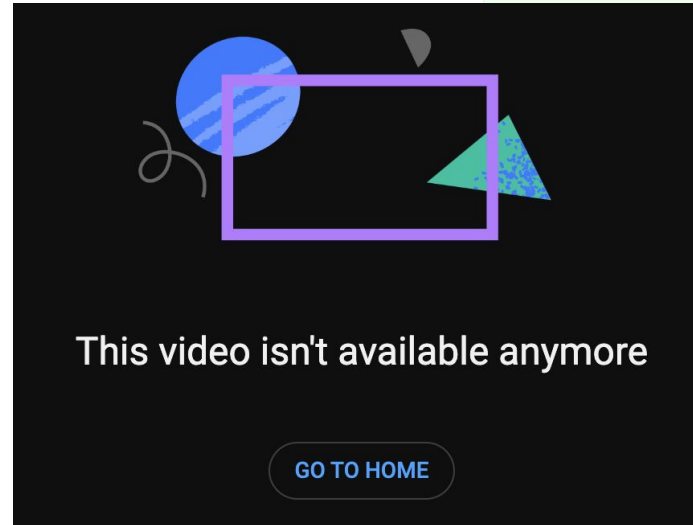
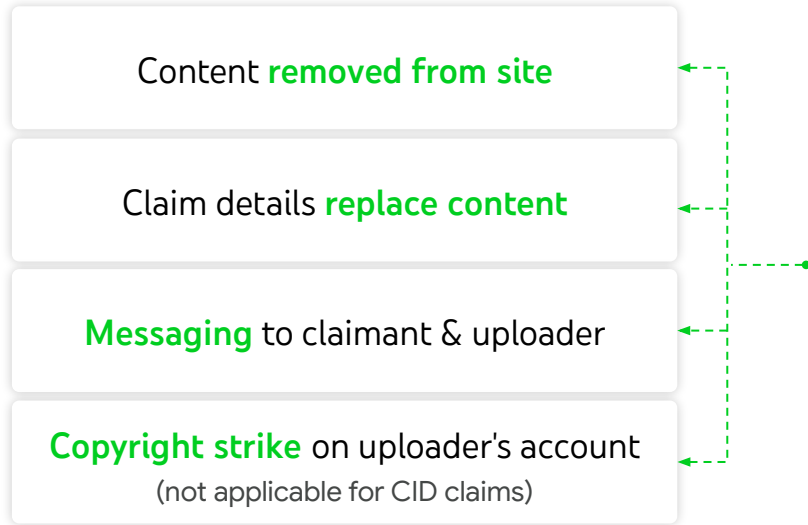
**3**

## You received a Content ID claim.

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- Use our tools to trim, mute or replace audio that is being claimed.
- Use the dispute and appeal process

# What happens when content comes down?



# What about 3 strikes policy?



If the channel accumulates **3 copyright strikes**, it is subject to **termination**

If the channel is terminated for copyright, **the strikes don't expire**

Uploaders may still **seek a retraction** or **submit a counter notification** to [copyright@youtube.com](mailto:copyright@youtube.com)

If the channel is in the **YouTube Partner Program**, before a **7 day courtesy period is activated** before the channel is disabled



# Our Ad Friendly guidelines set parameters for monetization.

1

Inappropriate language

2

Harmful or dangerous acts

3

Adult content

4

Adult themes in family content

5

Violence

6

Hateful content

7

Incendiary and demeaning

8

Controversial issues, sensitive events, and shocking content

9

Recreational drugs and tobacco-related content

10

Firearms-related content

# How to appeal monetization decisions?

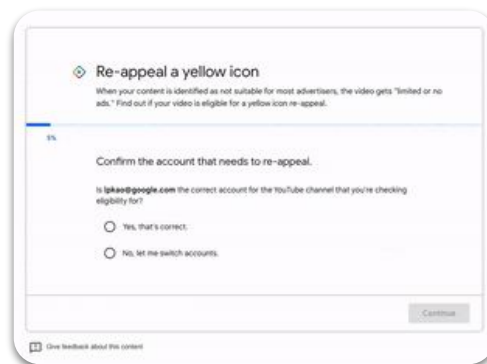
1

Request a manual review via Studio.



2

Appeal via Support.



Each video which receives a yellow icon is eligible for a manual review

# Let's review.

- **Responsible Framework:** We remove content that violates our policies, reduce recommendations of borderline content, raise up authoritative sources for news and information, and reward trusted creators.
- **Leveraging YouTube's Suite of Products & Strategies:** A four-part strategy you should customize based on your needs:
  - **Make your channel an Elections hub** with your distinct branding, consistent publishing cadence, and long-form content that meets the moment.
  - **Invest in Your Live strategy** (tech setup, formats) to give your audience what they need in a timely manner.
  - **Create Shorts** to showcase your breakout moments and reach potential new audiences.
  - **Expand into Podcasts** to build an engaged community for in long-form commentary and in-depth conversation.
- **Understanding The Rules Of the Road:** Stay up-to-speed with Community Guidelines, as well as Copyright Rules & Policies and Advertiser-friendly Guidelines.





Thank you