

# YOUTUBE CARDS

## Overview Problem:

1. What are Youtube Cards?
2. Who Should use Youtube Cards?
3. How to Use Youtube cards?

## Overview Solution:

1. Youtube cards were created to eventually replace annotations as well as make mobile-friendly links over your youtube video. They are also being updated.
2. Everyone should utilize youtube cards, especially youtube personalities and brands with a majority of their playback from mobile devices and those who want to link to their other videos, merchandise, external website,

**Insight:** Youtube CARDS will replace ANNOTATIONS and are mobile friendly.

## Recommendations:

1. If you're new to Youtube, utilize cards and find visual ways to integrate them into your endcard branding.
2. Since cards will replace annotations, use them now or run the risk of a backlog of videos with dead links when annotations are replaced.

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## STEP 1: Youtube Cards Explained

Youtube cards are an easier alternative to annotations. They can be used to link merchandise sales, fundraising, other youtube videos, web links, youtube playlists. Cards will eventually replace Annotations

### Pros

Allow mobile users see and click embedded links in videos.  
Easier to create than annotations

### Cons

Not fully customizable with size, color, duration, or style.

## STEP 2: SIGN IN to Youtube.com

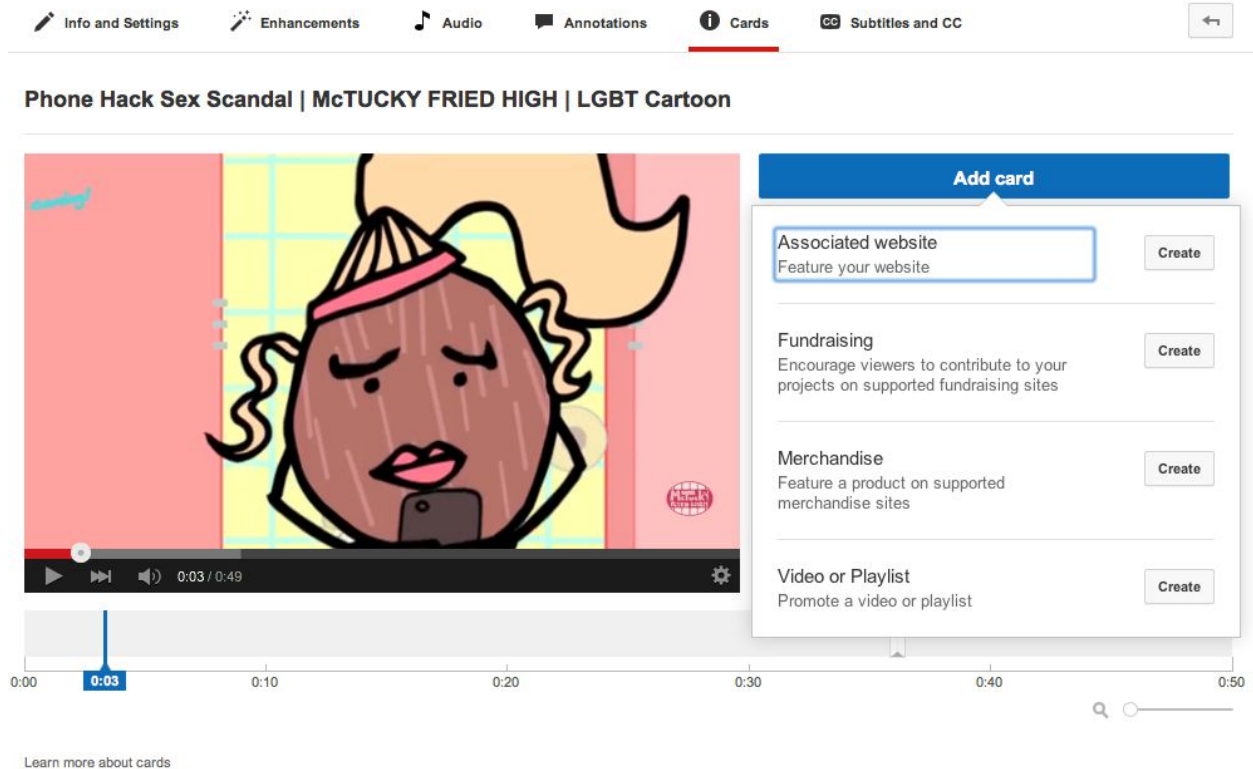
In Upper right Hand **CLICK** profile picture and click **CREATOR STUDIO**

2. In **CREATOR STUDIO** click **VIDEO MANAGER**

3. In **VIDEO MANAGER** you will see all your uploaded videos. Click **EDIT** on the video you would like to edit.

4. Click the **CARDS** tab

In the top right, you will see + ADD CARD



There, you will see the following types of ANNOTATIONS

**Associated website** - Used to link to facebook accounts twitter, and other social media attached to your website associated with youtube \*

**Fundraising**- Can be used to link to IndieGoGo, Kickstarter, Go Fun Me, etc.

**Merchandise** - Can be linked to your website to sell merchandise

**Video or Playlist** Used to link your own or others videos or playlists


Example: Add Video

Playlist **McTUCKY FRIED HIGH | S4**


### Video or Playlist

Link to another YouTube video or playlist to suggest related content to your viewers.


**Uploads** Playlists




Episode 4 | McTUCKY...  
4 weeks ago





Bullying the Teacher |...  
1 month ago



Episode 3 | McTUCKY...  
1 month ago







Or enter a YouTube video or playlist URL

**Cancel** **Create card**

1. Click on the video you would like to make a card for and Click **CREATE CARD**  
Currently can't find a way to extend duration of cards
2. Now the card will show wherever you placed it in the timeline.



- **\*Note:** Before linking you must first have an associated website linked to your youtube account.

Youtube > creator studio > channel > advanced > associated website

Type in URL

To prove you own this url you can either add google's code to your HTML code.

Once this is complete a green marker will note success. This is your associated website

You can only enter your associated website otherwise it will not be approved.

To create annotations linking to twitter, facebook and other social media you must first create a new page on your ASSOCIATED WEBSITE. This new page must be a **REDIRECT** page, which means when someone enters the link it will automatically redirect to another page.

Get Gritty - twitter feed page is different from twitter page - explain.

**EXAMPLE:** [www.mywebpage.com/twitter](http://www.mywebpage.com/twitter) redirects to [www.twitter.com/mytwitterpage](https://www.twitter.com/mytwitterpage)

**WORDPRESS:**

<http://www.elegantthemes.com/blog/tips-tricks/how-to-create-redirects-with-wordpress>

Plugin for wordpress: <https://wordpress.org/plugins/quick-pagepost-redirect-plugin/>

If you do not follow this, your video and/or link may be removed.

After you've linked your video CLICK **SAVE** and/or **APPLY CHANGES**.