

Google tools for civics

United States



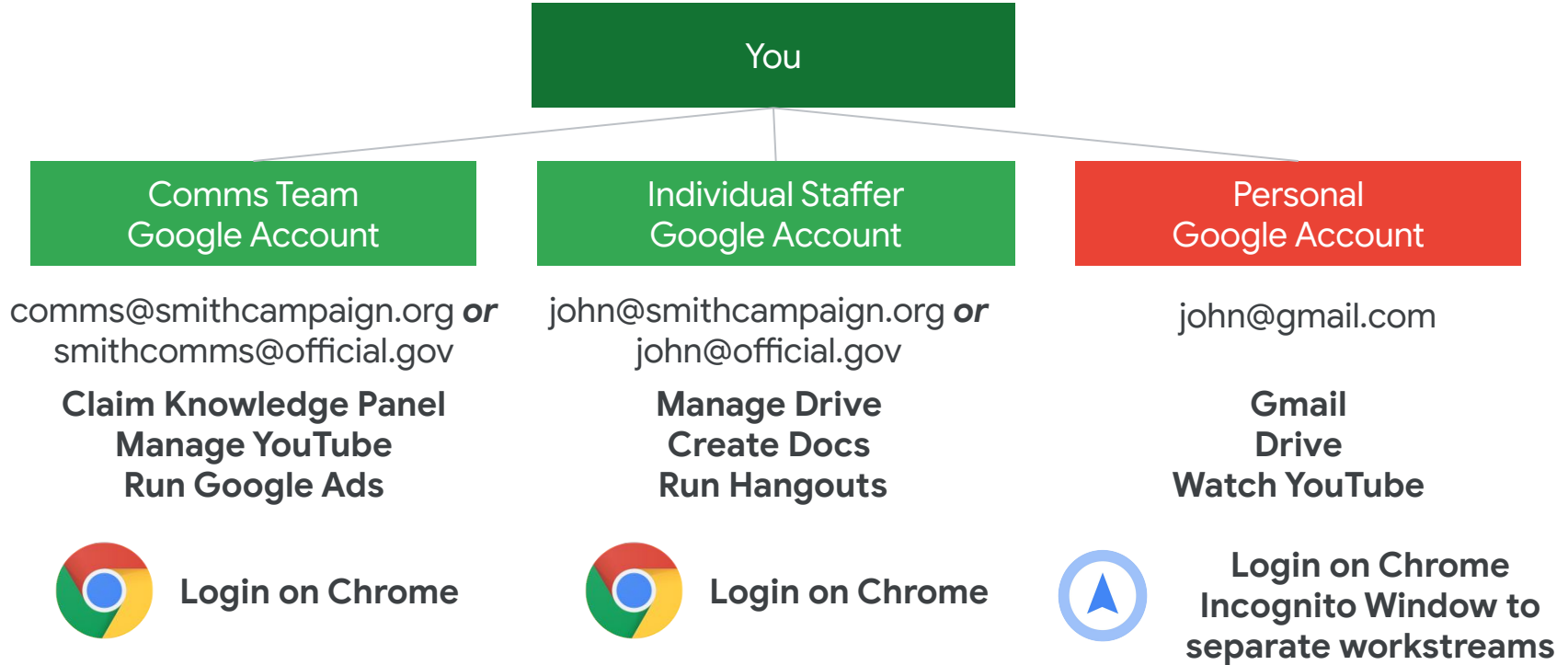
Google Civics Outreach

Agenda

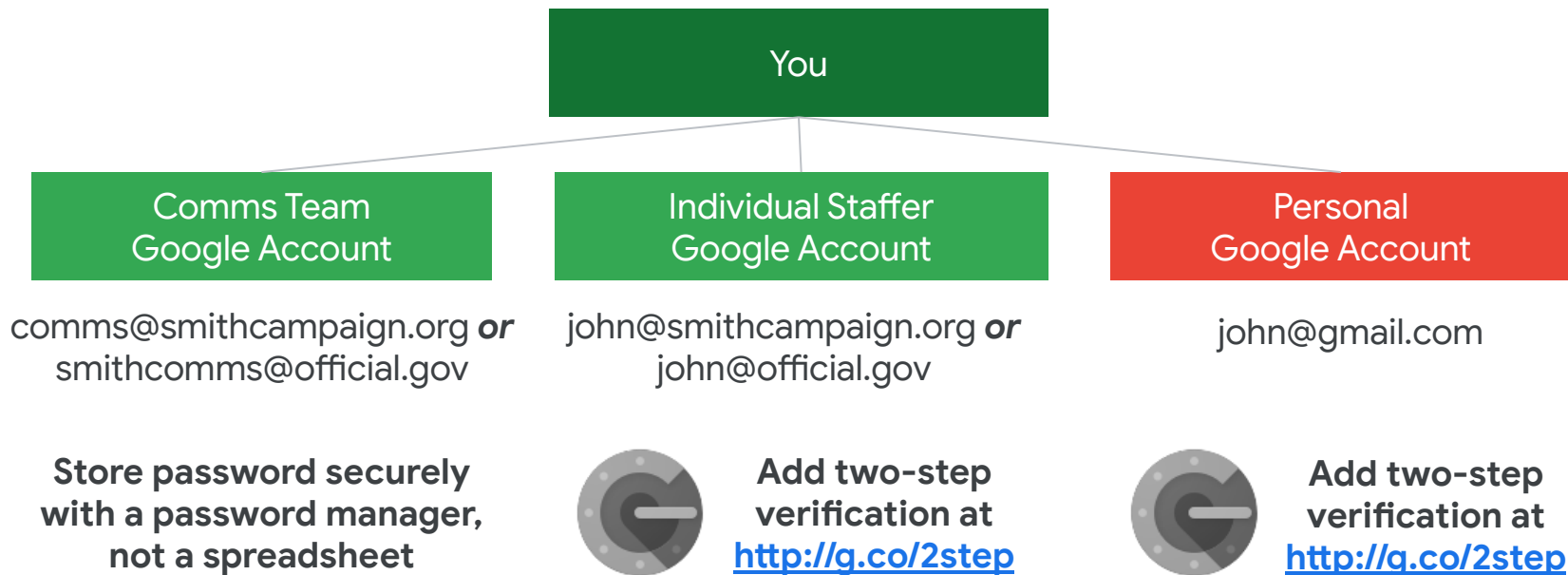
- **Setting up secure Google Accounts as a team**
- **Appearing in Google Search**
- **Improving your website with Google website tools**
- **Engaging your audience with YouTube**
- **Putting the above tools together**
- **Appendix A:** Running government & political ads on Search & YouTube
- **Appendix B:** Sending email campaigns to Gmail and G Suite users

Setting up secure Google Accounts as a team

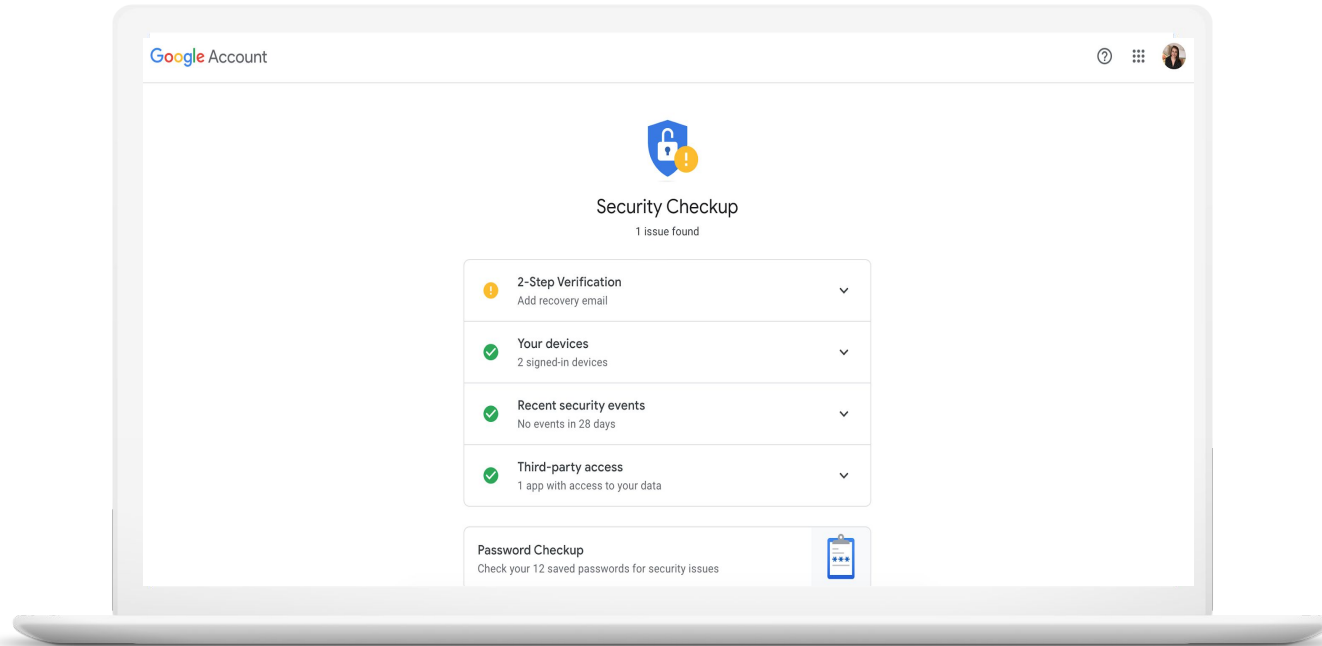
Create Google Accounts that reflect the nature of you and your team's work



Add enhanced security to your Google Accounts



Monitor the security of your Google Account at g.co/securitycheckup



Add greater security to a personal Google Account with the Google Advanced Protection Program

- **Purpose:** The Advanced Protection Program safeguards the personal Google Accounts of those most at risk of targeted attacks—like **government officials, political campaign teams, journalists, activists, and business leaders**.
- **Features:**
 - 1) Use of a physical security key fob to prevent phishing
 - 2) Limits to data sharing across apps to prevent breaches
 - 3) Strongest vetting of account recovery requests
 - 4) Deep scanning for incoming documents to prevent malware
- **Learn more:** google.com/advancedprotection

Email us: advancedprotection-support@google.com

Resource links for Google Account

- **Check if email has existing Google Account:**
<https://www.google.com/accounts/ForgotPasswd>
- **Create new Google Account:**
<https://support.google.com/accounts/answer/27441>
- **Manage your Google Account settings:**
[google.com/account](https://www.google.com/account)
- **Recover access:**
<https://accounts.google.com/signin/recovery>
- **Comprehensive Help Center:**
<https://support.google.com/accounts>

Appearing in Google Search

How does Google Search work?



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George Washington - Wikipedia

https://en.wikipedia.org/wiki/George_Washington

George Washington (February 22, 1732 – December 14, 1799) was an American political leader, military

George Washington

1st U.S. President



George Washington was an American political leader, military general, statesman, and Founding Father who served as the first president of the United States from 1789 to 1797. He led Patriot forces to victory in the nation's War for Independence. [Wikipedia](#)

Born: February 22, 1732, Westmoreland County, VA

Died: December 14, 1799, George Washington's Mount Vernon, Mount Vernon, VA

Presidential term: April 30, 1789 – March 4, 1797

Children: John (adopted); Patsy (adopted)

Spouse: Martha Washington (m. 1759–1799)

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Abraham Lincoln



Thomas Jefferson



John Adams
Vice President



Benjamin Franklin



Martha Washington
Spouse

Feedback



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Organic Results





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Knowledge Panel

Top stories



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People also search for

View 15+ more



Abraham Lincoln



Thomas Jefferson



John Adams
Vice President

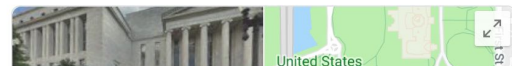


Benjamin Franklin



Martha Washington
Spouse

Feedback





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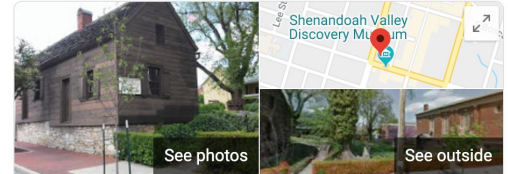
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Business Profile through Google My Business



George Washington

Website Directions Save

4.4 ★★★★★ 45 Google reviews

Museum in Winchester, Virginia

Housed in a log cabin, President George Washington's 18th-century office includes period artifacts.

Address: 32 W Cork St, Winchester, VA 22601

Hours: Open · Closes 4PM

Phone: (540) 662-4412

Suggest an edit

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Ask a question

Send to your phone

Send

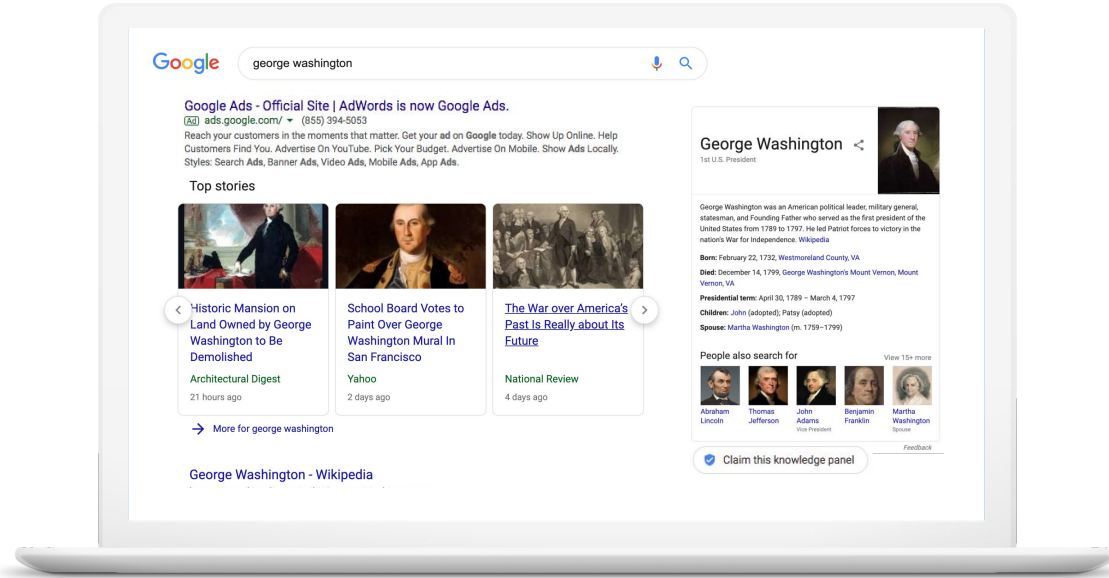
Feedback

What tools do I use to fully establish my organization on Google Search?

Tool #1:

Claim your Knowledge Panel

Knowledge Panels spotlight official information on public officials, candidates, and organizations



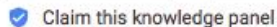
Sign in and find your Knowledge Panel on desktop

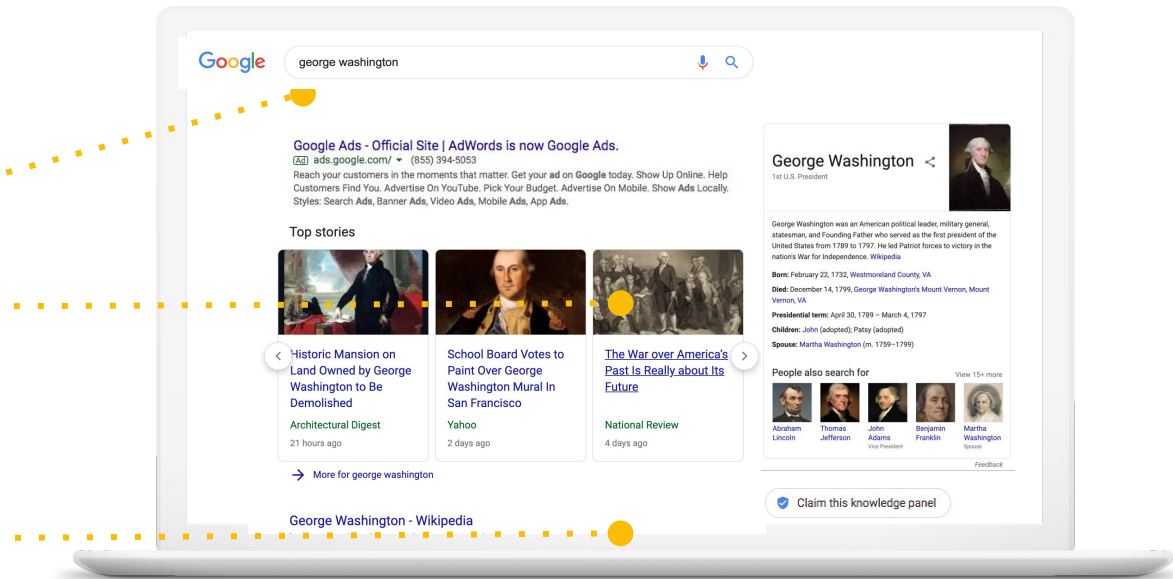
1) Log into your organization's shared Google Account in the upper righthand corner of Google.com from a desktop or laptop

2) Search for your organization's name on Google Search from a desktop or laptop

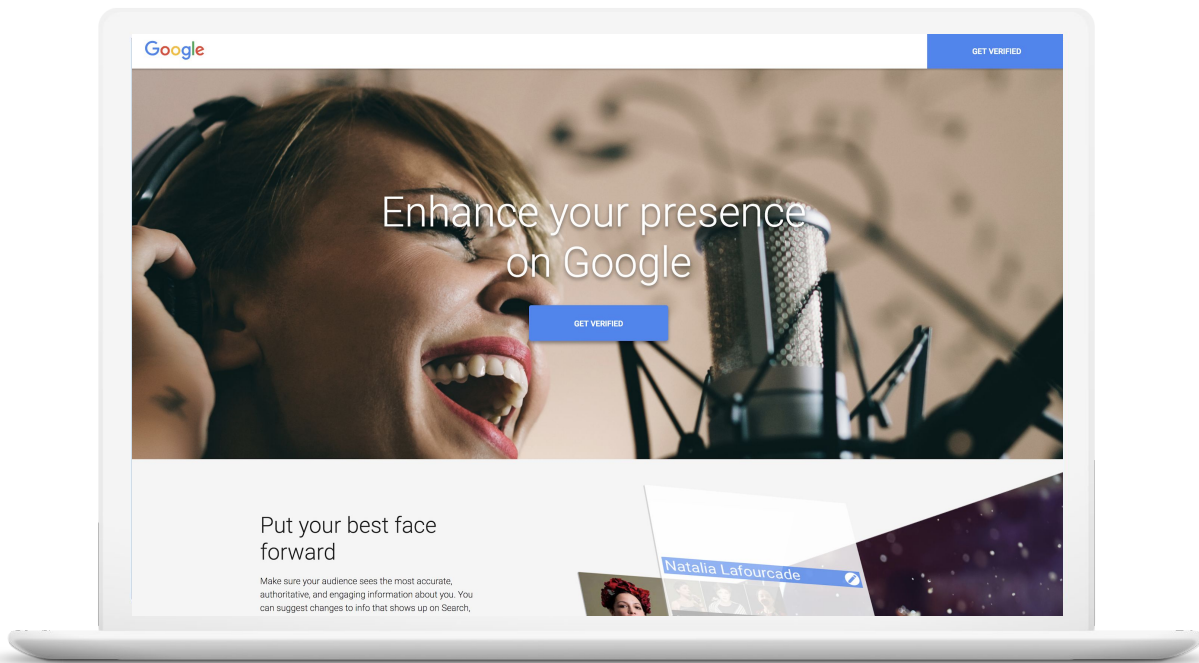
3) Navigate your cursor to the Knowledge Panel that populates in the top right of Google Search results

4) Click the "Claim this knowledge panel" button at the bottom left of the Knowledge Panel

 Claim this knowledge panel



Step 2: Start claiming your knowledge panel

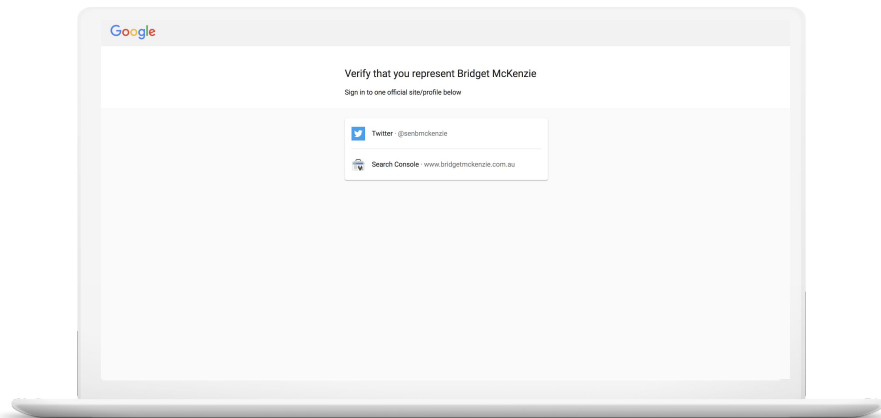


Click

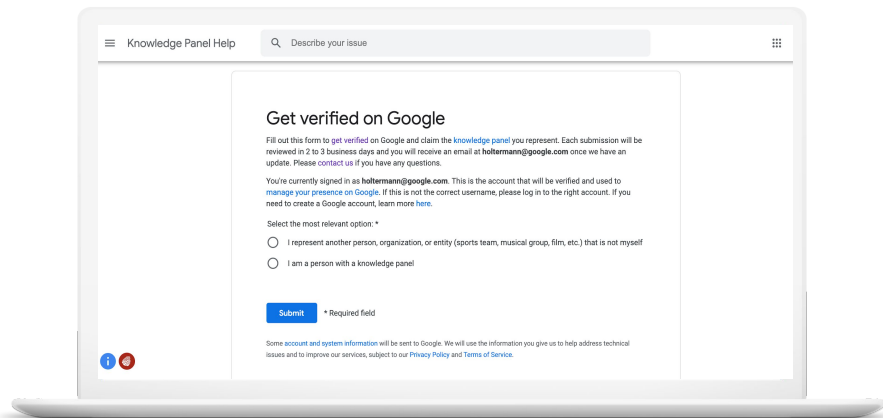
GET VERIFIED

Step 3: Complete the verification process

Option A



Option B



If Google can associate a YouTube, Twitter, or Search Console account with your organization's name, then you can verify instantly by logging into one of these accounts, illustrated in Option A. **Note:** If using a Twitter account to verify, please sign out of all other Twitter accounts except the Twitter account you plan on selecting to verify.

If Google can't, then you'll be directed to a manual verification form, illustrated in Option B. Once verified, your Knowledge Panel will be owned by the Google Account that you are logged into.

Example of a claimed knowledge panel

George Washington

1st U.S. President



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Children: John (adopted); Patsy (adopted)

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People also search for [View 15+ more](#)

				
Abraham Lincoln	Thomas Jefferson	John Adams Vice President	Benjamin Franklin	Martha Washington Spouse

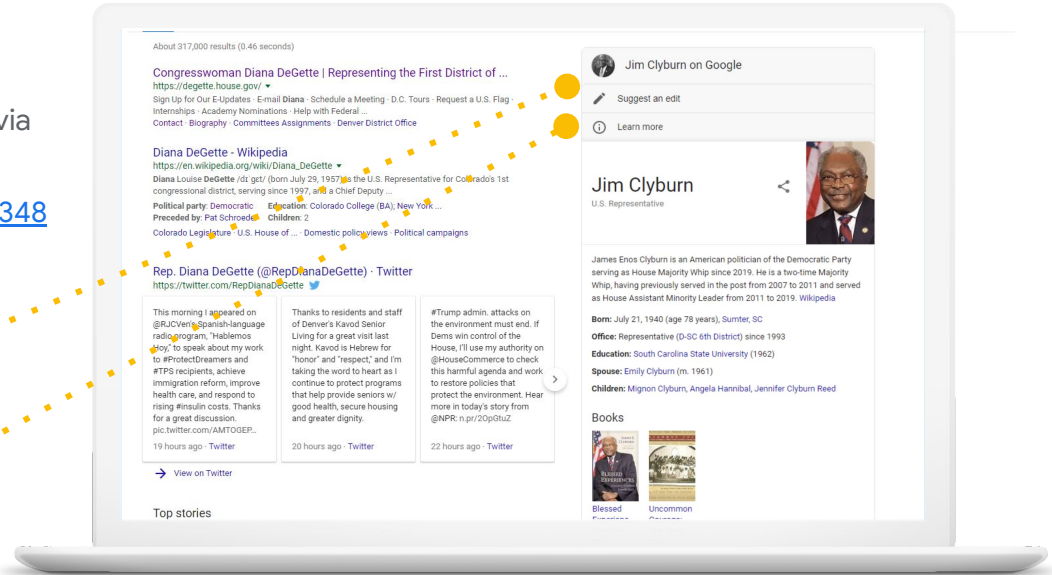
[Feedback](#)

Tool #2:

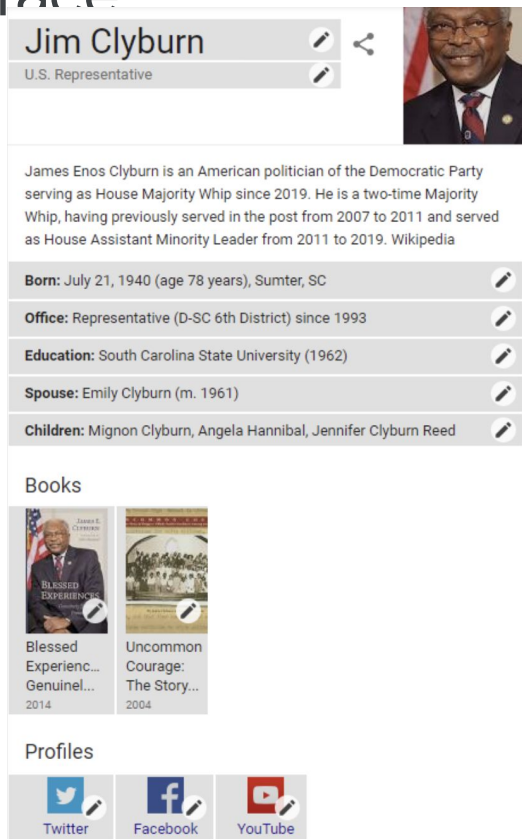
Suggest edits to your
Knowledge Panel



Follow the steps below on desktop or laptop


- 1) Log into your organization's Google Account in the upper righthand corner of Google.com.
- 2) If it web & app activity is not on by default, turn it on via the link within step 3 of this instructions guide <https://support.google.com/knowledgepanel/answer/7534842>.
- 3) Search for your organization on Google.
- 4) Navigate to the Knowledge Panel.
- 5) Click the "Suggest an edit" link at the top of the Knowledge Panel and the feedback tool will populate (you must be logged into your organization's Google Account used in the verification process to see this).




Suggest edits using the pencil buttons in the editing interface





Jim Clyburn  


U.S. Representative 





James Enos Clyburn is an American politician of the Democratic Party serving as House Majority Whip since 2019. He is a two-time Majority Whip, having previously served in the post from 2007 to 2011 and served as House Assistant Minority Leader from 2011 to 2019. Wikipedia

Born: July 21, 1940 (age 78 years), Sumter, SC 



Office: Representative (D-SC 6th District) since 1993 



Education: South Carolina State University (1962) 

Spouse: Emily Clyburn (m. 1961) 



Children: Mignon Clyburn, Angela Hannibal, Jennifer Clyburn Reed 



Books



 
Blessed Experienc...
Genuine...
2014

 
Uncommon
Courage:
The Story...
2004

Profiles

 
Twitter

 
Facebook

 
YouTube

Common Suggestions

- **Profile photo:** using the instructions [here](#), provide a URL to a publicly available image file from your website rather than a Dropbox/Google Drive file
- **Additional education experience**
- **Updated links to YouTube and social media**

The details

Specific advice on suggesting changes

You can suggest changes to the following content in your knowledge panel:

- Featured Image
- Title
- Subtitle
- Description
- Social Profiles

Note: You can provide feedback about “More images” -- the images beyond the featured image in a knowledge panel -- or items in the “People also search for” section. However, we only act to remove items in these areas if they fail to conform with Google’s policies. We cannot add suggestions or customize these.

How Google reviews your suggestions

After you suggest changes, your suggestions go through an objective review.

During this review, Google checks your suggested changes for accuracy by checking if they’re confirmed by other publicly available information on the web. When prompted, provide supporting documentation in the form of a publicly accessible webpage URL. All information published in knowledge panel cards is subject to [Google’s policies](#) and user feedback.

Note: If accepted, your suggested edit is added to the [Knowledge Graph](#), where it will help Google return richer information and more meaningful results to users’ queries. Your submission is governed by [Google’s Terms of Service](#) and will be used in accordance with our [Privacy Policy](#). For a legal issue, [make a legal removal request](#).

After review is complete, we inform you by email if we intend to publish your suggested change.

Resource links for Google Knowledge Panels

Claim your organization's Knowledge Panel

Instructions:

[https://support.google.com/
posts/answer/7534902](https://support.google.com/posts/answer/7534902)

Suggest feedback for your Knowledge Panel

Instructions:

[https://support.google.com/
posts/answer/7534842](https://support.google.com/posts/answer/7534842)

Contact the Knowledge Panel team from your organization's Google Account if you face an issue suggesting edits

Link:

[https://support.google.com/
knowledgepanel/contact/
posts_on_google](https://support.google.com/knowledgepanel/contact/posts_on_google)

Tool #3:

Create a business profile for
your organization with
Google My Business



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Top stories



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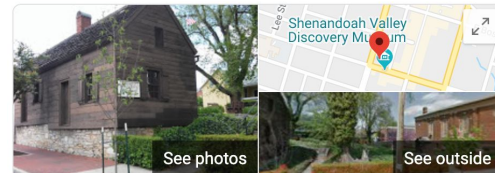
More for george washington

George Washington - Wikipedia

https://en.wikipedia.org/wiki/George_Washington

George Washington (February 22, 1732 – December 14, 1799) was an American political leader, military

Business Profile through Google My Business



George Washington

Website Directions Save

4.4 45 Google reviews

Museum in Winchester, Virginia

Housed in a log cabin, President George Washington's 18th-century office includes period artifacts.

Address: 32 W Cork St, Winchester, VA 22601

Hours: Open · Closes 4PM

Phone: (540) 662-4412

Suggest an edit

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Ask a question

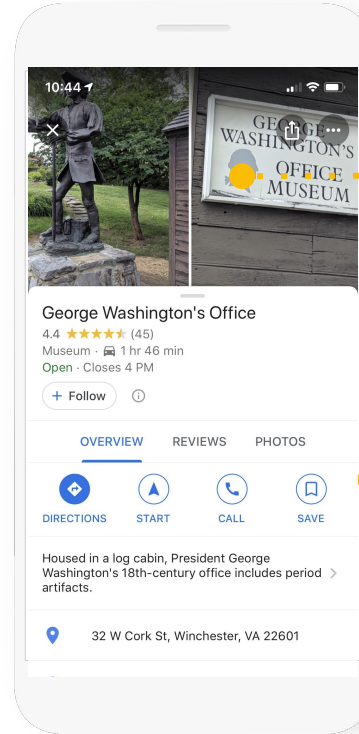
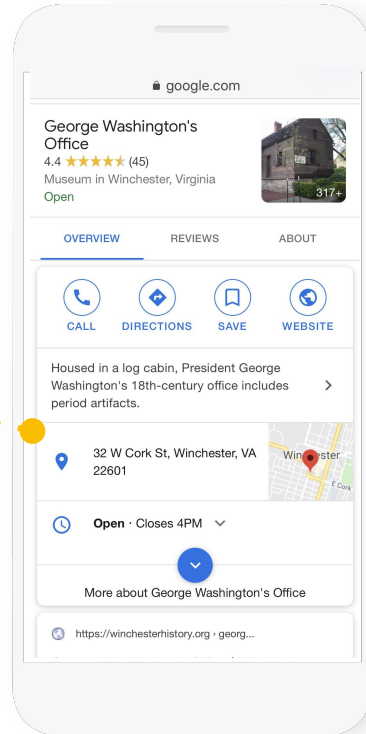
Send to your phone

Send

Feedback

Business Profiles make it easy to welcome constituents, visitors, and volunteers looking for your office online

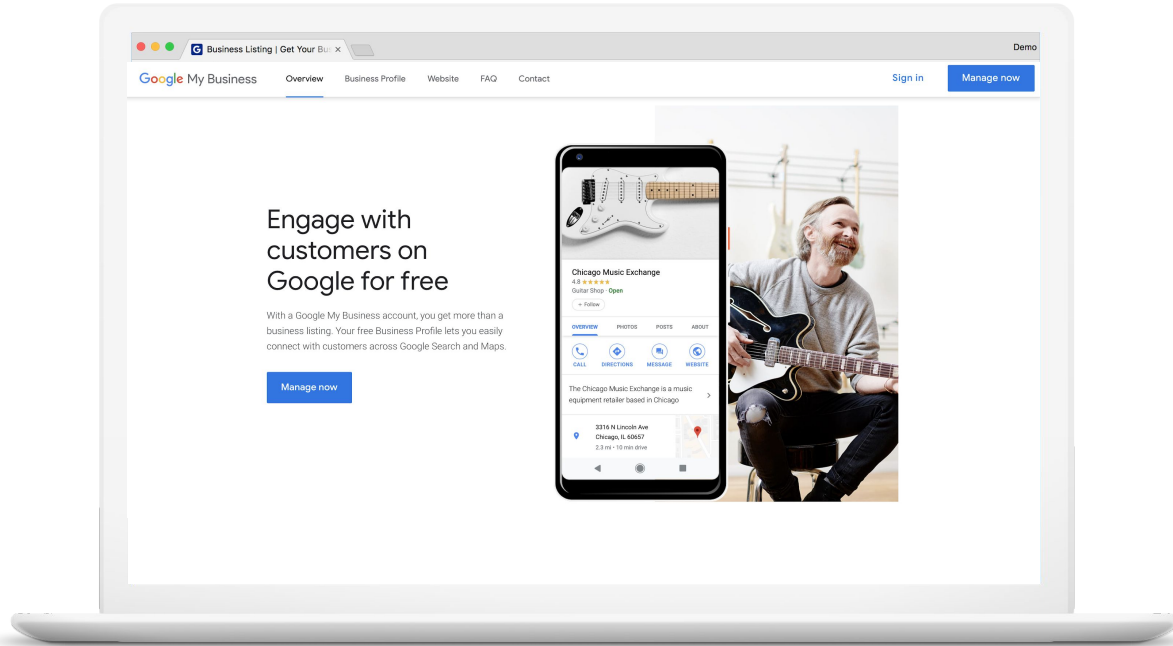
If you have multiple offices, the location that populates in Search will be based on user location



Take users inside your office with photos that showcase your work and constituency

All panels have quicklinks to call, get directions via Google Maps and your website

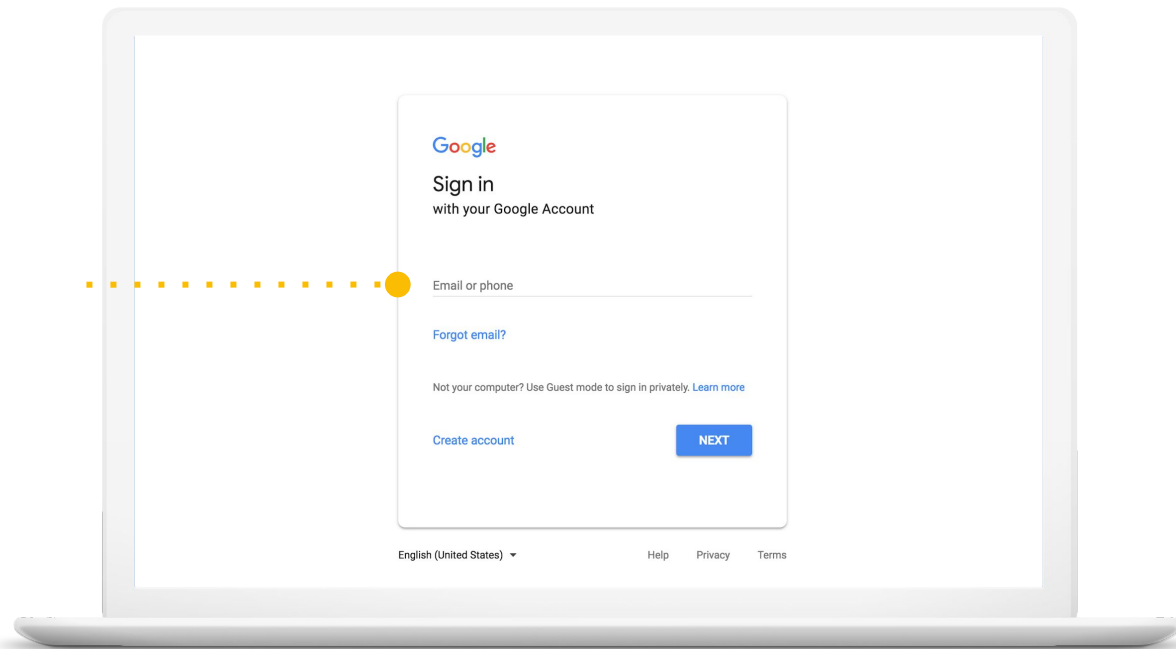
Step 1: Get started at the website below



google.com/business

Sign into your Google account

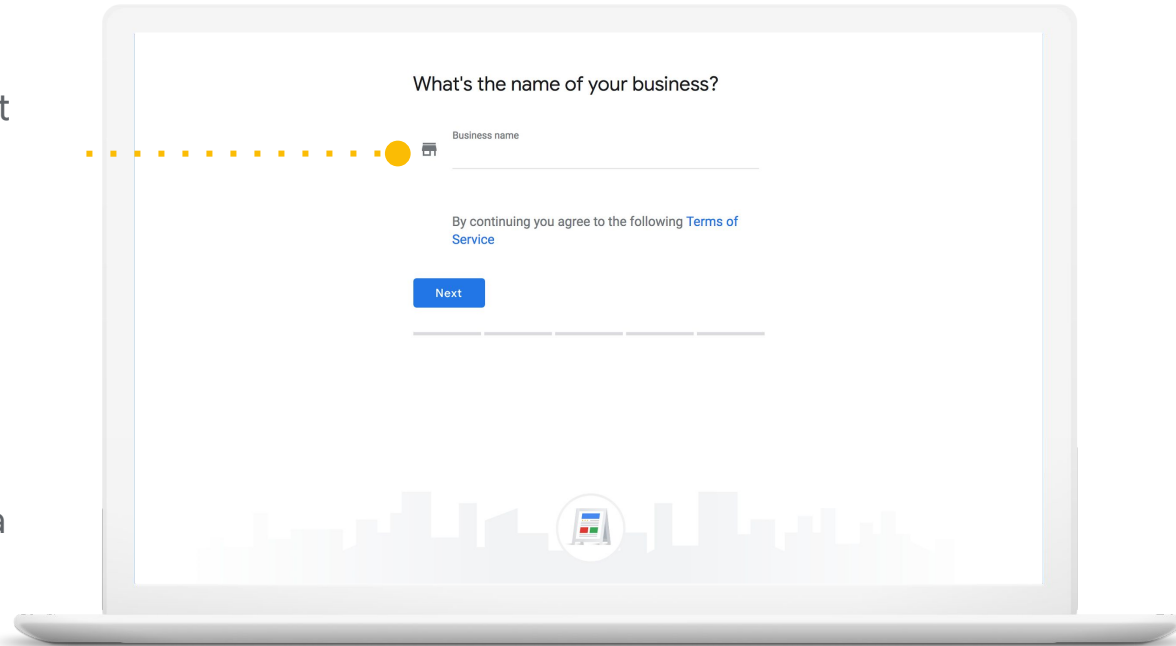
Sign into your organization's shared Google Account.



Step 2: Select your office or add it

Write the office name as you want it to appear on Google. For example, “Office of Congressman Smith”

It may appear in a drop-down list.



Step 3: Enter your office details

Check if your office serves constituents at their locations.

← Where are you located?

Country / Region
United States

Street address
1600 Amphitheatre Pkwy [add line](#)

City
Mountain View

State
California

ZIP code
94043

Example: 95014. Don't know your ZIP code? Find it out [here](#).

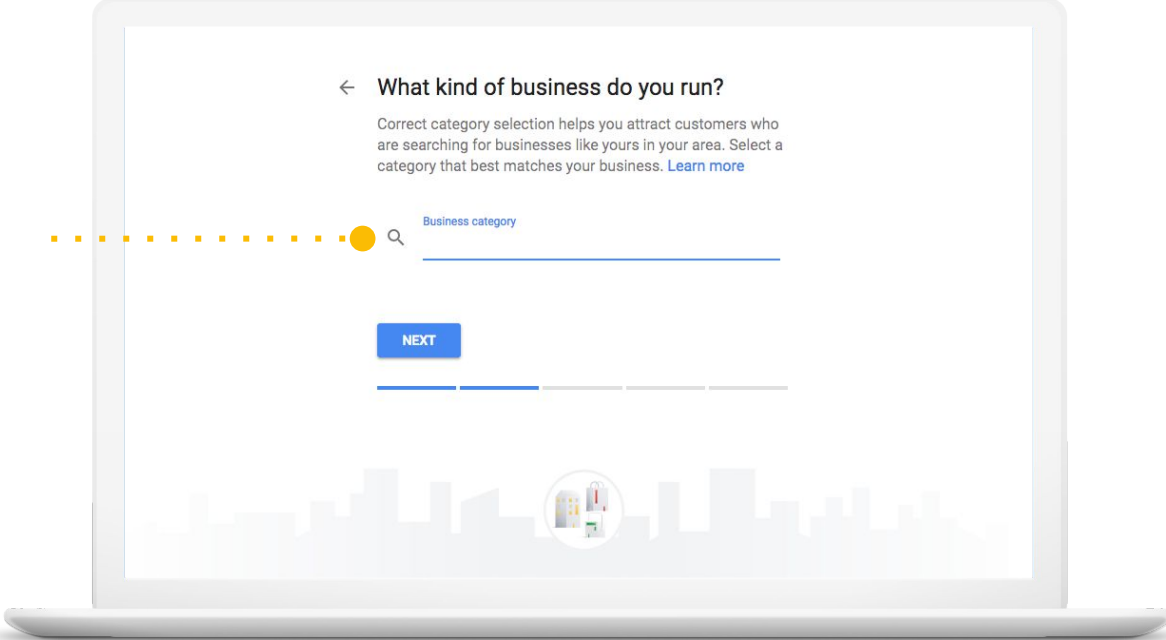
I deliver goods and services to my customers. [Learn more](#)

Hide my address (it's not a store)
Only show region – Mountain View, US

[Next](#)

Enter your office category

i.e. Government
office



← What kind of business do you run?

Correct category selection helps you attract customers who are searching for businesses like yours in your area. Select a category that best matches your business. [Learn more](#)

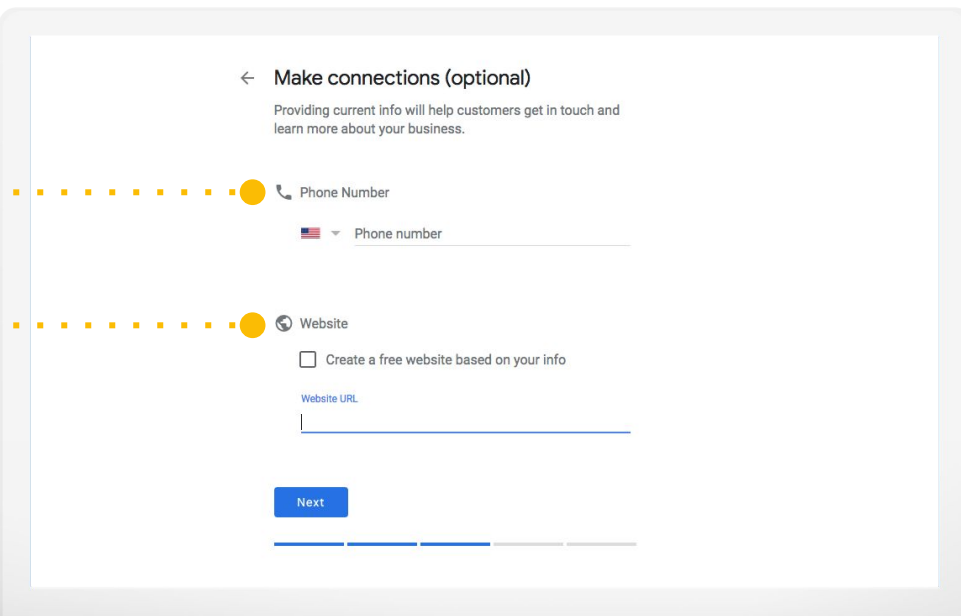
Business category

NEXT

The screenshot shows a laptop screen with a form titled "What kind of business do you run?". Below the title is a paragraph of text explaining the importance of category selection and a "Learn more" link. There is a search input field with a magnifying glass icon and the placeholder text "Business category". Below the input field is a blue "NEXT" button. At the bottom of the screen, there is a progress indicator consisting of four horizontal bars, with the first bar filled in blue. A circular icon with a building and a person is positioned above the progress indicator. The background of the screen shows a city skyline silhouette.

Enter your phone number and website

Providing current info will help constituents, volunteers, and visitors get in touch with you.



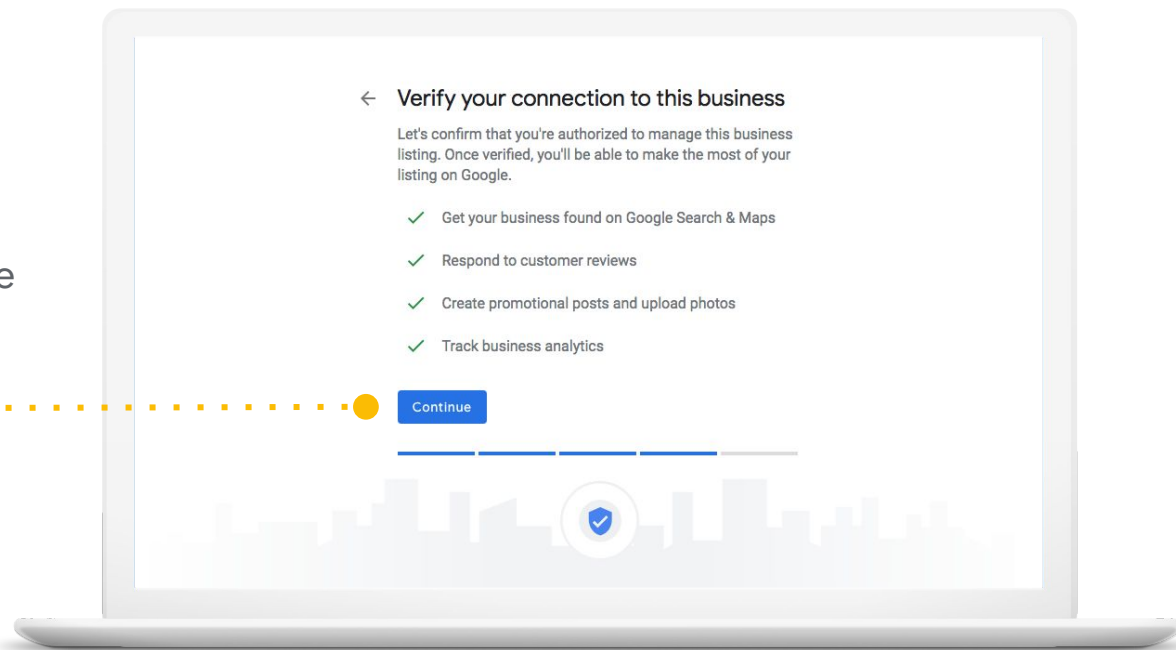
The screenshot shows a web form titled "Make connections (optional)" with a back arrow. Below the title is a sub-header: "Providing current info will help customers get in touch and learn more about your business." The form contains two main sections:

- Phone Number:** A section with a yellow circle icon and a telephone handset icon. It includes a dropdown menu for country (currently set to "USA") and a text input field labeled "Phone number".
- Website:** A section with a yellow circle icon and a globe icon. It includes a checkbox labeled "Create a free website based on your info" and a text input field labeled "Website URL".

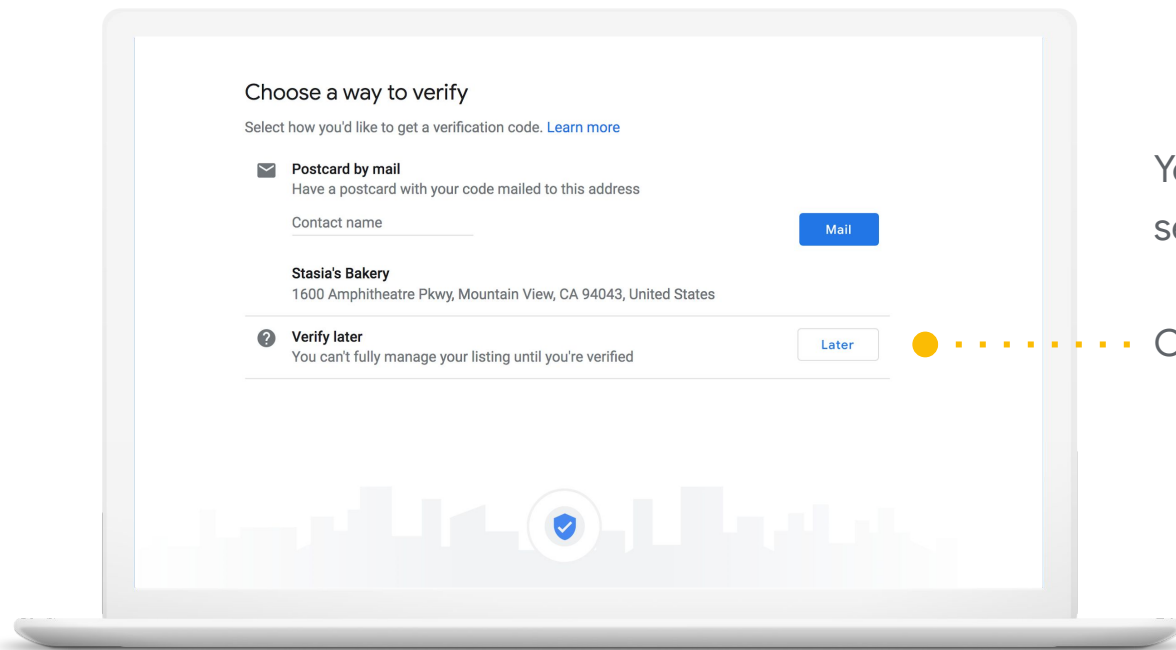
At the bottom of the form is a blue "Next" button and a progress indicator consisting of four horizontal bars, with the first bar filled in blue.

Step 4: Verify your connection to the office

Confirm you are authorized to manage the office listing by clicking [Continue](#).



Step 5: Click Verify Later

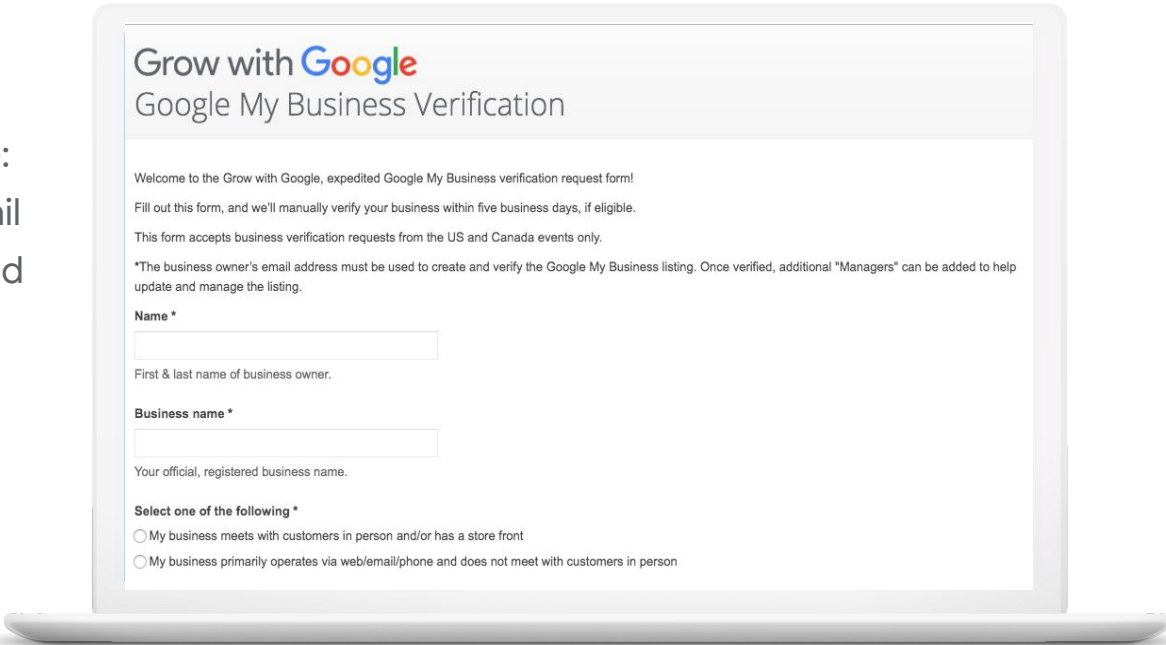


You will use a separate form.

Click [Verify Later](#).

Step 6: Submit this form using the link below for expedited verification

Google username:
the complete email
address associated
with the listing.



The image shows a laptop screen displaying the 'Grow with Google' expedited Google My Business verification request form. The form is titled 'Grow with Google' and 'Google My Business Verification'. It includes a welcome message, instructions to fill out the form for manual verification within five business days, and a note that the form is for US and Canada events only. A disclaimer states that the business owner's email address must be used for verification and that additional managers can be added after verification. The form contains three main sections: a 'Name' field with a text input box and the instruction 'First & last name of business owner.'; a 'Business name' field with a text input box and the instruction 'Your official, registered business name.'; and a 'Select one of the following' section with two radio button options: 'My business meets with customers in person and/or has a store front' and 'My business primarily operates via web/email/phone and does not meet with customers in person'.

Grow with Google
Google My Business Verification

Welcome to the Grow with Google, expedited Google My Business verification request form!

Fill out this form, and we'll manually verify your business within five business days, if eligible.

This form accepts business verification requests from the US and Canada events only.

*The business owner's email address must be used to create and verify the Google My Business listing. Once verified, additional "Managers" can be added to help update and manage the listing.

Name *

First & last name of business owner.

Business name *

Your official, registered business name.

Select one of the following *

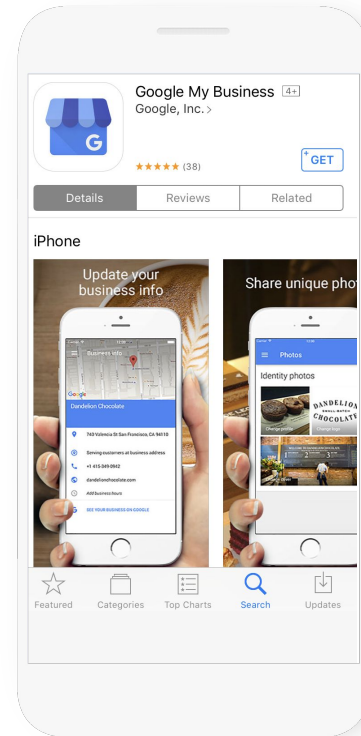
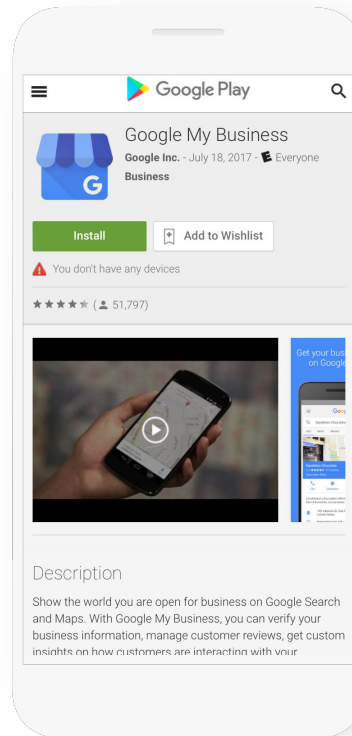
My business meets with customers in person and/or has a store front

My business primarily operates via web/email/phone and does not meet with customers in person

g.co/grow/onthemap

Update your panel with descriptions, new photos, and new posts with the app or at google.com/business

Download the free app
for Android or iOS.



Resource links for Google My Business

List your office location(s) on Google Maps with Google My Business

Instructions:

<https://support.google.com/business/?hl=en#topic=4539639>

Manage multiple office listings and ownership

Instructions:

<https://support.google.com/business/topic/4539640>

Tool #4: Practice Search Engine Optimization (SEO)

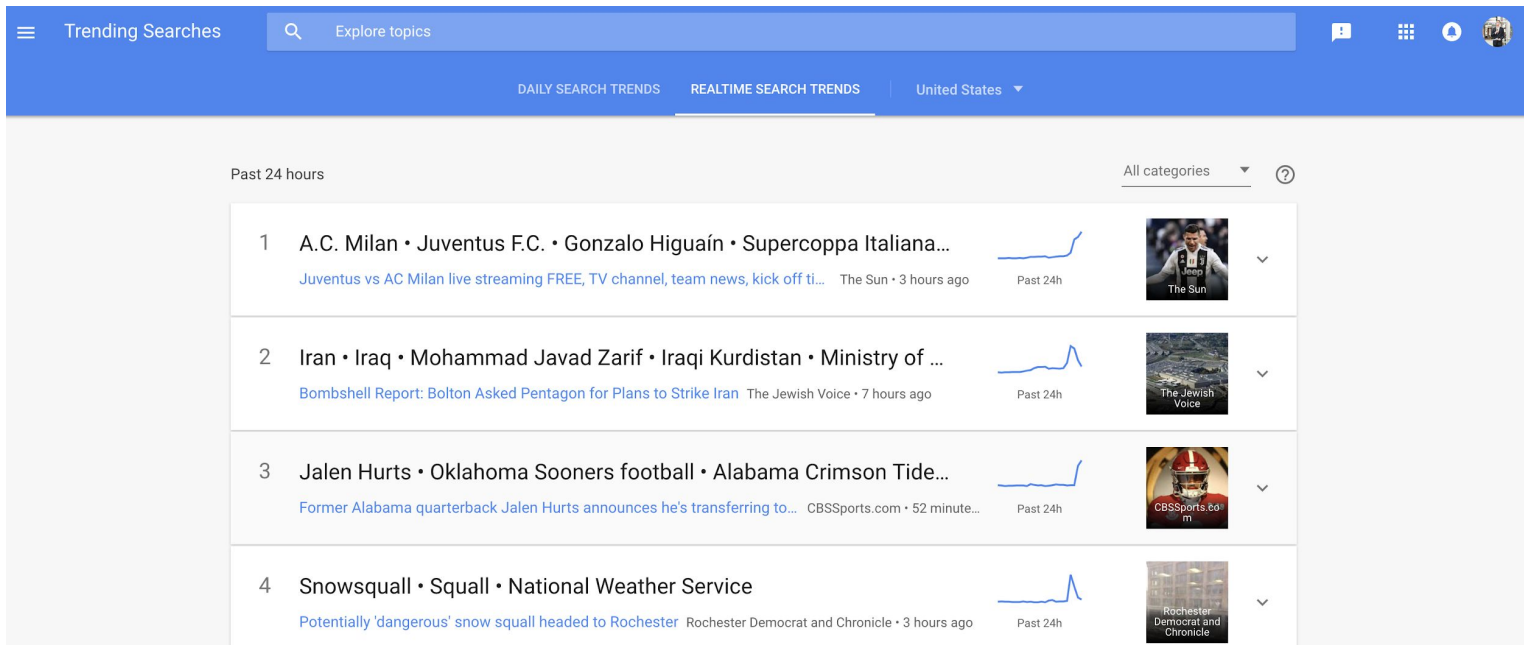
The Search team has built multiple resources to help websites appear in organic results

- 1 Learn how Google Search works: <https://www.google.com/search/howsearchworks/>
- 2 Learn how Google Search works as a Web Administrator: <https://support.google.com/webmasters/answer/70897>
- 3 Review our Search Engine Optimization (SEO) Starter Guide: <https://support.google.com/webmasters/answer/7451184>
- 4 Learn 3 SEO techniques from Google: <https://www.thinkwithgoogle.com/advertising-channels/search/google-website-seo/>
- 5 Use Search Console, Google's free SEO tool, to improve your performance: <https://search.google.com/search-console/about>
- 6 Leverage our Search Console Help Center to level up your use of Search Console: <https://support.google.com/webmasters>

Tool #5:

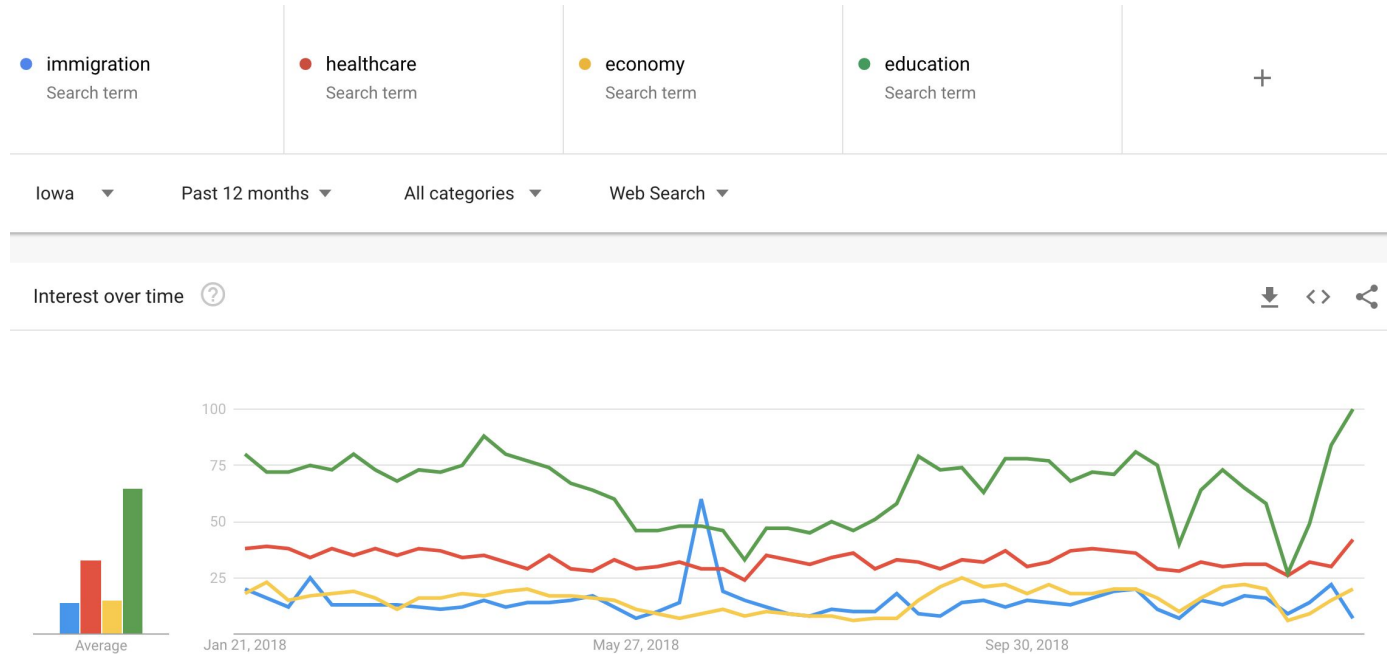
Message what constituents are searching for using Google Trends

See what is trending on Search with Google Trends



View the daily U.S. trends here: <https://trends.google.com/trends/trendingsearches/daily?geo=US>

Compare policy issue trends with Google Trends in your state or metro area to understand constituent interests



Get started with a comparison by typing your first policy area here:

<https://trends.google.com/trends/?geo=US>

Resource links for Google Trends

Understand what constituents are searching for with Google Trends

Instructions:

<https://support.google.com/trends/?hl=en#topic=6248052>

Take short lessons on Google Trends

Lesson list:

<https://newsinitiative.withgoogle.com/training/lessons?tool=Google%20Trends&image=trends>

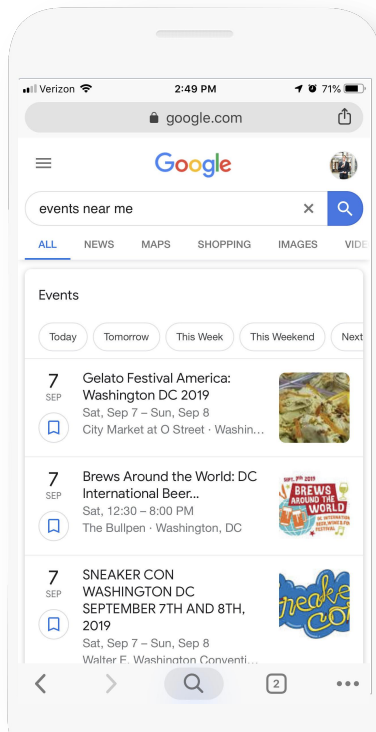
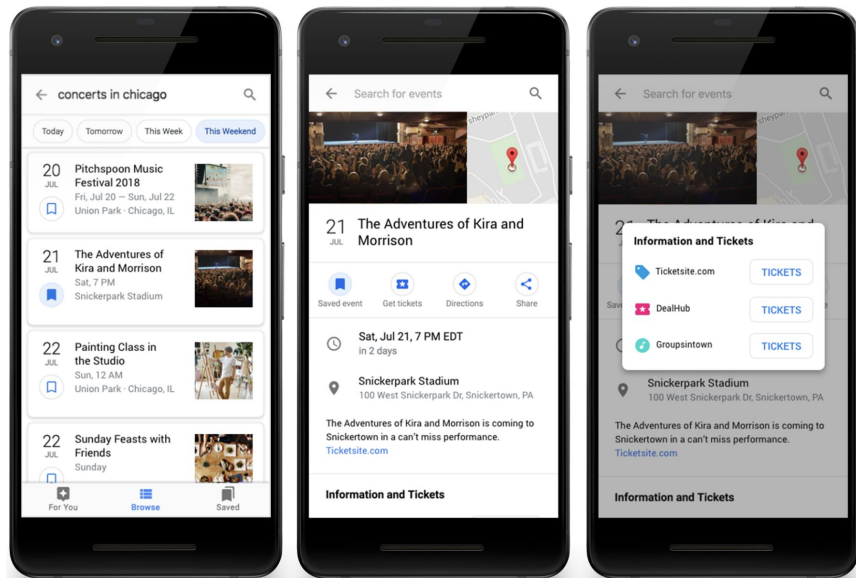
Tool #6:

Have Google highlight your website events directly in Maps & Search

Google is now surfacing website events in Maps & Search

Maps

Search



Add Events on Google via either method below

Use Data Highlighter to add events if you only have a few on your website

Instructions:

<https://support.google.com/webmasters/answer/2774099>

Add a large list of events on your website through website code markup

Instructions:

<https://developers.google.com/search/docs/data-types/event>

Improving and protecting your website with Google website tools

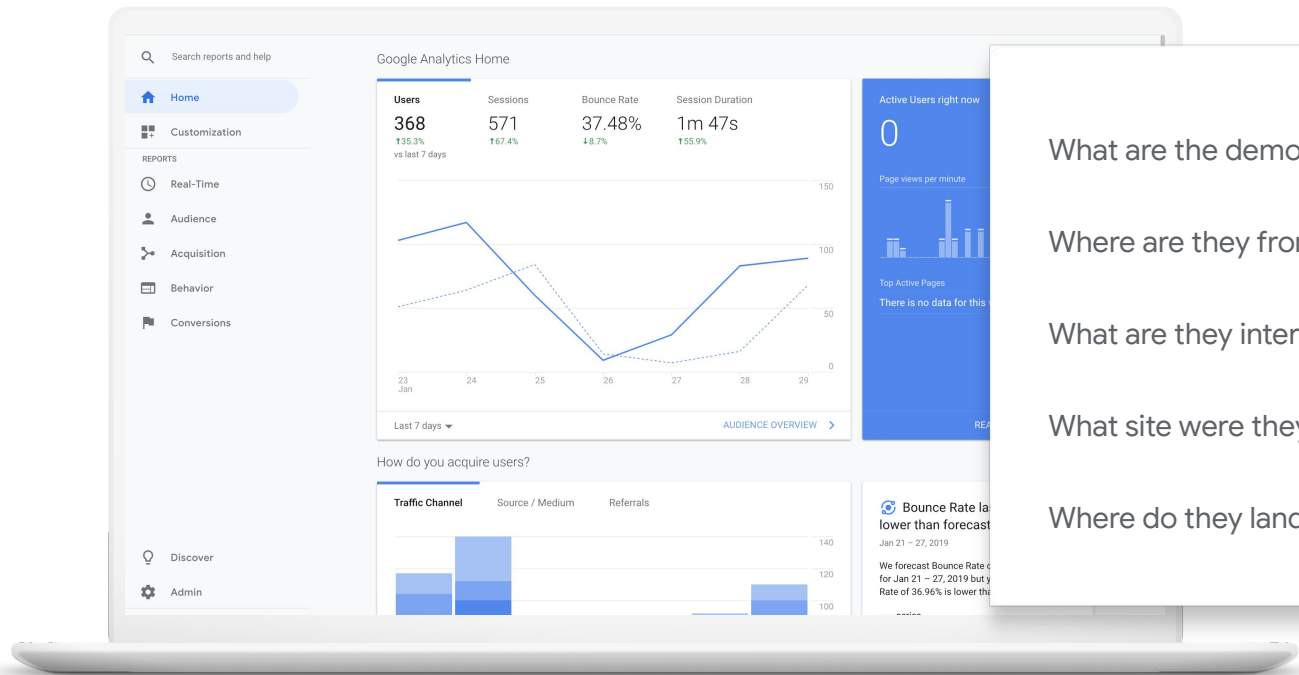
Google offers tools to improve and protect websites



Tool #1:

Improve your website with
Google Analytics

Google Analytics answers questions about your website for you



What are the demographics of your website users?

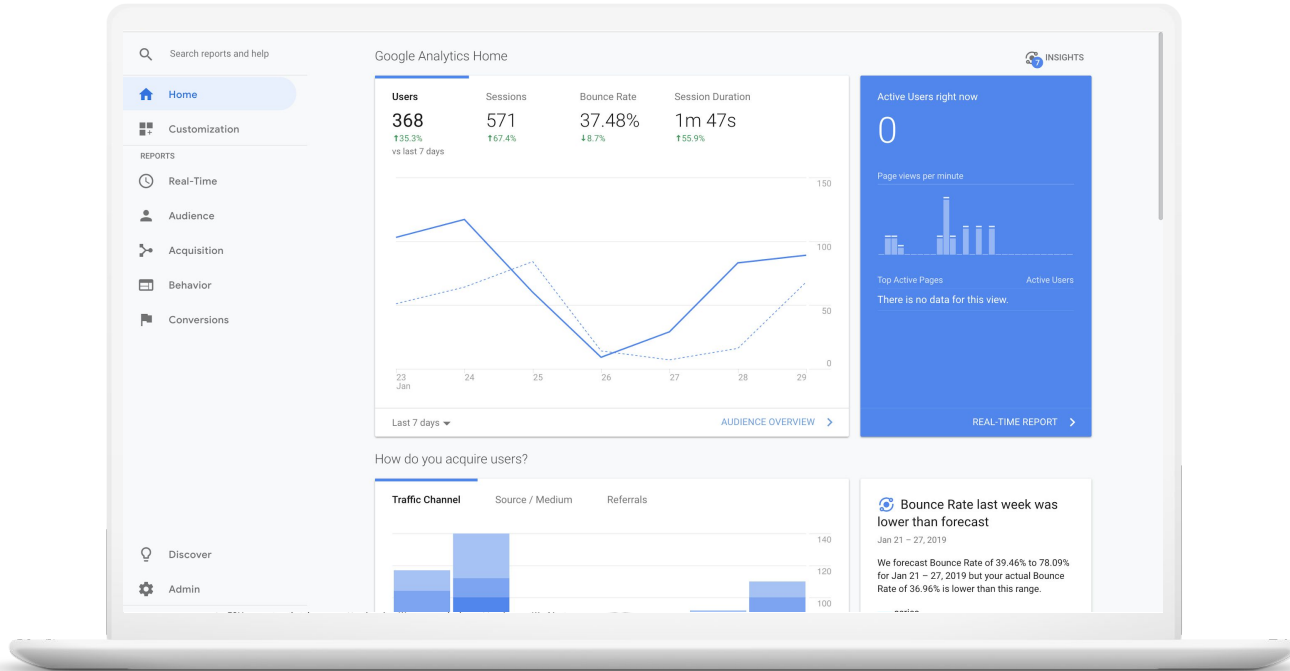
Where are they from?

What are they interested in?

What site were they on before your's?

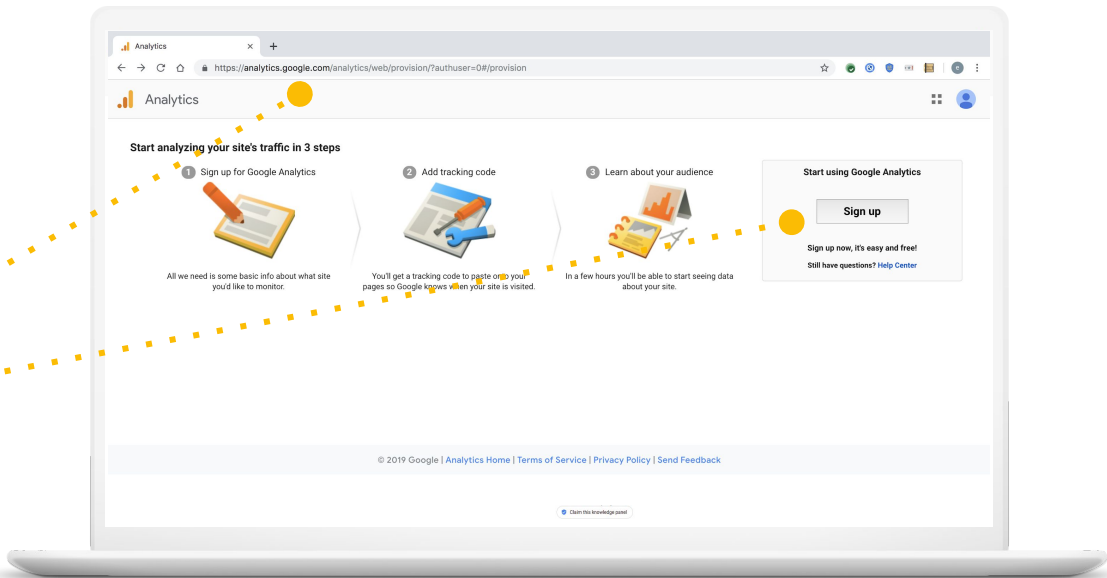
Where do they land on your site?

Google Analytics makes it easy to understand how people are engaging with the content on your website

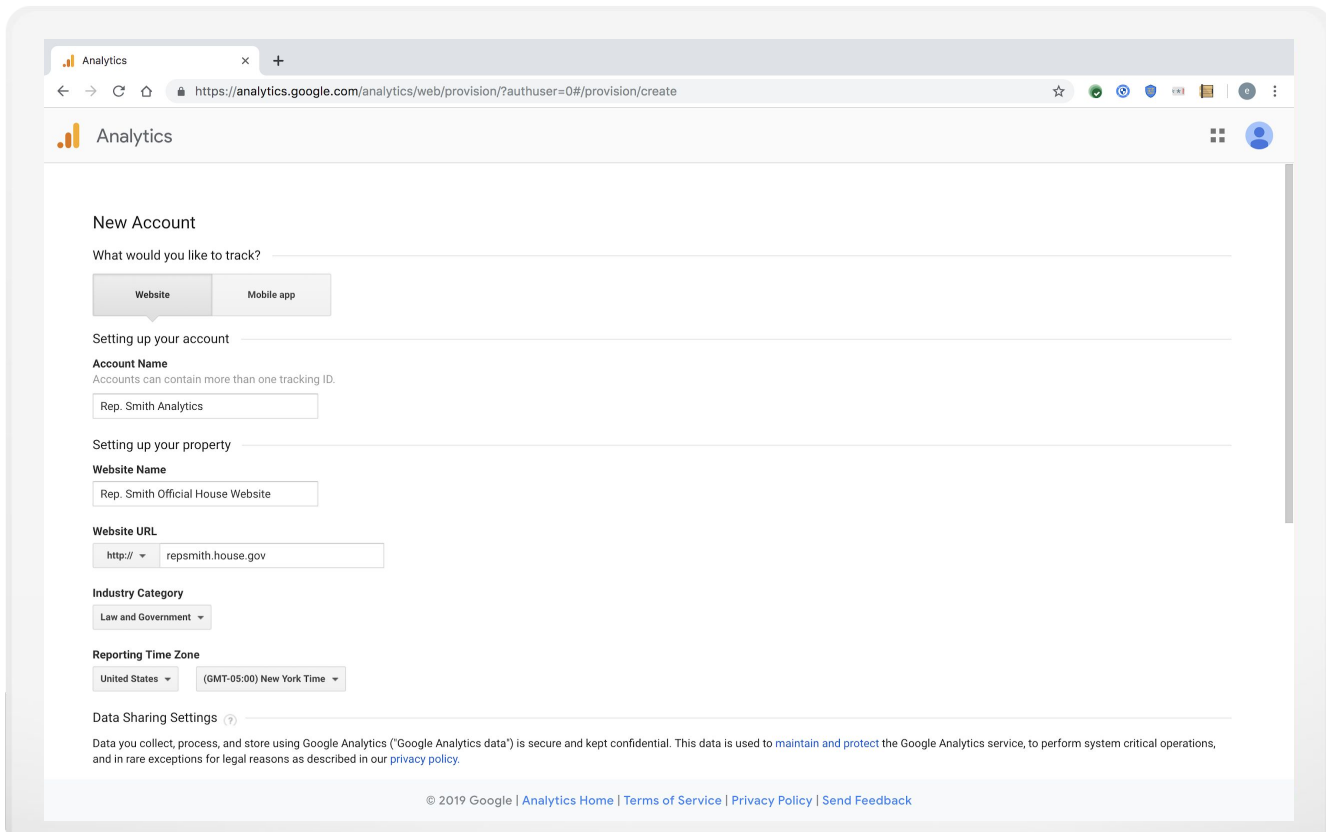


Step 1: Sign up for Google Analytics

- 1) Log into your organization's shared Google Account in the upper righthand corner of Google.com from a desktop or laptop (not a tablet or smartphone)
- 2) Visit <https://analytics.google.com/>, this will automatically redirect you to a sign up page
- 3) Select "Sign Up"



Step 2: Fill out the form to get your tracking ID



Analytics

Analytics

New Account

What would you like to track?

Website Mobile app

Setting up your account

Account Name
Accounts can contain more than one tracking ID.

Rep. Smith Analytics

Setting up your property

Website Name

Rep. Smith Official House Website

Website URL

http:// repsmith.house.gov

Industry Category

Law and Government

Reporting Time Zone

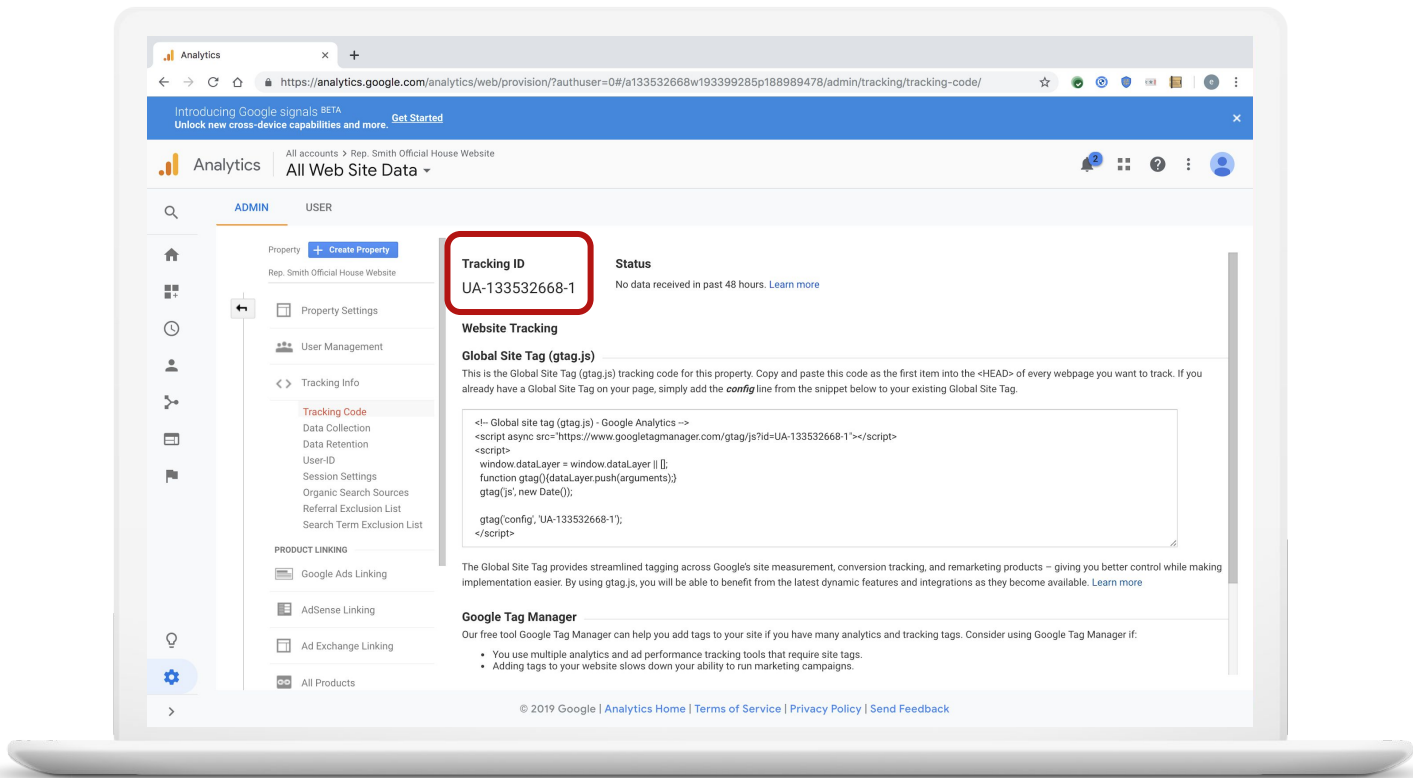
United States (GMT-05:00) New York Time

Data Sharing Settings

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to maintain and protect the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

© 2019 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send Feedback](#)

Step 3: Copy and Paste your Tracking ID along with the code and send it to your website administrator.



The screenshot shows the Google Analytics Admin interface for the property "Rep. Smith Official House Website". The "Tracking Info" section is expanded, and the "Tracking Code" is highlighted in a red box. The Tracking ID is UA-133532668-1. The status indicates "No data received in past 48 hours". Below the Tracking ID, the "Global Site Tag (gtag.js)" code is provided, which is the code to be copied and pasted into the website's HTML.

Analytics

Introducing Google signals BETA
Unlock new cross-device capabilities and more. [Get Started](#)

All accounts > Rep. Smith Official House Website
All Web Site Data

ADMIN USER

Property [+ Create Property](#)
Rep. Smith Official House Website

Property Settings
User Management
Tracking Info
Tracking Code
Data Collection
Data Retention
User-ID
Session Settings
Organic Search Sources
Referral Exclusion List
Search Term Exclusion List

PRODUCT LINKING
Google Ads Linking
AdSense Linking
Ad Exchange Linking
All Products

Tracking ID
UA-133532668-1

Status
No data received in past 48 hours. [Learn more](#)

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-133532668-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-133532668-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Google Tag Manager

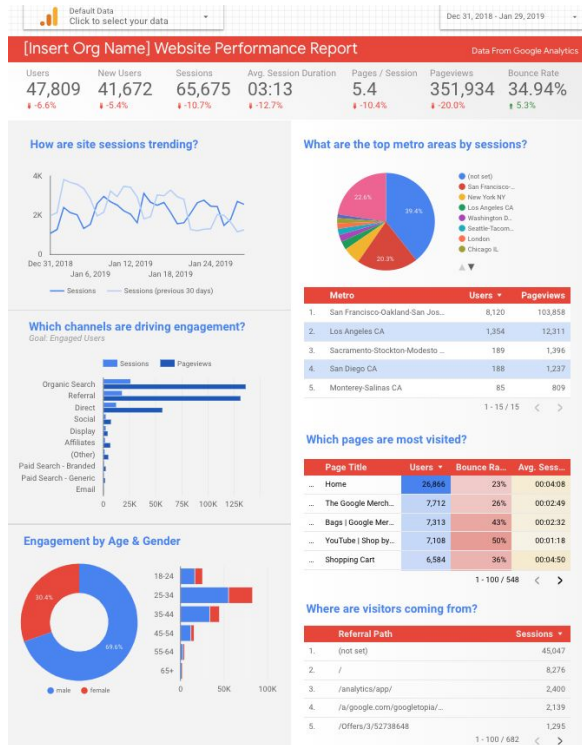
Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

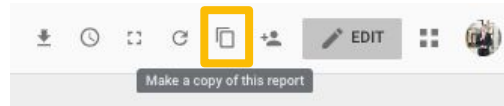
© 2019 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send Feedback](#)

Automate monthly website reporting with a pre-made Google Data Studio one sheet template

Access the template: https://datastudio.google.com/open/1Ggcrzi0NPVOiCsdw4tUh1KlclEj_HZrY



- Make a copy of the one sheet template linked above while logged into your organization's Google Account for Google Analytics



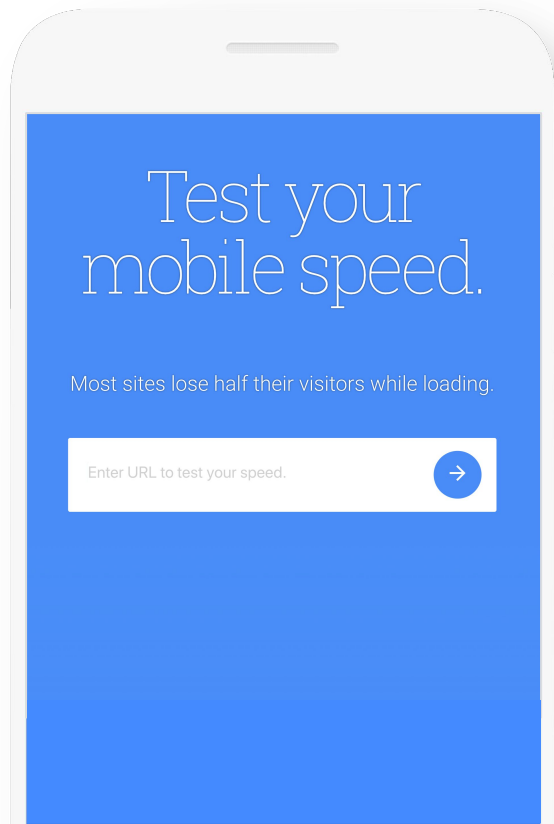
- Select your Analytics data in the upper lefthand corner
- Select a significant time frame to report on: one month is a good practice
- The data should auto-populate like the example report to the left

53%

of visits are **abandoned**
if a mobile site takes
longer than 3 seconds to load



Check your mobile site speed at g.co/testmysite



- Is the navigation easy to use?
- Does it load quickly?
- Is it easy to complete tasks?
- Are forms easy to find and fill out?

Get started with Analytics with your webmaster/vendor

If you do not manage your website yourself, ask your webmaster or vendor to 1) install the Google tracking code on your website on your behalf and 2) grant you full access to Analytics through your organization's Google Account. Installation instructions can be found directly below.

Get started with Analytics

Instructions:

<https://support.google.com/analytics/answer/1008015>

Transfer Analytics access between Google Accounts

Instructions:

<https://support.google.com/analytics/answer/6370521>

Watch guided tutorials

Instructions:

<https://support.google.com/analytics/answer/9021164>

Comprehensive Help Center

Instructions:

<https://support.google.com/analytics#topic=3544906>

Tool #2:

Protect Your Website with Project Shield

Macron Campaign Says It Was Target of 'Massive' Hacking Attack

By AURELIEN BREEDEN, SEWELL CHAN and NICOLE PERLROTH MAY 5, 2017



The French presidential candidate Emmanuel Macron in Rodez, France, on Friday. His campaign staff said it was the target of a hacking operation. [Baptiste Dringhaus/Reuters](#)

French Presidential Election, 2017

Mr. Macron's Next Challenge: Governing	MAY 19
Brigitte Macron, Liberator	MAY 12
France's First Lady, a Confidante and Coach, May Break the Mold	MAY 11
Hackers Came, but the French Were Prepared	MAY 9
French Businessmen Hope Macron's Victory Will Ignite an Economic Revival	MAY 9

[See More »](#)

Dutch voting guide sites offline in apparent cyber attack

Reuters Staff

3 MIN READ



AMSTERDAM (Reuters) - Two publicly-funded websites used by Dutch voters to help them decide which party to vote for in their national election were inaccessible on Wednesday, apparently victims of a cyber attack.

The sites, "Stemwijzer" and "Kieskompas", are extremely popular, with nearly half of eligible voters using one or the other in the last national election in 2012. However, most voters use them in the weeks ahead of voting, not on election day.

Organizers of Stemwijzer tweeted confirmation that their website was being subjected to a distributed denial-of-service, or 'DDoS' attack.

"Our website has alas just been hit by a DDoS attack. Our priority is in getting the StemWijzer back on line again as quickly as possible," they said in a tweet Wednesday morning.

Spokeswoman Anita de Jong of ProDemos, the organization that runs the Stemwijzer, later said the site was accessible again but added the site remained under attack.

"We're seeing a lot of international traffic. What happens is we are able to solve the problem for a while, and then it resurfaces," she said.

The "StemWijzer" or "voting compass" site asks potential voters 30 questions and then tells them which party best matches their opinions.

Wave of attacks on Ecuador news sites before election

Five outlets taken down in less than 72 hours following numerous digital assaults

Feb 9, 2017



www.ecuadorenvivo.com

Portada Entrevistas Ciudades Opinión Política Internacional Economía Reportajes Sociedad Depor

CREO en crisis: Lasso le pidió a Andrés Páez que se aparte del binomio.

Publicado el Miércoles, 25 Enero 2017



DDoS Attack Takes Czech Election Sites Offline



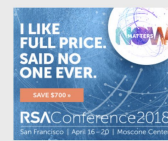
Phil Muncaster [LINK](#) / ENDA News Reporter, InfoSecurity Magazine
Email [Phil](#) Follow [@philuncaster](#)

Two websites run by the Czech Statistical Office (CSU) were taken offline after a DDoS attack at the weekend tried to disrupt reporting of the country's parliamentary elections.

The results of the election, held on Friday and Saturday, were posted to the sites, showing billionaire Andrej Babiš' populist ANO party with the largest share of the vote at nearly 30%.

A statement on the CSU site reportedly had the following:

"During the processing, there was a targeted DDoS attack aimed at the infrastructure of the OS company used for elections. As a result, servers volby.cz and volbymed.cz had been temporarily partly inaccessible. The attack did not in any way affect either the infrastructure used for the transmission of election results to the CSU headquarters or the independent data processing."



Why Not Watch?



The Cyber Threat To Germany's Elections Is Very Real

Authorities say they're ready for the worst, but recent attacks suggest otherwise.

SUMI SOMASKANDA | SEP 20, 2017

GLOBAL



Like The Atlantic? Subscribe to The Atlantic Daily, our free weekday email newsletter.

Email SIGN UP

DDoS attacks



A DDoS attack is a simple and inexpensive way to take a website offline. It can be used to target critical, investigative work, silence journalism and stop freedom of information during elections



Project Shield

Free service that uses Google technology to help keep government, news and election sites protected

Project Shield features

Advanced DDoS protection



Free & unlimited



Customizable caching



Additional features

- Minimal ongoing maintenance
- SSL and bare domain support
- Dedicated product support
- Real time site analytics

Project Shield Case Study

- Voters look for information on candidate's website sites, election monitoring sites or use the internet to find out how and where to vote.
- Just hours before the polls opened in this year's Dutch election, two of Holland's leading election information sites went offline.
- The KiesKompas and Stembijzer sites - used by about half of Dutch voters- were targets of DDoS attacks ([Business Insider](#)).
- KiesKompas were onboarded to Project Shield, which protected their site and helping their users access information at the moment they needed it most.

Google Europe 
@googleeurope Follow

.@JigsawTeam's Project Shield (g.co/shield) used in NL against DDoS-attacks on voting advice website



Aanvallen op Kieskompas en Stembijzer in nasleep Turkije-rel
Kieskompas was vanochtend meerdere keren offline en ook Stembijzer was soms slecht bereikbaar. Sinds de ruzie met Turkije worden Nederlandse sites aangevallen.
nos.nl

Apply now in 1 minute at g.co/shield

Comprehensive setup instructions can be found in the Appendix of this presentation on how to set up Project Shield in a few minutes once your application is quickly accepted.

×

Your Details

Name*	Website to be protected*
Google account*	Organisation name*
Preferred email address (optional)	Organisation country*

Are you currently being attacked by DDoS?
 Yes No I'm not sure

Where did you hear about Project Shield?
Referrer (optional)

Have you been attacked by DDoS in the past?
 Yes No I'm not sure


Does your site use SSL?
 Yes No I'm not sure

How would you describe your site?

News or independent media Elections information Human rights information Other

Anything else you'd like us to know?

Comments (optional)

I'm not a robot 

Please complete reCAPTCHA

APPLY NOW



 **YouTube** for Civics

▼ Agenda



Overview of YouTube



Build your channel



Post great video



Grow with shows



New features!!!



Manage with YouTube Studio



Up Next

Overview of YouTube



0:45 / 0:45





We.

Sleep.



All.

Eat.



Do.

Communicate.



These.

Watch Video.



Globally, video will be

82%

of all consumer
Internet traffic by 2021



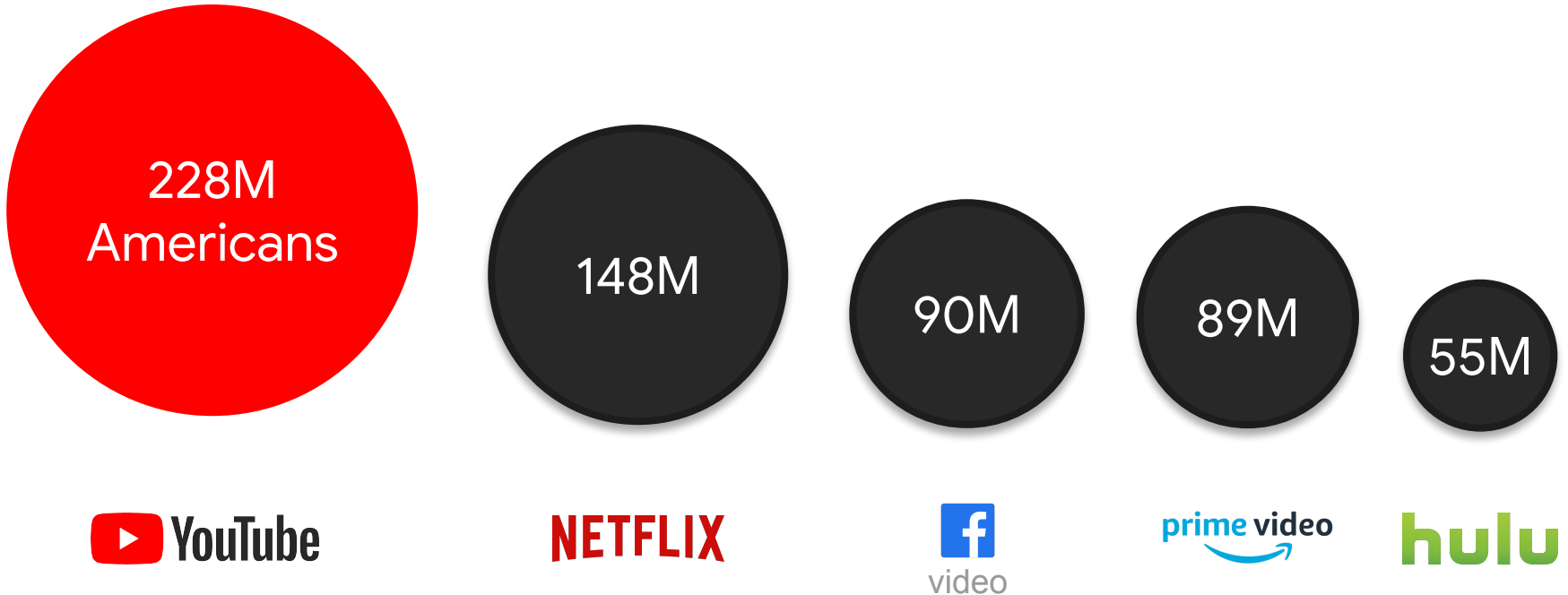
2 Billion

Monthly logged in people globally

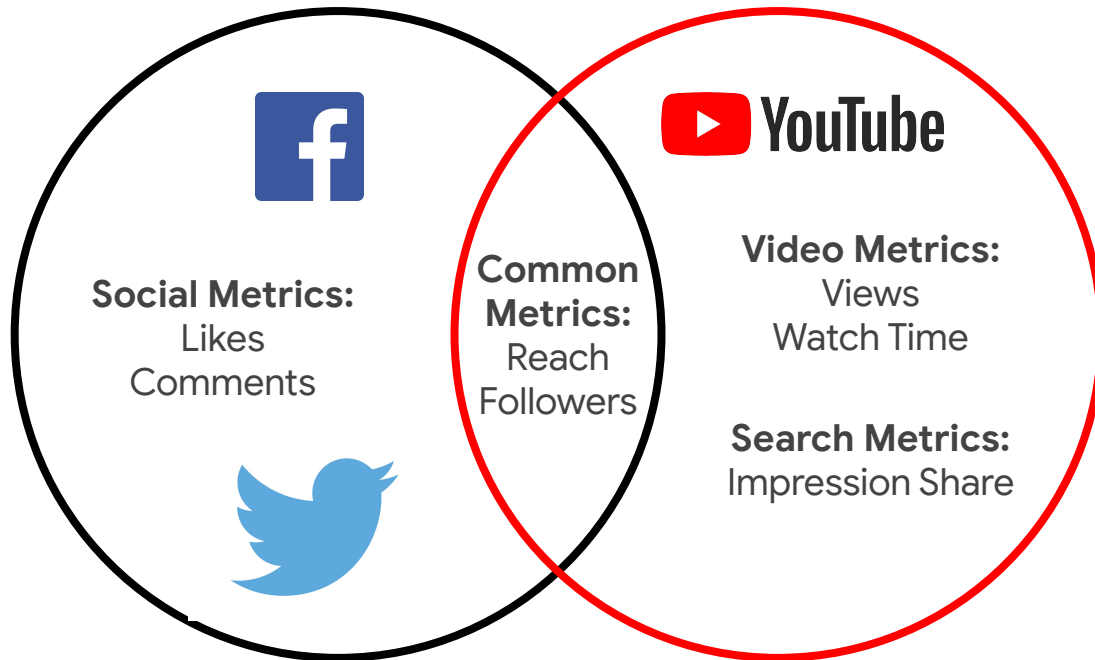


YouTube Internal Data (logged In user = Google user ID accounts that visit YouTube in a 28 day period), Global, April 2018.

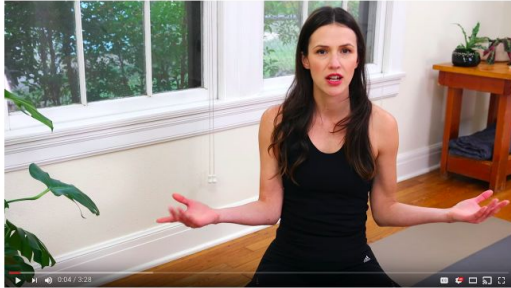
▼ Americans come to YouTube to watch video



- ▼ YouTube is a video and search platform with different goals than social



▼ Why do Americans come to YouTube?



TRUE 30 Day Yoga Journey | Begin!
734,142 views
Yoga With Adriene
Published on Dec 22, 2017
Kick off the New Year with 30 Days of Yoga With Adriene!
SUBSCRIBED 3.1M

Inspiration



UPPAbaby MESA Instructional Video: Base Installation with LATCH
91,376 views
UPPAbaby Company
Published on Oct 23, 2013
An industry first, UPPAbaby MESA's SMARTSecure™ system provides parents with visual confirmation that their seat is installed correctly. Learn how
SHOW MORE
SUBSCRIBE 1.5M

Education

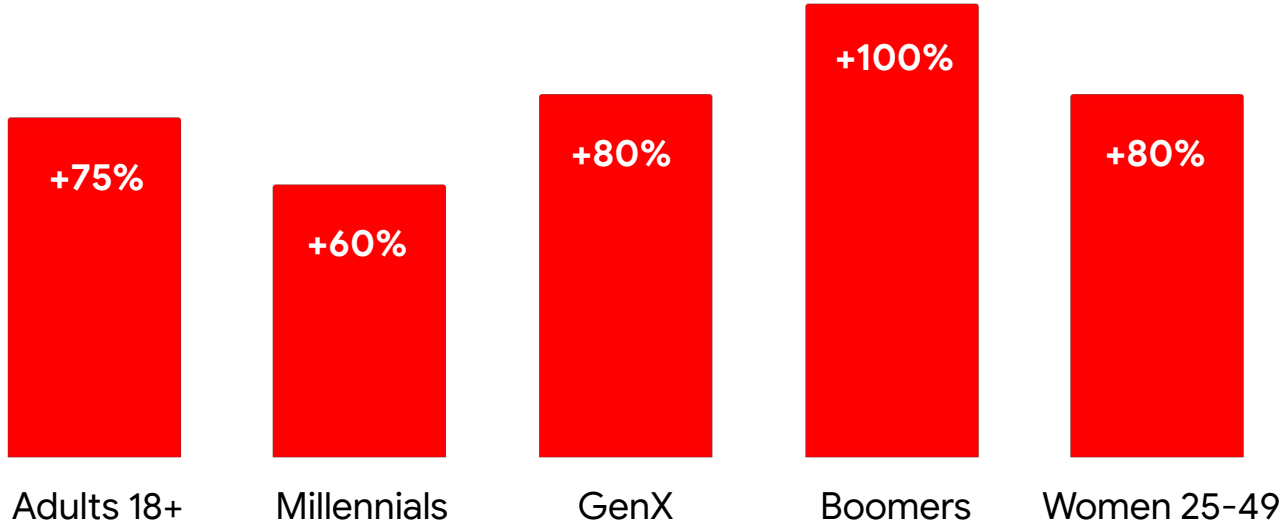


Mommyyyyyy!
2,548,773 views
Sade Jae D
Published on Sep 4, 2017
Adorable talking baby wants mommy to listen to her.
SHOW MORE
SUBSCRIBE 7.3M

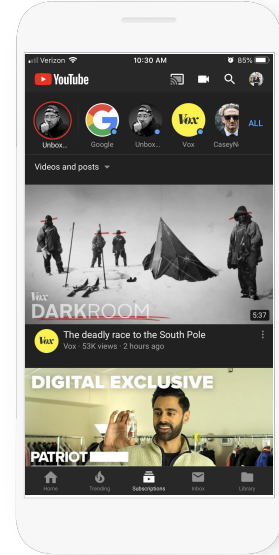
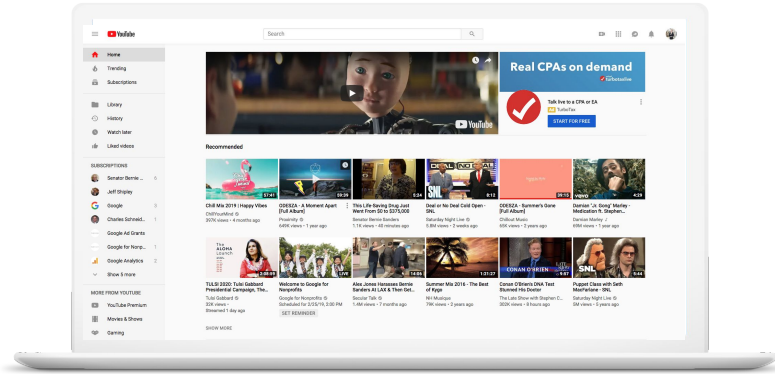
Entertainment

Government & politics content can be inspirational, educational, and/or entertaining

▼ YouTube watchtime is growing for all generations

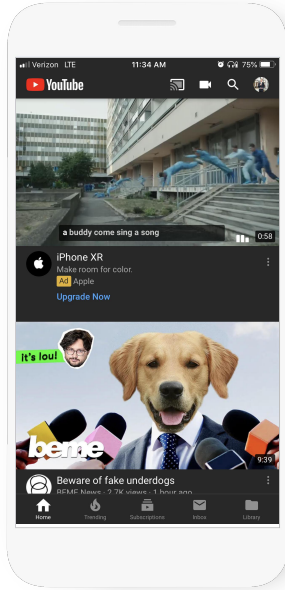


▼ You manage on desktop, but 70% of views are mobile



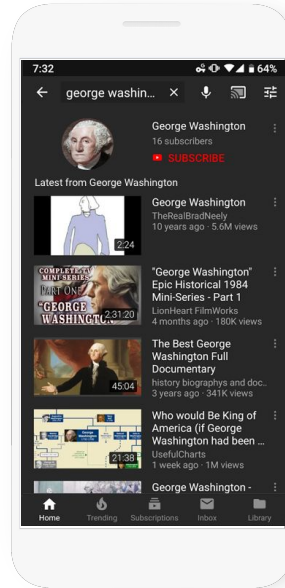
The average watchtime on mobile is 1 hr. per day

▼ Check out the mobile app



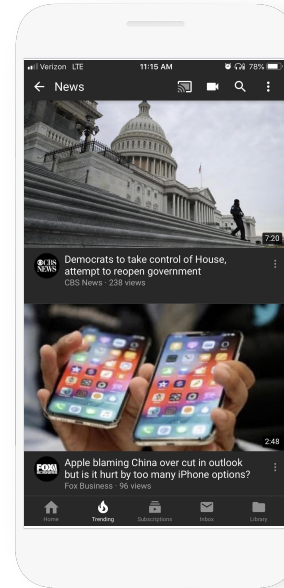
Home

200M unique videos featured a day



Search

How Americans search for video online



Trending

Timely news clips from authoritative sources



Subscriptions

Subscribers see all new videos and posts



3x

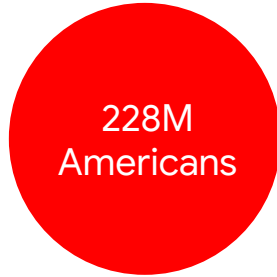
**growth in viewership of
politics & news content since 2016**



▼ Key takeaways



The internet will
be
82% video
shortly



 YouTube
is where
Americans go to
watch online
video



Watchtime
+50%

American
watchtime growth
spans all
generations and
skews mobile,
SmartTV

3x

Americans are
watching more
news & politics
on YouTube

Up Next

Build your channel



0:45 / 0:45



▼ Step 1: Find your channel at youtube.com

The image shows the YouTube homepage interface. At the top, there is a search bar and a navigation menu. The main content area is divided into sections: Recommended videos, Subscriptions, and YouTube Mixes. A profile icon in the top right corner is circled in red, and a dropdown menu is open, with the 'My channel' option highlighted by a red box.

YouTube

Search

Home

- Trending
- Subscriptions
- Library
- History
- Watch later
- Liked videos

SUBSCRIPTIONS

- Senator Bernie ... 6
- Jeff Shipley 1
- Google 1
- Google Ad Grants
- Google for Nonpr...
- Google Analytics 3
- X, the moonshot f...
- Show 4 more

Recommended

- ODESZA - A Moment Apart [Full Album]**
Proximity 643K views • 1 year ago
- Deal or No Deal Cold Open - SNL**
Saturday Night Live 4.1M views • 2 days ago
- Pence's Trump-MLK Comparison Doesn't Add Up**
The Late Show with Stephen C... 868K views • 10 hours ago
- Hasan Visits 'Subtle Asian Traits' | Patriot Act with...**
Patriot Act 247K views • 1 day ago
- This Cat Kept Kidnapping Neighbor's Puppies Then...**
Facts Box 3.1M views • 5 months ago

Best of Kygo Mix 2015 | Summer Chill Mix #1
Fensessy 18K views • 3 years ago

Tycho - Awake [Full Album]
Austin Allen 9.8M views • 4 years ago

Best of Chill Nation Mix (Winter Vibes) (2018)
Sad Vibes Forever 445K views • 10 months ago

Weekend Update: Pete Davidson & John Mulaney...
Saturday Night Live 1.9M views • 2 days ago

No One Likes Trump's Late Shutdown Offer: A Closer...
Late Night with Seth Meyers 1M views • 13 hours ago

SHOW MORE

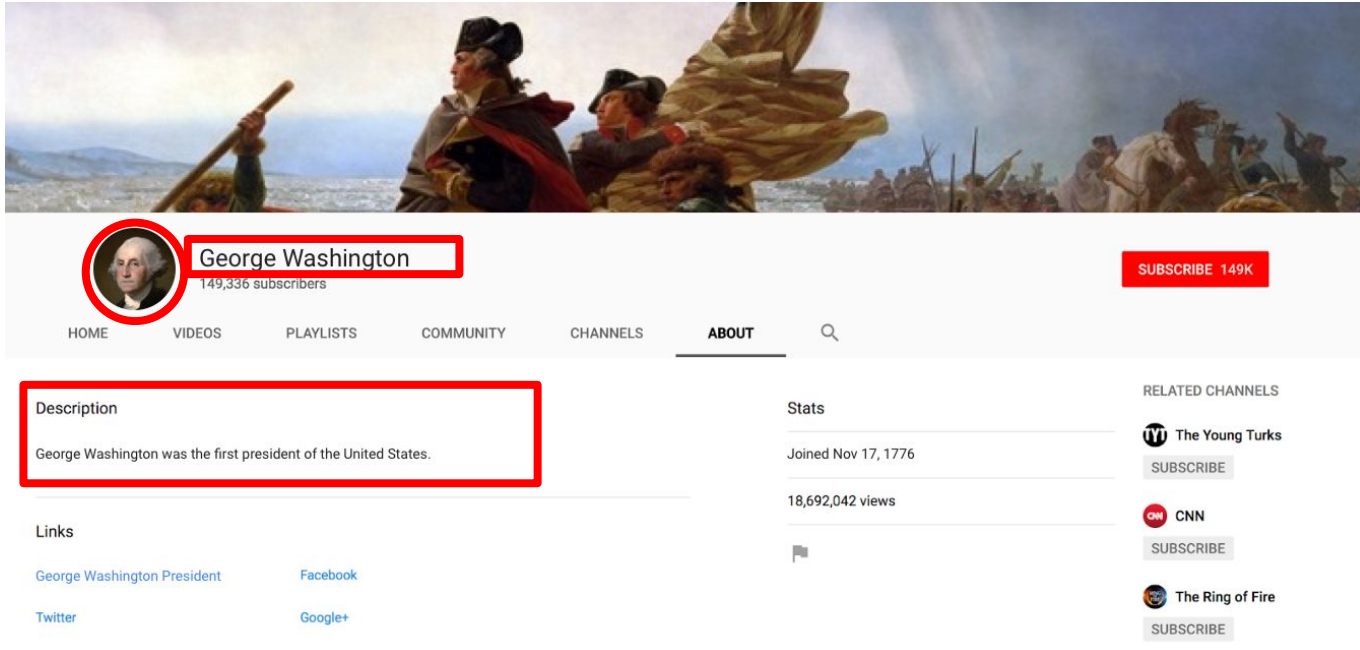
YouTube Mixes Endless playlists personalized for you

- 50+ (••)
- ODESZA (••)
- KENNY CH... FLORA... (••)
- 50+ (••)
- 50+ (••)
- 50+ (••)
- 50+ (••)

My channel

- Paid memberships
- YouTube Studio (beta)
- Switch account >
- Sign out
- Dark theme: Off >
- Language: English >
- Settings
- Help
- Send feedback
- Keyboard shortcuts
- Location: United States >
- Restricted Mode: Off >

▼ Step 2: Change channel name, icon, and description



The screenshot shows the YouTube channel page for 'George Washington'. The channel name 'George Washington' is highlighted with a red box. Below it, the subscriber count '149,336 subscribers' is visible. A red 'SUBSCRIBE 149K' button is located to the right. The navigation menu includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT' (which is selected). The 'Description' section is highlighted with a red box and contains the text: 'George Washington was the first president of the United States.' The 'Stats' section shows 'Joined Nov 17, 1776' and '18,692,042 views'. The 'Links' section includes 'George Washington President', 'Facebook', 'Twitter', and 'Google+'. The 'RELATED CHANNELS' section lists 'The Young Turks', 'CNN', and 'The Ring of Fire', each with a 'SUBSCRIBE' button.

George Washington
149,336 subscribers

SUBSCRIBE 149K

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS **ABOUT** 🔍

Description
George Washington was the first president of the United States.

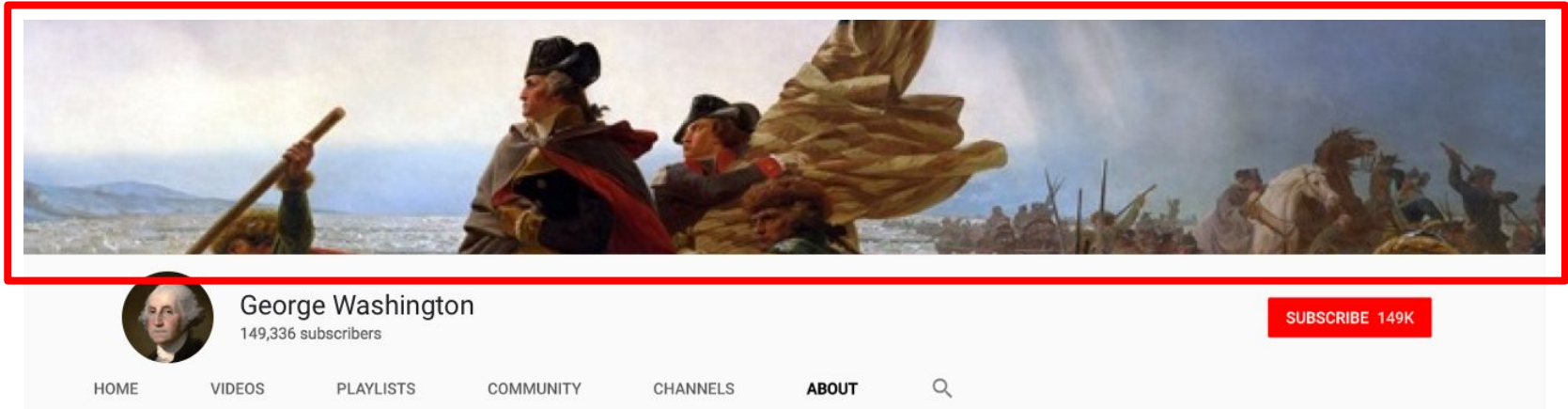
Stats
Joined Nov 17, 1776
18,692,042 views

Links
George Washington President Facebook
Twitter Google+

RELATED CHANNELS
The Young Turks SUBSCRIBE
CNN SUBSCRIBE
The Ring of Fire SUBSCRIBE

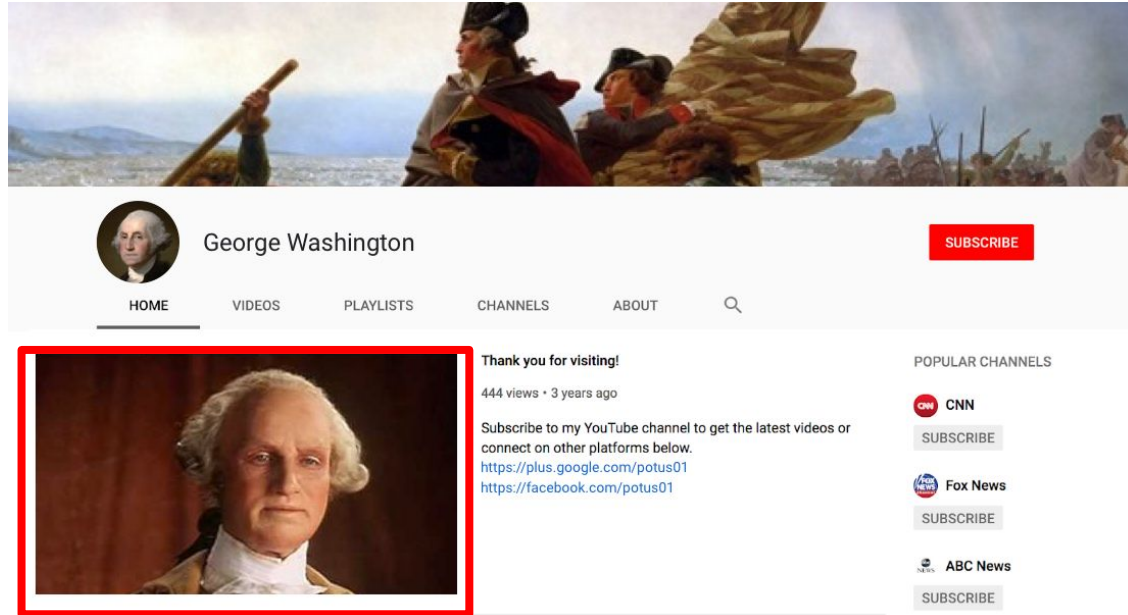
Instructions: <https://support.google.com/youtube/answer/2657964>

▼ Step 3: Add channel art that reflects your community



Instructions: <https://support.google.com/youtube/answer/2972003>

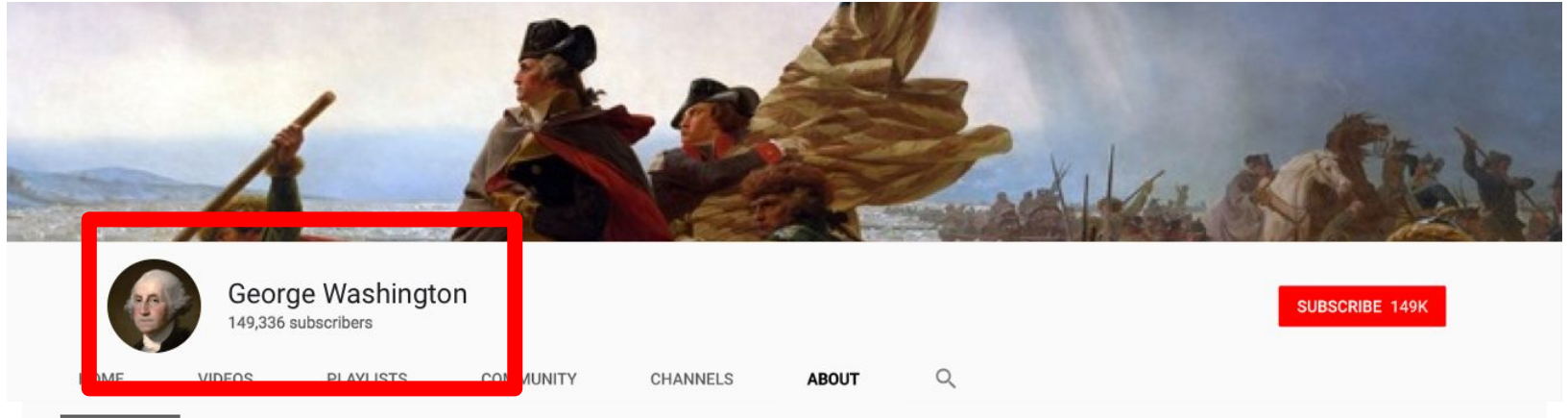
- ▼ Upload a 1 min. channel trailer with your leader speaking directly to camera about their position, and the channels YouTube shows



The image shows a screenshot of a YouTube channel page for "George Washington". At the top is a banner image of George Washington in military attire, holding a staff. Below the banner is the channel name "George Washington" and a red "SUBSCRIBE" button. The navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "CHANNELS", "ABOUT", and a search icon. Below the navigation menu, there is a video thumbnail of George Washington, which is highlighted with a red border. To the right of the thumbnail, the video title is "Thank you for visiting!", with 444 views and posted 3 years ago. The description says "Subscribe to my YouTube channel to get the latest videos or connect on other platforms below." and includes links to "https://plus.google.com/potus01" and "https://facebook.com/potus01". On the right side of the page, there is a "POPULAR CHANNELS" section with three entries: "CNN" with a "SUBSCRIBE" button, "Fox News" with a "SUBSCRIBE" button, and "ABC News" with a "SUBSCRIBE" button.

Instructions: <https://support.google.com/youtube/answer/3026513>

▼ **Step 5:** Email us for channel verification and a custom handle



youtube.com/_____

- ▼ **Step 6:** Enable your Channel for all features, including YouTube Live, custom thumbnails, and other tools using the links below



Enable features through phone verification:

<https://support.google.com/youtube/answer/171664>



See dashboard of enabled features:

<https://youtube.com/features>

- ▼ **Step 7:** Learn video upload specs, proactive comment moderation, editing videos, and removing ads from your channel



Uploading videos and specs:

<https://support.google.com/youtube/topic/16547>



Managing comments:

<https://support.google.com/youtube/topic/7280647>



Editing videos and video settings:

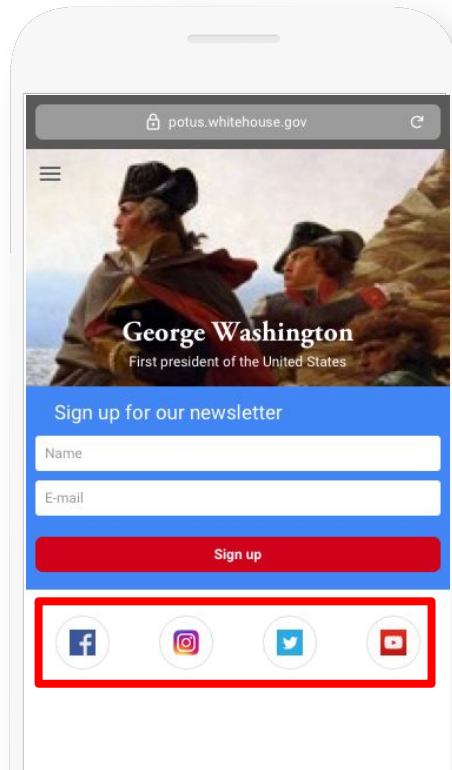
<https://support.google.com/youtube/topic/4355241>



Removing ads from running on channel:

<https://support.google.com/youtube/answer/172795>

- ▼ **Step 8:** Promote your YouTube Channel on your website, in your newsletter, and in your email signature



Example

Press Secretary

Representative _____ (State-District)

Phone

Email

Building





Is there a guided tutorial for setting up a YouTube Channel?





Is there a guided tutorial for setting up a YouTube Channel?



<https://creatoracademy.youtube.com/page/course/bootcamp-foundations>



Resources

YouTube Channel

- **Change your Channel details:**
<https://support.google.com/youtube/answer/2657964>
- **Change or edit Channel art:**
<https://support.google.com/youtube/answer/2972003>
- **Create a Channel trailer:**
<https://support.google.com/youtube/answer/3026513>

Up Next

Post great video

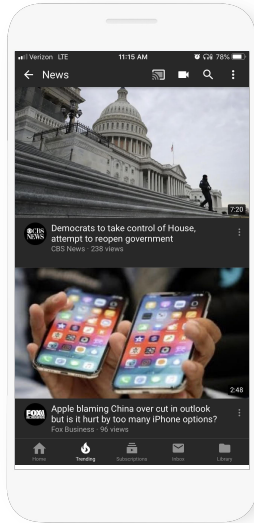


0:45 / 0:45

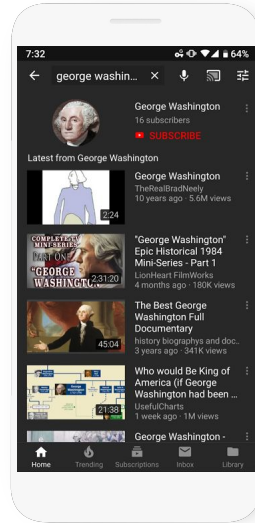


▼ Video creativity and searchability drive views

Creativity



Searchability



Views

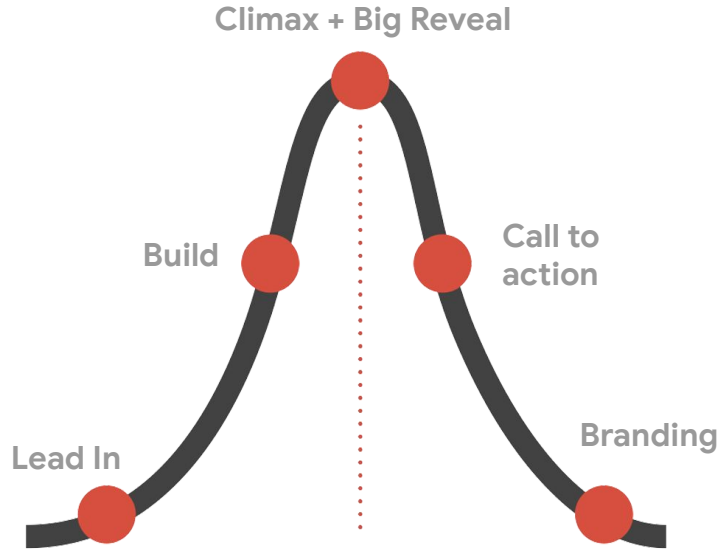




Creative factors that work for government and politics



▼ Digital video has a different story arc than TV ads and Hollywood movies



Traditional video story arc



Digital video story arc

▼ What government and political content do people want on YouTube?

People want to hear the key points from their elected officials **directly** via **video** in a **frequent** and **authentic** fashion in line with the **news cycle**.
YouTube allows you to reach them in this way.

- ▼ **Prioritize uploading episodic content such as a weekly or monthly address so that your audience has a reason to subscribe and tune in more than once**



▼ Explain what you worked on this week for your audience



Fort Report U.S. Army Esports Team Member

Watch here: <https://youtu.be/XTDufavXt7E>

- Keep it to a few minutes
- Change up the setting: behind a desk, on-the-road, in the community
- End with end screen that encourages people to subscribe
- Add your video series to its own channel section

- ▼ **Prioritize authentic, direct to camera content you film yourself and lead with your most important talking point and keep your video between 30 seconds and 5 minutes**



Watch here: https://youtu.be/9tDt0_ICD_Y

▼ Explain a key policy priority or legislation in the explainer video format



Senator Jeff Merkley explains the SAFE Lending Act

<https://youtu.be/t7asUncQ1ow>

—●— Keep it to a few minutes

—●— Make it visual

—●— End with an end screen that encourages people to take action on a website

—●— Add your video series to its own channel section

- ▼ Take your audience behind-the-scenes with authentic video so they learn more about your advocacy work



- Be yourself
- Involve your community in-video
- Add your video series to its own channel section

Miami Police Department
<https://youtu.be/rj2olA5UESg>

▼ Answer popular questions you receive in a fresh format

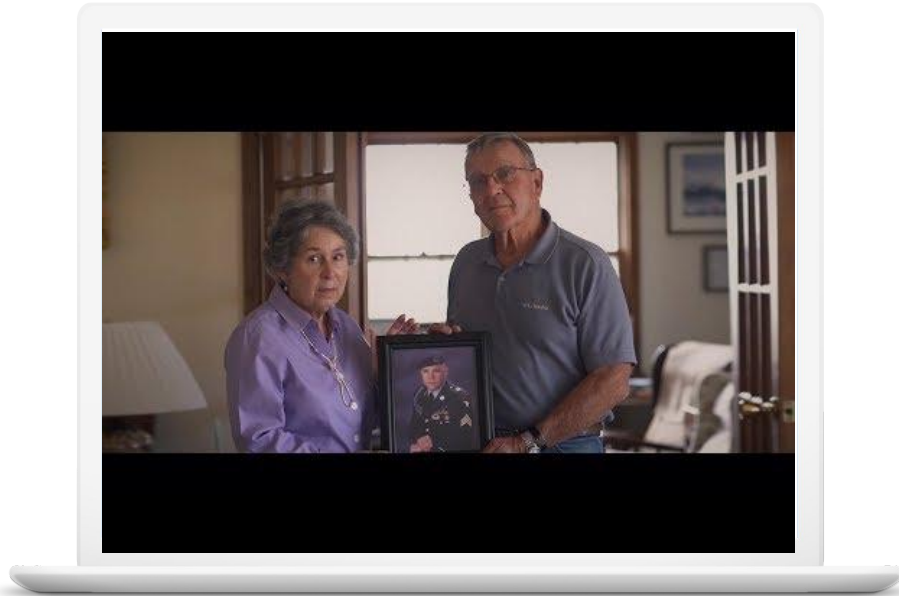


Marco Rubio Answers Top Google Searches for Marco Rubio

https://youtu.be/G1Hx_jqw4Zk

- Poll your audience across communications channels to get questions
- Partner with an influencer, journalist or constituent for interviews
- Add your video series to its own channel section

▼ Showcase local community stories



Staff Sgt. Travis Atkins: Final Mission

<https://youtu.be/3O9fCx1ONAA>

- Partner with a constituent or advocate to tell an inspiring story
- Add your video series to its own channel section

▼ Hold a deeper conversation with the growing video podcast format



Hear The Bern Episode 1: Bernie Gets Personal

https://youtu.be/K11acMGsX_M

- Partner with an influencer or other local figure to hold the discussion
- Answer popular questions gathered via YouTube Community posts and Twitter beforehand
- Add your video series to its own channel section

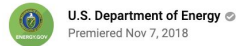
- ▼ Add a custom logo that doubles as a subscription button to drive additional subscriptions on all videos



17 National Labs: Changing the World We Live In

3,507 views

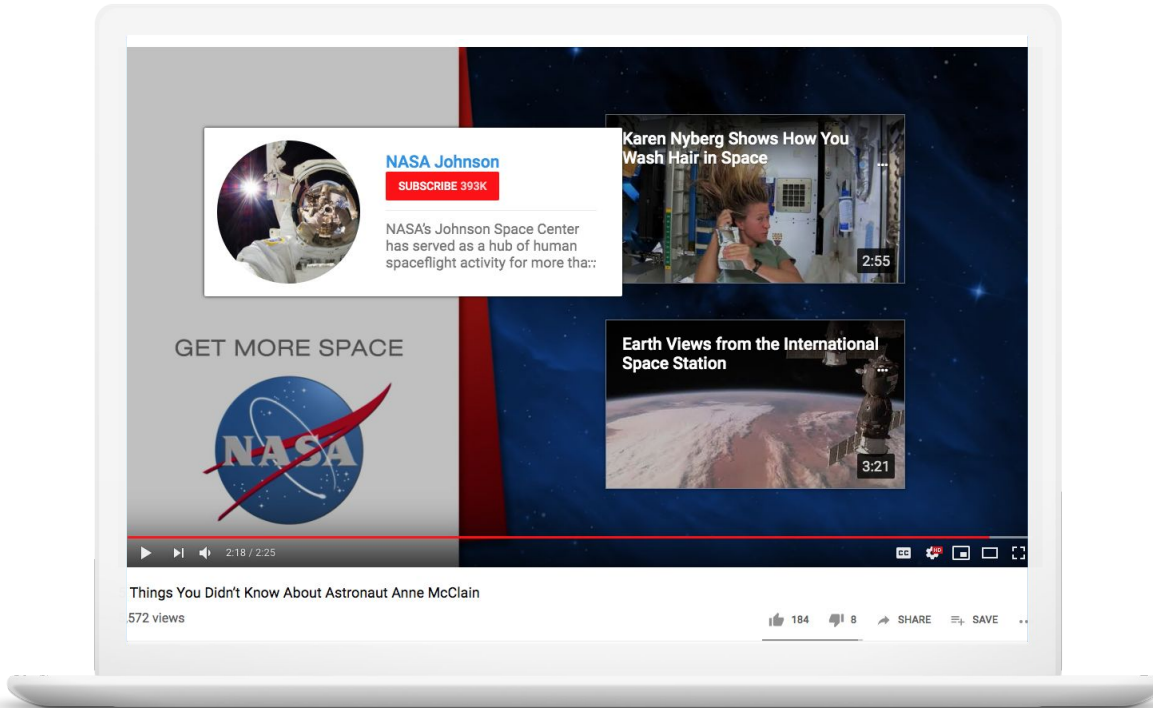
44 0 SHARE SAVE ...



SUBSCRIBE 23K

Instructions: <https://support.google.com/youtube/answer/6147757>

- ▼ Add a 10 sec. video clip to the end of all videos encouraging viewers to subscribe, watch a related video, and/or visit your website



Recommended actions:

- Subscribe
- Comment
- Visit website
- Watch a similar video

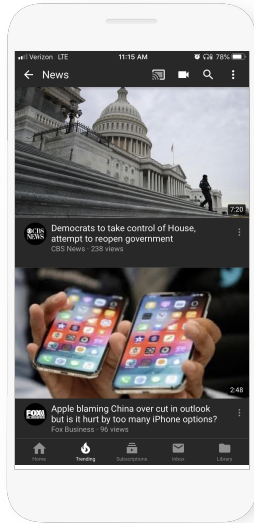
End screens can be added to multiple videos in bulk via YouTube Studio

Instructions: <https://support.google.com/youtube/answer/6388789>

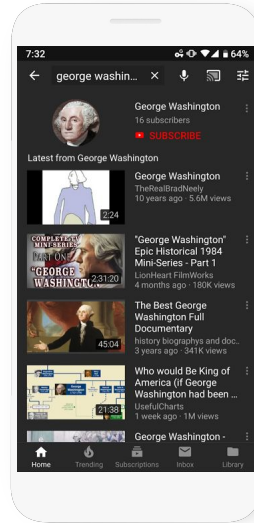


▼ Video creativity and searchability drive views

Creativity



Searchability



Views



- ▼ How do I get my video surfaced beyond my subscriber base?

YouTube's algorithm is designed to match **videos with rich text data** to users actively looking for particular topics or videos since **YouTube is where Americans search for video.**

- ▼ Upload a high-resolution, direct-to-camera custom thumbnail so that your video appears in search results and other discovery sections



Honoring Veterans on Memorial Day

313 views • 6 days ago



Welcoming Veterans to the World War II Memorial

82 views • 1 week ago

- Custom image (not stock)
- Hi-resolution
- Close up
- Hi-contrast (visual depth)
- Identifiable
- Branded in corner

Thumbnail tips: <https://support.google.com/youtube/answer/141805>

- ▼ Give your titles detail so your videos populate next to a broader array of search queries



Texas Republican Border Rep. Will Hurd talks border security, shutdown on CBS This Morning

Title tips: <https://support.google.com/youtube/answer/141805?hl=en>

▼ **Step 3:** Create a robust video description to YouTube index your content and put it in front of a broader audience



Patriot Act 
Published on Oct 28, 2018

Hasan Minhaj breaks down the history of affirmative action, its impact on his experience with the modern education system, and how a recent lawsuit against Harvard that could go to the Supreme Court could change it forever.

Watch Patriot Act with Hasan Minhaj on Netflix: <https://www.netflix.com/title/80239931>

#Netflix #PatriotAct #HasanMinhaj
Subscribe: <https://bit.ly/2OHQXpO>

About Patriot Act with Hasan Minhaj:

New episodes, new topics, every Sunday - only on Netflix. Hasan Minhaj brings an incisive and nuanced perspective to global news, politics, and culture in his unique comedy series. Subscribe to the Patriot Act channel now to stay up to date with episode clips and original content from Hasan and the Patriot Act team.

About Netflix:

Netflix is the world's leading Internet television network with over 93.8 million members in over 190 countries enjoying more than 125 million hours of TV shows and movies per day, including original series, documentaries and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

Connect with Patriot Act with Hasan Minhaj Online:

Visit Patriot Act with Hasan Minhaj WEBSITE: <https://bit.ly/2JbZiSS>

Like Patriot Act with Hasan Minhaj on FACEBOOK: <https://bit.ly/2R5RAWY>

Follow Patriot Act with Hasan Minhaj on TWITTER: <https://bit.ly/2CWqPkN>

Follow Patriot Act with Hasan Minhaj on INSTAGRAM: <https://bit.ly/2OH80lr>

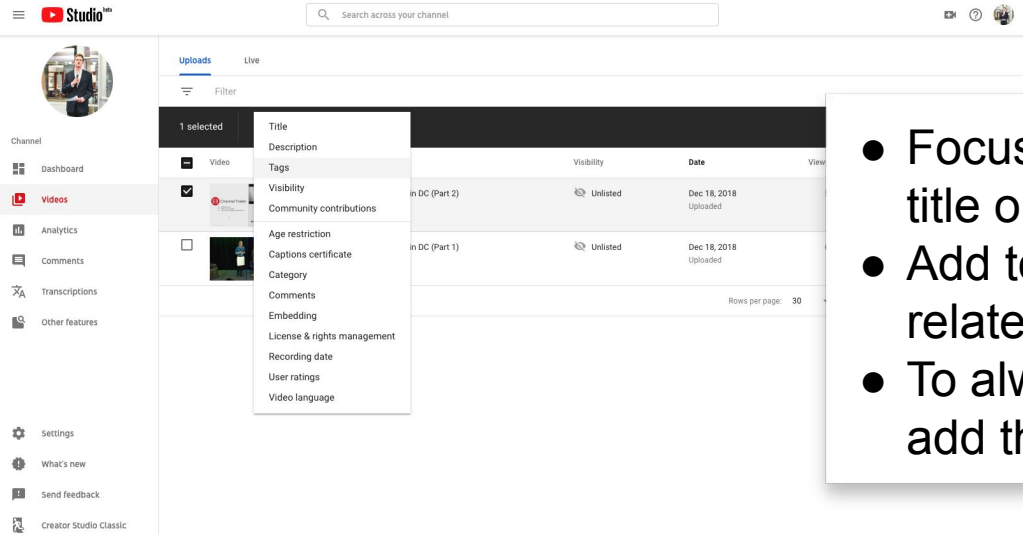
- 2-3 sentence video description
- Link(s) to related videos
- Link(s) to collaborators/guests
- Relevant hashtags
- Link to subscribe
- 2-3 sentence description of channel
- Links to follow social channels

- ▼ **Step 4:** Add captions directly to your video, via a caption file, or automatically through YouTube so your whole audience can understand your message





Manual and automatic caption instructions: <https://support.google.com/youtube/answer/2734796>

- ▼ **Step 5:** Add tags to your videos, such as the always-on captions tag, to further enhance searchability







The screenshot shows the YouTube Studio interface. On the left is a navigation sidebar with options like Dashboard, Videos, Analytics, Comments, Transcriptions, and Other features. The main area is titled 'Uploads' and 'Live', with a 'Filter' dropdown. A table of videos is displayed with columns for 'Video', 'Visibility', and 'Date'. A context menu is open over the first video entry, listing options such as 'Title', 'Description', 'Tags', 'Visibility', 'Community contributions', 'Age restriction', 'Captions certificate', 'Category', 'Comments', 'Embedding', 'License & rights management', 'Recording date', 'User ratings', and 'Video language'.

Video	Visibility	Date
	in DC (Part 2)	Dec 18, 2018 Unlisted Uploaded
	in DC (Part 1)	Dec 18, 2018 Unlisted Uploaded

- Focus on keywords not in your title or description
- Add topics and subtopics that relate to your content
- To always have captions play, add the **yt:cc=on** tag

- ▼ **Step 6:** Create Channel Sections to organize your videos and playlists by show or policy priority so that your audience and journalists can easily find content





Priorities

			
Armed Services Committee	Military	Pastor Andrew Brunson	Veterans
Senator Thom Tillis Updated today VIEW FULL PLAYLIST	Senator Thom Tillis Updated today VIEW FULL PLAYLIST	Senator Thom Tillis Updated today VIEW FULL PLAYLIST	Senator Thom Tillis Updated today VIEW FULL PLAYLIST

Instructions: <https://support.google.com/youtube/answer/3027787>

- ▼ **Step 6:** Create Channel Sections to organize your videos and playlists by show or policy priority so that your audience and journalists can easily find content

Priorities **Channel Section**

 <p>Armed Services Committee 3H-216</p> <p>12</p>	 <p>Veterans' Affairs Committee 5D-418</p> <p>11</p>	 <p>12</p>	 <p>28</p>
Armed Services Committee	Military	Pastor Andrew Brunson	Veterans
Senator Thom Tillis Updated today VIEW FULL PLAYLIST	Senator Thom Tillis Updated today VIEW FULL PLAYLIST	Senator Thom Tillis Updated today VIEW FULL PLAYLIST	Senator Thom Tillis Updated today VIEW FULL PLAYLIST
Playlist	Playlist	Playlist	Playlist

Instructions: <https://support.google.com/youtube/answer/3027787>

- ▼ **Step 6:** Create Channel Sections to organize your videos and playlists by show or policy priority so that your audience and journalists can easily find content

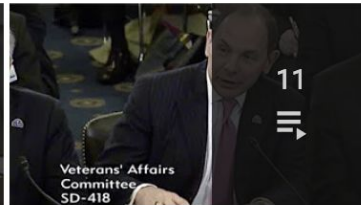
Priorities **Channel Section**

Playlist per issue area



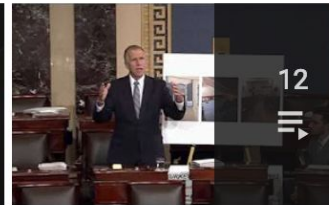
Armed Services Committee

Senator Thom Tillis
Updated today
[VIEW FULL PLAYLIST](#)



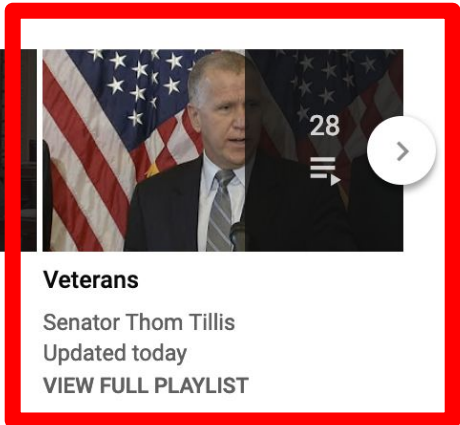
Military

Senator Thom Tillis
Updated today
[VIEW FULL PLAYLIST](#)



Pastor Andrew Brunson

Senator Thom Tillis
Updated today
[VIEW FULL PLAYLIST](#)



Veterans

Senator Thom Tillis
Updated today
[VIEW FULL PLAYLIST](#)

Instructions: <https://support.google.com/youtube/answer/3027787>

▼ Step 7: Share your latest video across your comms channels

Website: Use the embed link within the Share button below your video to embed the video.

Journalist Email List: Take a screenshot of the video and make this a link in your email. Prompt recipients to click on the link with a short text prompt below the screenshot. Explain how you organize your channel to make your latest videos accessible for them.

Constituent Newsletter: Take a screenshot of the video and make this a link in your email. Prompt recipients to click on the link with a short text prompt below the screenshot.

Twitter/Facebook: Upload the video natively.



A search input field with a thin grey border containing the text "How do I learn more about YouTube SEO?".



How do I learn more about YouTube SEO?



<https://creatoracademy.youtube.com/page/course/get-discovered?hl=en>



Resources

YouTube Creative & Search best practices

- **Create robust titles and descriptions:**
<https://support.google.com/youtube/answer/141805?hl=en>
- **Drive action with an End Screen:**
<https://support.google.com/youtube/answer/6388789>
- **Organize content in Channel Sections:**
<https://support.google.com/youtube/answer/3027787>

Up Next

New features!



0:45 / 0:45



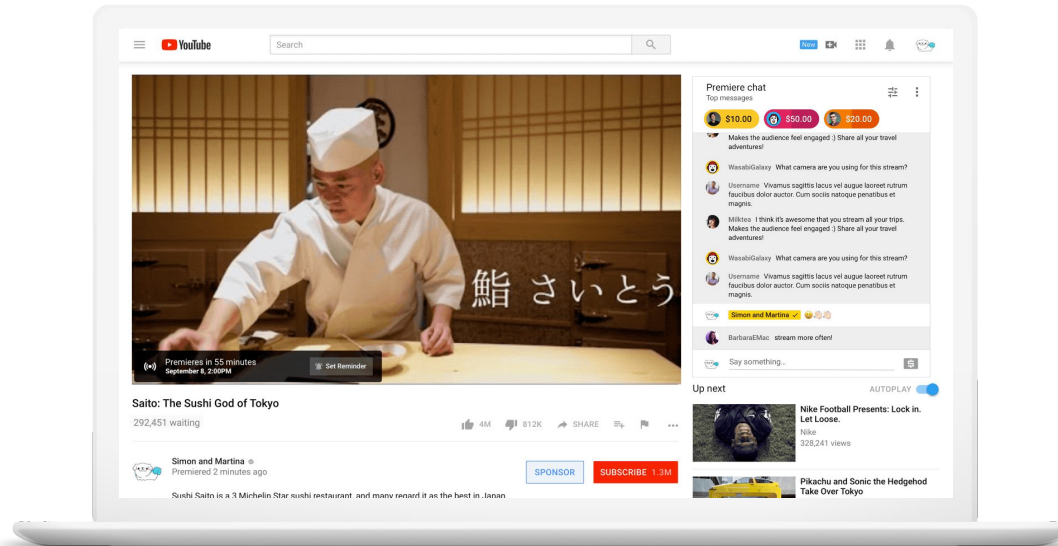
New feature

Schedule a new
upload with

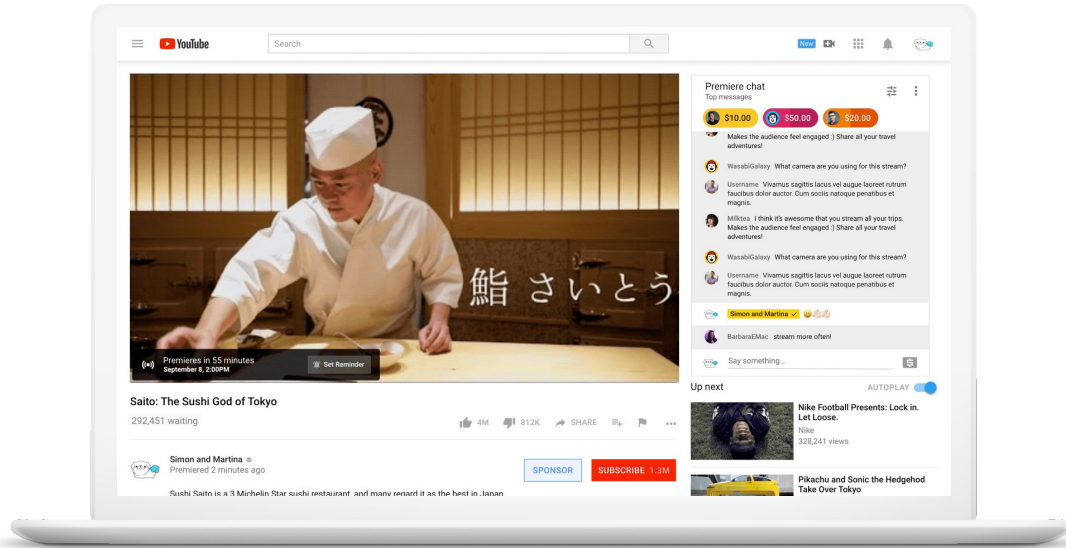
YouTube Premieres

▼ What is YouTube Premieres?

Premieres allows you to schedule a video upload to be released to the public in the future within the existing video uploader tool without extra work. YouTube automatically creates a landing page for the video so that you can build hype and encourage your audience to tune-in at video release.



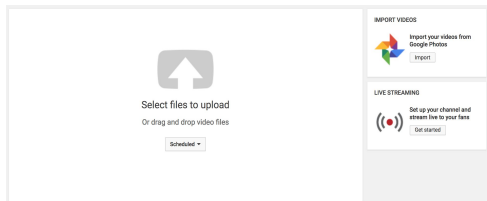
▼ When should you use YouTube Premieres?



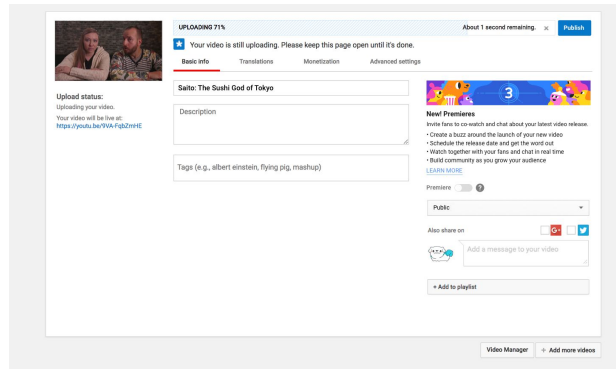
1. To launch a new campaign or legislative program
2. To premiere a new episode of one of your YouTube Shows
3. To engage with your most excited fans before and during a video launch with Premiere chat (optional)

▼ YouTube Premieres is available now in the existing video uploader

To start, simply upload a video



Fill out metadata like usual then...



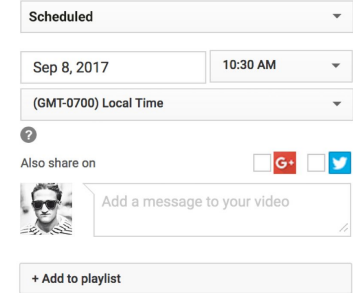
Toggle on to Premiere video!



New live Premieres

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis pretium mauris massa, nec iaculis sapien volutpat et. Etiam elit erat, suscipit eget pellentesque non, finibus sed mauris. Cras dictum orci risus, quis iaculis leo pellentesque in. [LEARN MORE](#)

Premiere ?



Instructions: <https://support.google.com/youtube/answer/9080341>

▼ What your Premiere landing page looks like pre-release

The screenshot shows a YouTube video player in a pre-release state. The video thumbnail features a chef in a white uniform and hat, with the Japanese text '鮨 さいとう' (Sushi Saito) overlaid. A black overlay at the bottom of the video player indicates the premiere time: 'Premieres in 55 minutes September 8, 2:09PM' and includes a 'Set Reminder' button. Below the video player, the video title 'Saito: The Sushi God of Tokyo' is displayed, along with engagement metrics: 4M likes, 812K comments, and a share icon. The channel name 'Simon and Martina' is shown with a 'Premiered 2 minutes ago' timestamp. A 'SPONSOR' button and a 'SUBSCRIBE 1.3M' button are visible. The video description reads: 'Sushi Saito is a 3 Michelin Star sushi restaurant and many regard it as the best in Japan'. On the right side of the page, a 'Premiere chat' section is active, showing top messages and a list of users with their avatars and names. The chat includes messages like 'stream more often!', 'I think it's awesome that you stream all your trips. Makes the audience feel engaged :)', and 'Cool stuff'. Below the chat is an 'Up next' section with a video thumbnail for 'Nike Football Presents: Lock in. Let Loose.' and another for 'Pikachu and Sonic the Hedgehog Take Over Tokyo'.

Premiere date & time +
reminder button

Number of people
waiting for Premiere

Chat & super
chat (optional)

▼ What your Premiere video looks like before, during, and after release

PREMIERING



 SAITO: THE SUSHI GOD OF TOKYO
Simon and Martina 
3k watching

UPCOMING

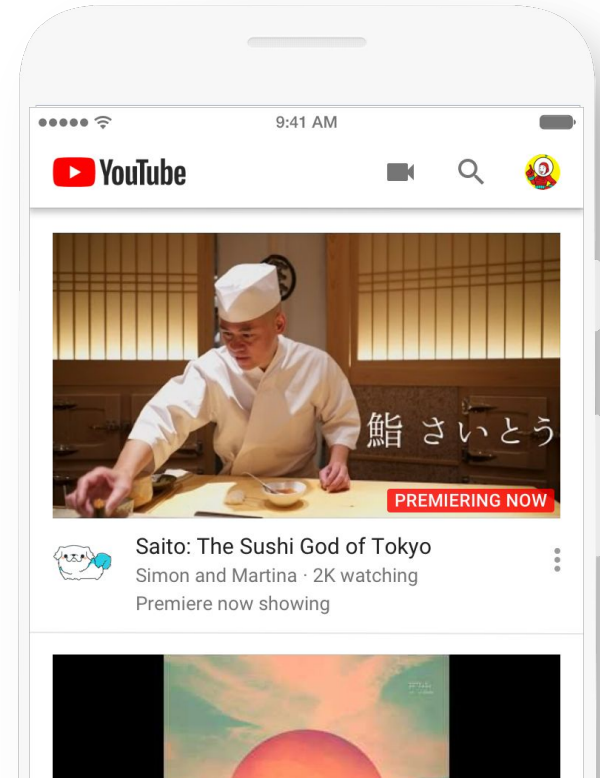


 SAITO: THE SUSHI GOD OF TOKYO
Simon and Martina 
Premieres on 3/12/2018 2:00PM

VOD



 Saito: The Sushi God of Tokyo
Simon and Martina 
2M views · 3 days ago



▼ What your Premiere landing page looks like post-release

The screenshot shows a YouTube Premiere landing page for the video "Saito: The Sushi God of Tokyo". The main video player shows a chef in a white uniform and hat working at a counter. The video title is "Saito: The Sushi God of Tokyo" and it has 292,451 people waiting. The video is by "Simon and Martina" and premiered 2 minutes ago. The page features a "Premiere chat" section on the right with top messages and a "Premiere chat" section with top messages. The chat messages include: "Makes the audience feel engaged :) Share all your travel adventures!", "WasabiGalaxy What camera are you using for this stream?", "Username Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cum sociis natoque penatibus et magnis.", "Milktea I think it's awesome that you stream all your trips. Makes the audience feel engaged :) Share all your travel adventures!", "WasabiGalaxy What camera are you using for this stream?", "Username Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cum sociis natoque penatibus et magnis.", "Simon and Martina" (checked), "BarbaraEMac stream more often!", and "Say something...". The "Up next" section shows "Nike Football Presents: Lock in. Let Loose." and "Pikachu and Sonic the Hedgehog Take Over Tokyo".

YouTube Search

Premiere chat
Top messages

\$10.00 \$50.00 \$20.00

Makes the audience feel engaged :) Share all your travel adventures!

WasabiGalaxy What camera are you using for this stream?

Username Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cum sociis natoque penatibus et magnis.

Milktea I think it's awesome that you stream all your trips. Makes the audience feel engaged :) Share all your travel adventures!

WasabiGalaxy What camera are you using for this stream?

Username Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cum sociis natoque penatibus et magnis.

Simon and Martina ✓ 🥰👍

BarbaraEMac stream more often!

Say something...

Up next AUTOPLAY

Nike Football Presents: Lock in. Let Loose.
Nike
328,241 views

Pikachu and Sonic the Hedgehog Take Over Tokyo

Saito: The Sushi God of Tokyo

292,451 waiting

4M 812K SHARE

Simon and Martina
Premiered 2 minutes ago

Sushi Saito is a 3 Michelin Star sushi restaurant, and many regard it as the best in Japan.

SPONSOR SUBSCRIBE 1.3M

Up Next

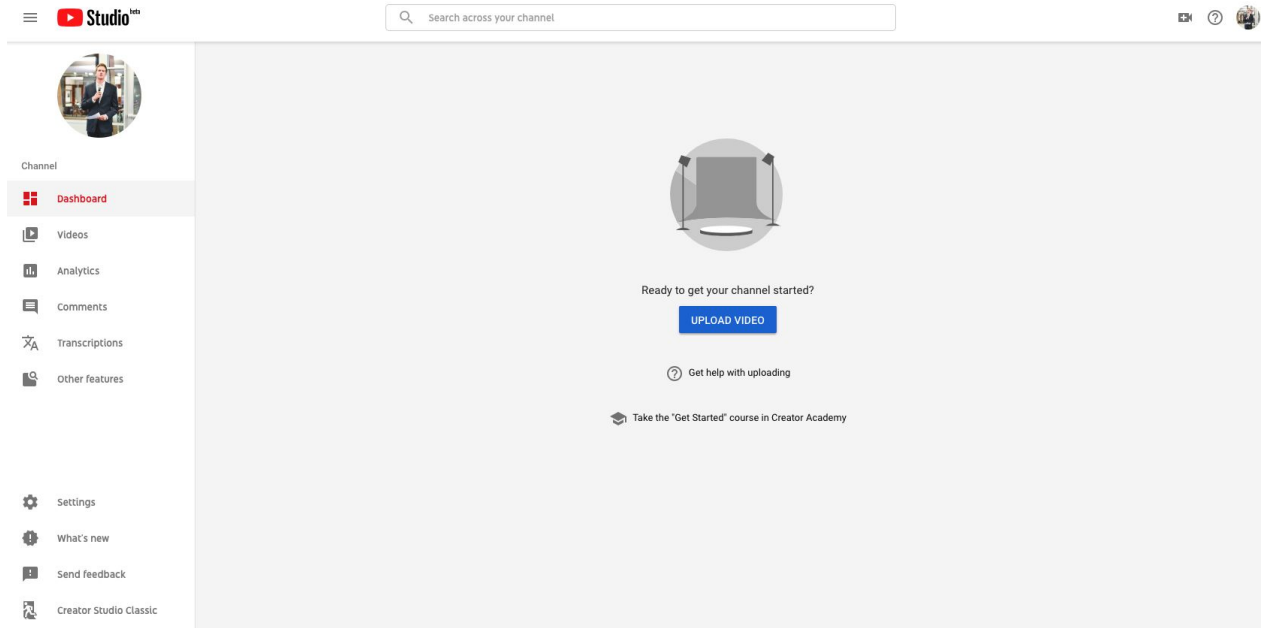
Manage with YouTube Studio



0:45 / 0:45



- ▼ **Manage insights, analytics, comments, and videos in bulk from one place through the new YouTube studio interface.**



Instructions: <https://support.google.com/youtube/answer/7548152>

Up Next

Recap



0:45 / 0:45



▼ YouTube's suite of resources

YouTube Creator Academy featuring channel growth & feature tutorials:
<https://creatoracademy.youtube.com/page/browse>

Full Help Center
<https://support.google.com/youtube/>

YouTube Live Best Practices
<https://support.google.com/youtube/topic/9257891>

Quick recap

Today

Create Google Account

Claim Search Locations

Set Up Google Analytics

Create YouTube Channel

- Brand account
- Name, image, cover art
- Welcome video
- Custom URL
- Verify
- Create End Screen

This Week

Begin episodic YouTube Shows

- Livestream hearings
- Clip floor speeches and hearing highlights
- Clip press events
- Sit down with Member and collect content for short videos for policy explainer and Q&A series
- Interact with constituents between videos using the Community Tab

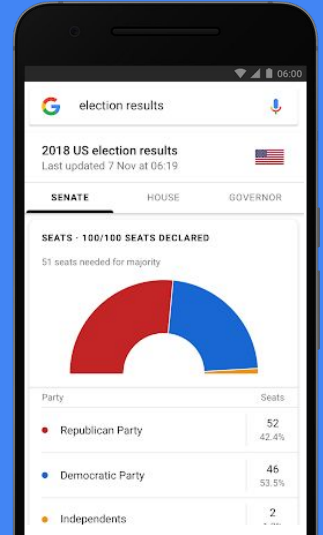
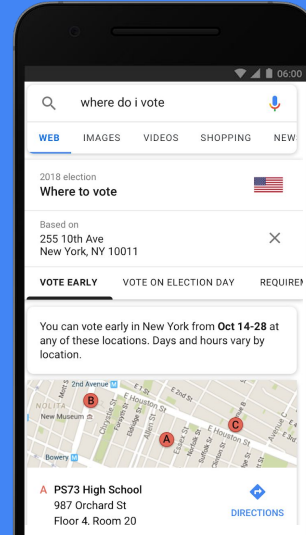
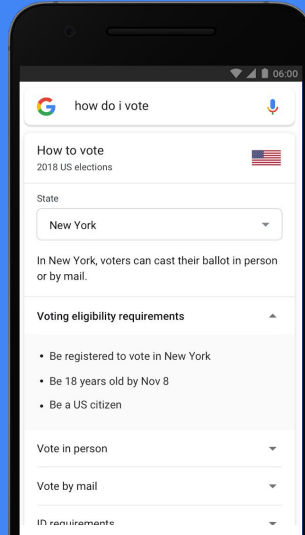
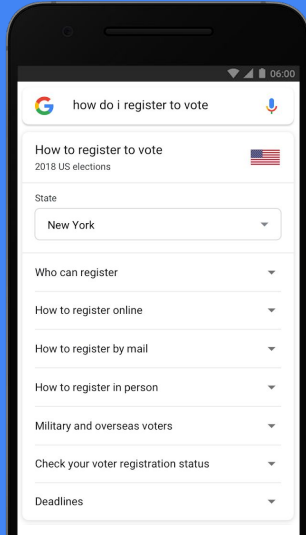
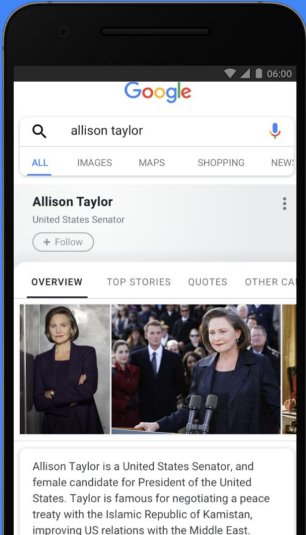
This Month

Check your Analytics monthly to uncover needed website changes

Build out episodic YouTube Shows:

- Livestream town hall
- Film a series of behind-the-scenes footage on the road
- Interact with constituents between videos using the Community Tab

Thank You



Appendices

Running government and political ads on Search & YouTube

Google Ads is an ad platform for reaching all of Google



Google Search Ads
google.com



Google Ads
google.com/ads



YouTube Ads
youtube.com



Google Display Ads
eg: hulu.com

Large & Small Website
Publications

Resource links for Google Ads

- **Create a Google Ads account and log-in:**
<http://google.com/ads>
- **Guide for Campaigns and Advocacy Organizations:**
<http://services.google.com/fh/files/helpcenter/googleleadsoverviewdeck2019.pdf>
- **Franking Guide for the U.S. House of Representatives:**
<http://services.google.com/fh/files/helpcenter/googlefrankingadsdeck2019.pdf>
- **Comprehensive Help Center:**
<https://support.google.com/google-ads/>

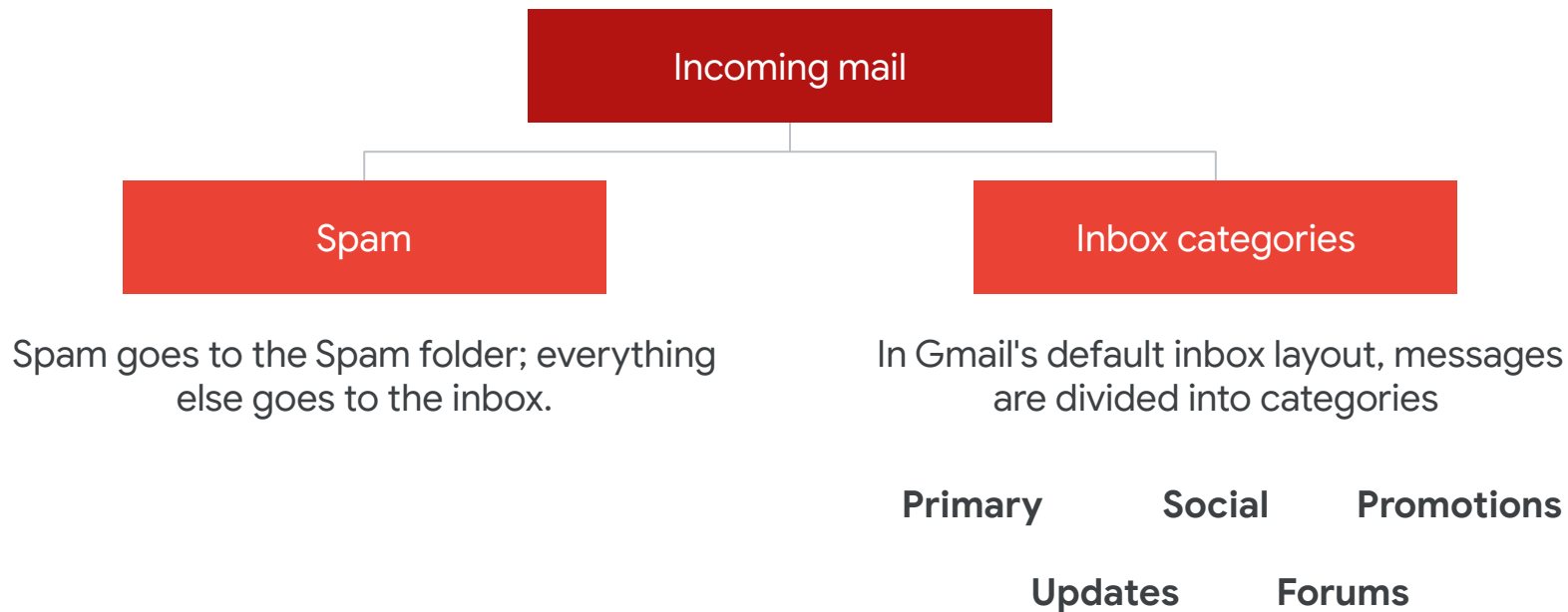
Sending email to Gmail and G Suite users

What is bulk email?

Bulk Email is defined as an email sent to a group of recipients with or without their expressed willingness to be a recipient.

How Gmail classification works

How Gmail classifies incoming mail



Incoming email

Mail classifications automatically adjust to match users' preferences and actions. For example, users can unmark spam, move messages to a different category, or switch categories on or off. Over time, Gmail automatically adjusts classifications according to user actions.

Common reasons links can cause an email to be classified as spam

- 1 If the link details on Spam content including asking for personal/confidential information of the user, or get rich schemes.
- 2 If the link includes any phishing information that asks for usernames/passwords/ social security numbers/credit card details.
- 3 If the link has also been sent from accounts or IP addresses that have sent other spam messages.
- 4 If the URL of the link doesn't match the description of the link, it might be triggered as a phishing site.
- 5 If the "from" header is showing an incorrect name. To remedy this, [check the message headers](#)
- 6 If the email/domain is unauthenticated.

What tools can I use to address problems with Gmail delivery?

Postmaster Tools

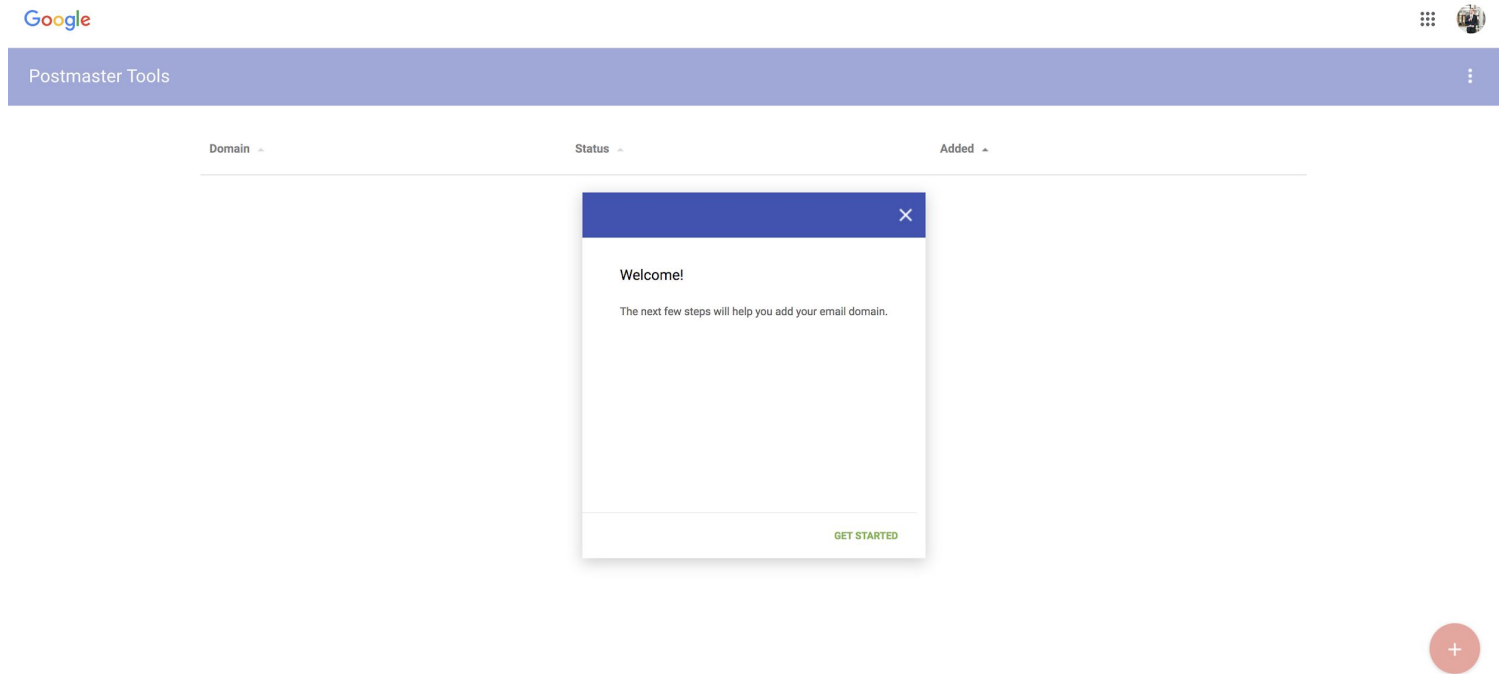
Postmaster Tools is a Google tool that provides metrics on reputation, spam rate, feedback loop, and other parameters that can help you identify and fix delivery or spam filter issues when sending email to Gmail or G Suite accounts.

If you send a large volume of emails to Gmail users, you can use Postmaster Tools to see:

- If users are marking your emails as spam
- If you're following Gmail's best practices
- If your emails are being sent securely
- Why your emails might not be delivered

Step #1: Set up Postmaster Tools

Step 1.1: Go to postmaster.google.com to get started with Postmaster Tools



Comprehensive instructions: <https://support.google.com/mail/answer/6227174>

Step 1.2: Add & verify your Authentication Domains

1/3 - Getting Started ✕

What domain do you use to authenticate your email?

Enter the domain used to authenticate your mail with SPF or DKIM. Refer to the [help page](#) for more details.

● ● ●

NEXT

Comprehensive instructions: <https://support.google.com/mail/answer/6227174>

Step 1.3: Implement Feedback Loop

- If you're a large volume sender, you can use the Feedback Loop (FBL) to identify campaigns in your traffic that are getting a high volume of complaints from Gmail users. The FBL is particularly useful to [ESPs](#) to detect abuse of their services.
- Note that FBL data will only pertain to @gmail.com recipients.
- Senders embed a new header called the Feedback-ID, consisting of parameters (called *Identifiers*) that uniquely identify their individual campaigns. Any Identifiers with an unusual spam rate and that might cause deliverability issues will be reported in the Postmaster Tools FBL dashboard.
- Full instructions for Feedback Loop can be found here: <https://support.google.com/mail/answer/6254652>


Step 1.4: Monitor performance via Postmaster Tools dashboards

- **Spam rate dashboard:** Shows the volume of user-reported spam vs. email that was sent to inbox. Only emails authenticated by DKIM are eligible for spam rate calculation.
- **Domain & IP reputation dashboards:** Shows a reputation score for the domain and IP base on historical signals.
- **Feedback Loop dashboard:** Shows more granular data for organization's that have implemented Feedback Loop (FBL).
- **Delivery Errors dashboard:** Shows rejected/temp-failed traffic vs. all authenticated traffic coming from that domain, within a single graph.
- **+ additional Authentication and Encryption dashboards**

Step 1.5: Explore Postmaster Tools FAQs at <https://support.google.com/mail/answer/6258950>

Postmaster Tools FAQs

What domain do I add to Postmaster Tools? 

Should I add the main domain (a.k.a. "domain name") or the sub-domain(s) to Postmaster Tools? 

Can I add a domain, but prove its ownership later? 

Why are some or all of my dashboards empty? Why do I not see any data? 

I'd like to set up Postmaster Tools access for multiple accounts for our domain. Do I have to set up separate DNS verification records for each of them? 

Can I use my G Suite account to set up access to Postmaster Tools? 

Do you exclude forwarded mail when generating the data seen in the dashboards? 

Why is it that sometimes I don't see all my sending IPs in the IP reputation dashboard 

Review: Postmaster Tools Checklist

1. Go to postmaster.google.com
2. Add & verify your Authentication Domains
3. Implement Feedback Loop
4. Monitor performance via Postmaster Tools dashboards
5. Explore Postmaster Tools FAQs

Step #2:

Make sure bulk emails get
classified correctly

Step 2.1: Send consistently from the same email address for each mail category

- **Newsletter email:** newsletter@domain.com
- **Public service announcement email:** announcements@domain.com
- **Fundraising email:** support@domain.com
- **Volunteering email:** volunteer@domain.com

Step 2.2: Avoid mixing different categories in one message

For example, if you include promotional content in an email with a financial transaction, Gmail could classify the email as promotional.

Resource links for sending mail to Gmail and G Suite

Bulk Sender Guidelines

Link:

<https://support.google.com/mail/answer/81126>

Postmaster Tools

Link:

<https://support.google.com/mail/answer/6227174>

Postmaster Tools FAQs

Link:

<https://support.google.com/mail/answer/6258950>

Building A Brand Account

Step 2: Accept invitation via confirmation email

Erica Arbetter invited you to own Brand Account Example ▶ Inbox x



google-my-business-noreply@google.com
to me

11:35 AM (0 minutes ago) ☆ ↶ ⋮

Google My Business

Maria Giannopoulos

You received an invitation



Erica Arbetter invited you to share ownership of Brand Account Example.

Accept invitation

Contact Us

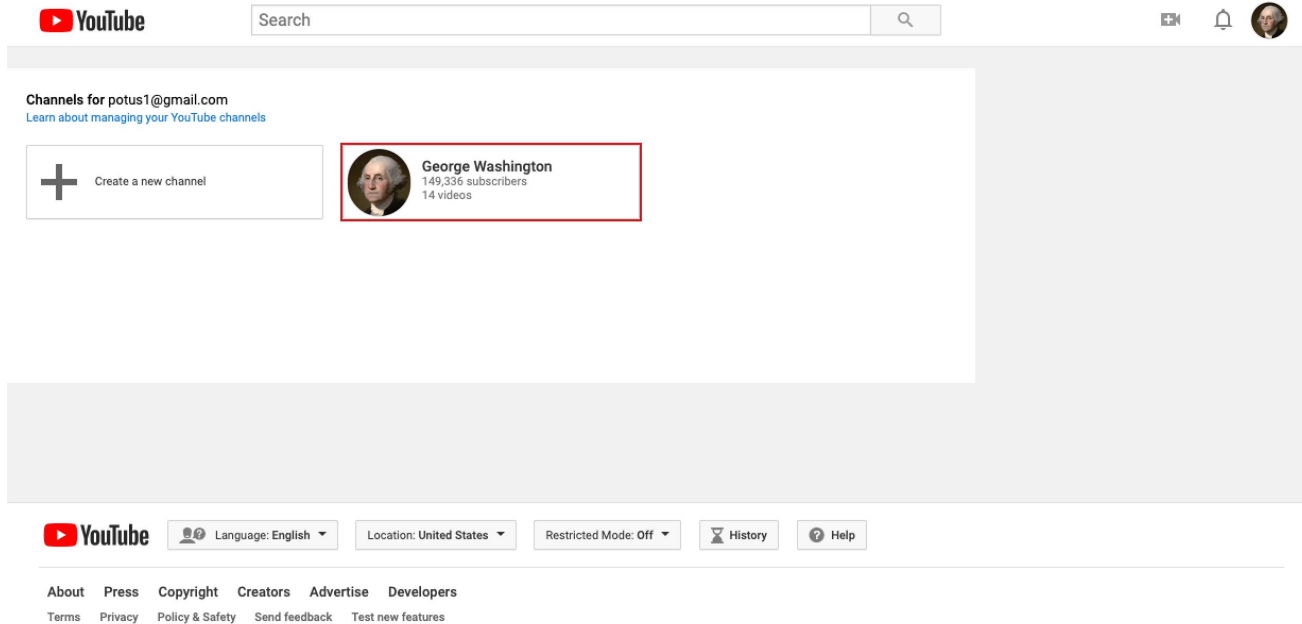
Visit our Help Center

Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043
[Unsubscribe](#) from these emails.

▼ Brand Accounts vs Google Accounts

Google Account	You need a Google Account to sign in to YouTube. Your channel name is automatically the same as the one on your Google Account.
Brand Account	A brand account is an account that is specifically for your brand. This account is different from your personal Google account. If a channel is linked to a Brand Account, multiple people can manage it from their Google Accounts.

Step 1: Sign into your shared Google Account and go to your channel list at youtube.com/channel_switcher




The screenshot shows the YouTube channel switcher interface. At the top, there is the YouTube logo, a search bar, and navigation icons for video, notifications, and a profile picture. Below the search bar, the text "Channels for potus1@gmail.com" is displayed, along with a link to "Learn about managing your YouTube channels". A "Create a new channel" button is visible on the left. A red box highlights the channel for "George Washington", which has 149,336 subscribers and 14 videos. At the bottom, there are settings for language (English), location (United States), restricted mode (Off), history, and help. The footer contains links for About, Press, Copyright, Creators, Advertise, Developers, Terms, Privacy, Policy & Safety, Send feedback, and Test new features.

YouTube

Search

Channels for potus1@gmail.com
[Learn about managing your YouTube channels](#)

+ Create a new channel

 **George Washington**
149,336 subscribers
14 videos

YouTube

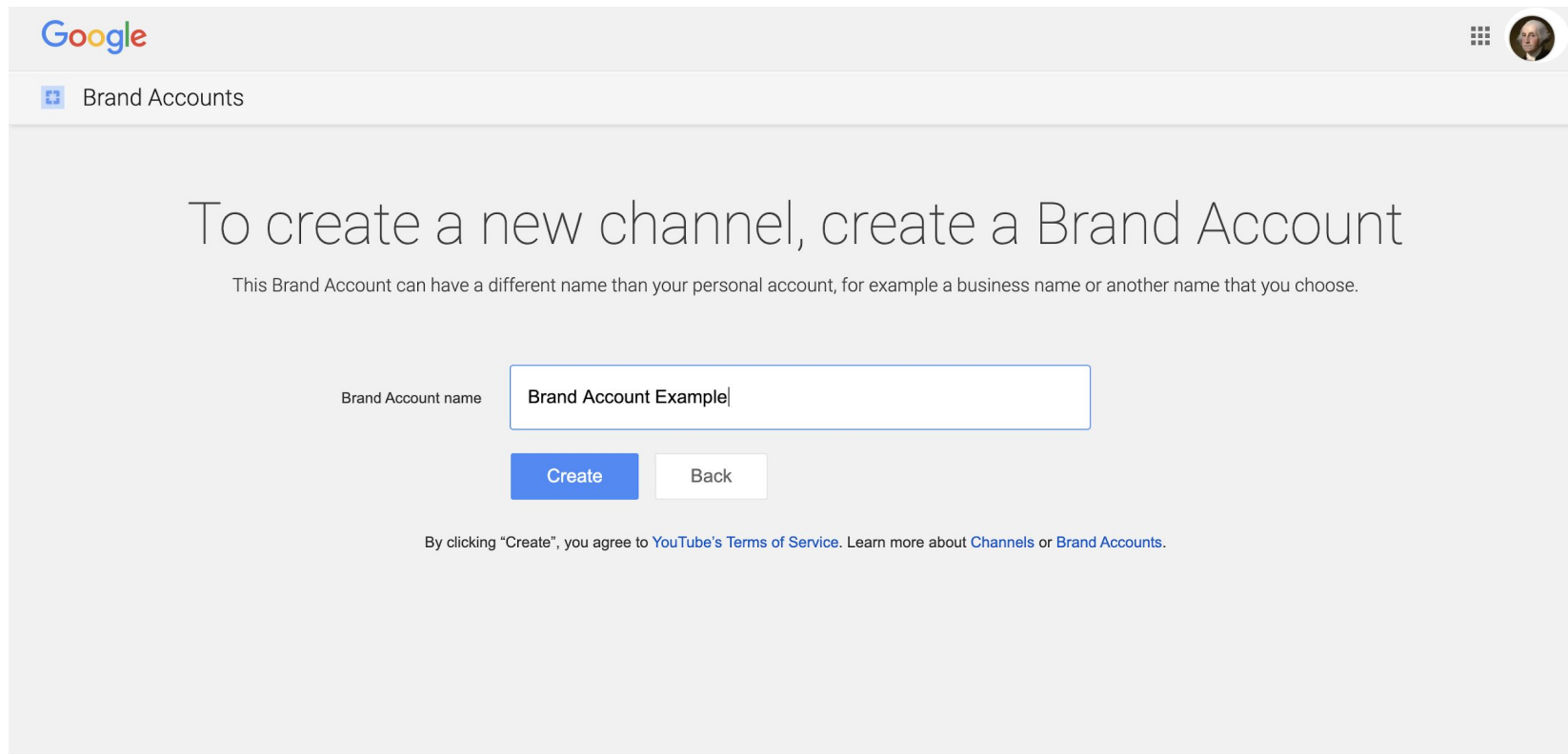
Language: English Location: United States Restricted Mode: Off History Help

About Press Copyright Creators Advertise Developers
Terms Privacy Policy & Safety Send feedback Test new features

Step 2: Create New Channel

The screenshot displays the YouTube homepage for a user named potus1@gmail.com. At the top, there is the YouTube logo, a search bar, and navigation icons for video, notifications, and the user's profile. Below the search bar, the text 'Channels for potus1@gmail.com' is shown, along with a link to 'Learn about managing your YouTube channels'. A red rectangular box highlights the 'Create a new channel' button, which features a plus sign icon and the text 'Create a new channel'. To the right of this button is a channel card for 'George Washington', which includes a portrait, the name 'George Washington', and statistics: '149,336 subscribers' and '14 videos'. At the bottom of the page, there is a footer with the YouTube logo, language and location settings (English and United States), 'Restricted Mode: Off', 'History', and 'Help' buttons. Below the footer, there are links for 'About', 'Press', 'Copyright', 'Creators', 'Advertise', and 'Developers', as well as 'Terms', 'Privacy', 'Policy & Safety', 'Send feedback', and 'Test new features'.

Step 3: Fill out the details to name the Brand Account



The screenshot shows the Google Brand Accounts creation interface. At the top left is the Google logo. At the top right is a grid icon and a profile picture. Below the header, the text "Brand Accounts" is displayed. The main heading reads "To create a new channel, create a Brand Account". Below this is a sub-heading: "This Brand Account can have a different name than your personal account, for example a business name or another name that you choose." The form contains a label "Brand Account name" next to a text input field containing "Brand Account Example". Below the input field are two buttons: a blue "Create" button and a white "Back" button. At the bottom, a disclaimer states: "By clicking 'Create', you agree to [YouTube's Terms of Service](#). Learn more about [Channels](#) or [Brand Accounts](#)."

Google

Brand Accounts

To create a new channel, create a Brand Account




This Brand Account can have a different name than your personal account, for example a business name or another name that you choose.


Brand Account name

[Create](#) [Back](#)

By clicking "Create", you agree to [YouTube's Terms of Service](#). Learn more about [Channels](#) or [Brand Accounts](#).

Step 4: Click Create. This creates your new Brand Account.

Google   

 Brand Accounts

To create a new channel, create a Brand Account

This Brand Account can have a different name than your personal account, for example a business name or another name that you choose.

Brand Account name

By clicking "Create", you agree to [YouTube's Terms of Service](#). Learn more about [Channels](#) or [Brand Accounts](#).

View Your Brand Account



- Home
- Trending
- Subscriptions

- Library
- History
- Watch later
- Liked videos

SUBSCRIPTIONS

- Popular on YouTube
- Music
- Sports
- Gaming

MORE FROM YOUTUBE

- YouTube Premium
- Movies & Shows
- Gaming



Brand Account Example

No subscribers

[CUSTOMIZE CHANNEL](#)[YOUTUBE STUDIO](#)

HOME



Upload a video to get started

Start sharing your story and connecting with viewers. Videos you upload will show up here.

[UPLOAD VIDEO](#)

Learn more about [how to get started](#)

Move your channel to
another account

Click your profile picture and select “Switch account”

The image shows a screenshot of the YouTube website interface. On the left, there is a navigation sidebar with categories like Home, Trending, Subscriptions, Library, History, Watch later, Liked videos, and various subscription options. The main content area displays the profile for 'Brand Account Example' with a purple profile picture containing the letter 'B'. Below the profile name is a 'HOME' tab. The central part of the page features a video upload prompt: 'Upload a video to get started' with a subtext 'Start sharing your story and connecting with viewers. Videos you upload will show up here.' and a blue 'UPLOAD VIDEO' button. On the right side, the user's account menu is open, showing options like 'Your channel', 'Paid memberships', 'YouTube Studio', 'Switch account', and 'Sign out'. The 'Switch account' option is highlighted with a red rectangular box. Below these are settings for 'Dark theme', 'Language', 'Settings', 'Your data in YouTube', 'Help', 'Send feedback', and 'Keyboard shortcuts'. At the bottom of the menu, there are location and restricted mode settings.

YouTube

Search

Brand Account Example

CUSTOMIZE CHANNEL

HOME

Upload a video to get started

Start sharing your story and connecting with viewers. Videos you upload will show up here.

UPLOAD VIDEO

Learn more about [how to get started](#)

Brand Account Example

Manage your Google Account

- Your channel
- Paid memberships
- YouTube Studio
- Switch account >
- Sign out

Dark theme: Off >

Language: English >

Settings

Your data in YouTube

Help

Send feedback

Keyboard shortcuts

Location: United States >

Restricted Mode: Off >

Sign in to the account associated with the channel you want to move.

Warning

It's important that you are signed in to the account associated with the channel you want to move.

For example, if you want to move the channel associated with your Google Account to a Brand Account, make sure you are signed in to your Google Account for this step.

Similarly, if you want to move the channel associated with your Brand Account to your Google Account, make sure you are signed in to your Brand Account.

This will ensure that your channel is not unintentionally deleted during the move.

Go to your advanced account settings at youtube.com/account_advanced



SETTINGS

Account

Notifications

Playback and performance

Privacy

Connected accounts

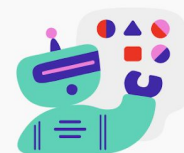
Watch on TV

Billing and payments

Advanced settings

Advanced settings

Set up YouTube exactly how you want it



User ID

VWstGlm9DbBgYEzw9rrK-w

[COPY](#)

Channel ID

UCVWstGlm9DbBgYEzw9rrK-w

[COPY](#)

Default channel



Make this channel (Erica Arbetter) the default when I sign in to my arbetter@google.com account



Custom URL

[Learn about custom URLs](#)

Our custom URL system has changed

Move channel

[Move channel to a brand account](#)

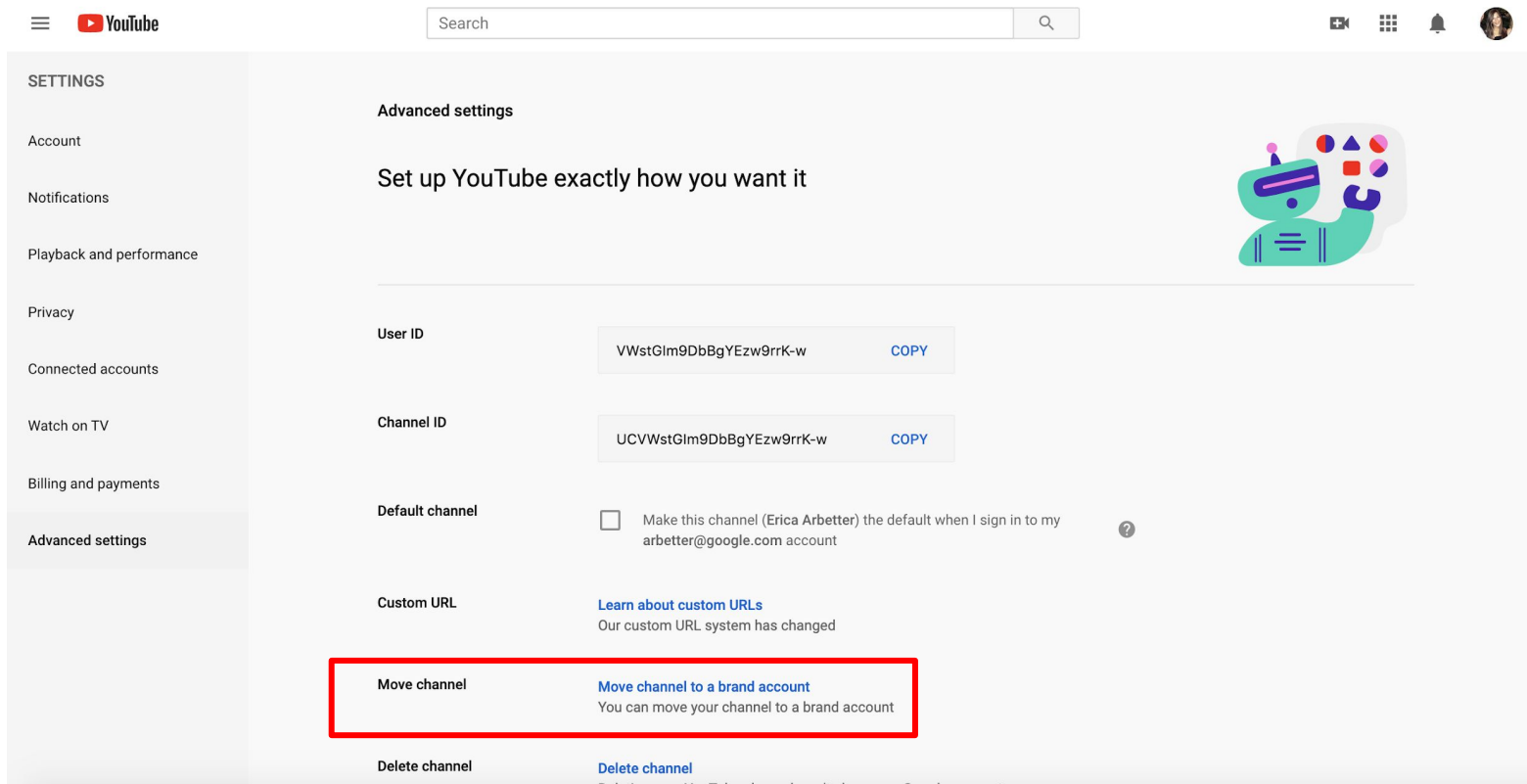
You can move your channel to a brand account

Delete channel

[Delete channel](#)

Deleting your YouTube channel will also delete your Google account

Under Account information, click Move channel to Brand Account



The screenshot shows the YouTube account settings page. On the left is a sidebar with settings categories: SETTINGS, Account, Notifications, Playback and performance, Privacy, Connected accounts, Watch on TV, Billing and payments, and Advanced settings. The main content area is titled 'Advanced settings' and 'Set up YouTube exactly how you want it'. It contains several settings: 'User ID' (VWstGlm9DbBgYEzw9rrK-w) with a 'COPY' button; 'Channel ID' (UCVWstGlm9DbBgYEzw9rrK-w) with a 'COPY' button; 'Default channel' (unchecked checkbox) with a description and a help icon; 'Custom URL' with a link to 'Learn about custom URLs' and a note that the system has changed; 'Move channel' (highlighted with a red box) with a link to 'Move channel to a brand account' and a sub-description; and 'Delete channel' with a link to 'Delete channel'.

SETTINGS

Account

Notifications

Playback and performance

Privacy

Connected accounts

Watch on TV

Billing and payments

Advanced settings

Advanced settings

Set up YouTube exactly how you want it

User ID

VWstGlm9DbBgYEzw9rrK-w COPY

Channel ID

UCVWstGlm9DbBgYEzw9rrK-w COPY

Default channel

Make this channel (Erica Arbetter) the default when I sign in to my arbetter@google.com account ?

Custom URL

[Learn about custom URLs](#)

Our custom URL system has changed

Move channel

[Move channel to a brand account](#)

You can move your channel to a brand account

Delete channel

[Delete channel](#)

Choose the account you want to move to from the list given.

The screenshot shows the YouTube 'Move YouTube channel' interface. On the left is a settings sidebar with options like Account, Notifications, Playback and performance, Privacy, Connected accounts, Watch on TV, Billing & payments, and Advanced settings. The main content area is titled 'Move YouTube channel' and is divided into two sections: 'MY CHANNEL (NOW)' and 'MY CHANNEL (AFTER MOVE)'. A large grey arrow points from the 'NOW' section to the 'AFTER MOVE' section. In the 'NOW' section, the current channel is 'Erica Arbetter' with 0 subscribers and 1 video. A 'Connected account' is also shown as 'Erica Arbetter'. The 'AFTER MOVE' section contains a message: 'Choose the account. Only Brand Accounts owned by this account will appear below. Learn more.' Below this, there are two sections: 'Available accounts:' which shows 'No other account available.', and 'Accounts that already have a YouTube channel (click to learn more):' which is highlighted with a red box and contains a 'BRAND ACCOUNT EXAMPLE'. A 'CANCEL' button is located at the bottom right of the main content area. The URL 'https://www.youtube.com/account' is visible at the bottom left.

The screenshot shows the YouTube settings page with the 'Account' section selected. A 'Move YouTube channel' dialog is open, displaying a warning: 'Already has a YouTube channel'. The warning states: 'Brand Account Example is already connected to another YouTube channel: Brand Account Example (channel) 0 subscribers - No videos - No playlists URL: www.youtube.com/channel/UCgU48P6GopPMSdEkh8VqLEw'. Below this, it says: 'If you move your channel to Brand Account Brand Account Example, the currently connected channel will be deleted.' There are two buttons: 'CANCEL' and 'DELETE CHANNEL...', which is highlighted with a red box. The background shows a list of 'Accounts that already have a YouTube channel' with 'BRAND ACCOUNT EXAMPLE' selected.

If the account you choose is already associated with a YouTube channel, click Delete channel in the box that pops up. Note: This will delete the channel that is already associated with that account. This means that any content associated with this channel (including videos, comments, messages, playlists, and history) will be permanently deleted.

Check how your channel name will appear after moving, then click Move channel.

The screenshot shows the YouTube 'Move YouTube channel' settings page. On the left is a sidebar with 'SETTINGS' and various options like 'Account', 'Notifications', and 'Connected accounts'. The main content area is titled 'Move YouTube channel' and is divided into two sections: 'MY CHANNEL (NOW)' and 'MY CHANNEL (AFTER MOVE)'. A large grey arrow points from the 'NOW' section to the 'AFTER MOVE' section. In the 'NOW' section, the channel URL is www.youtube.com/channel/UCVWstGlm9DbBgYEzw9rrK-w, with 0 subscribers and 1 video. The channel icon and name are 'Erica Arbetter'. A connected account is shown as 'Erica Arbetter'. In the 'AFTER MOVE' section, the channel URL is www.youtube.com/channel/UCVWstGlm9DbBgYEzw9rrK-w, with 0 subscribers and 1 video. The channel icon and name are 'Brand Account Example'. A connected brand account is shown as 'Brand Account Example'. At the bottom, there are three buttons: 'CANCEL', 'CHANGE SELECTION', and 'MOVE CHANNEL...'. The 'MOVE CHANNEL...' button is highlighted with a red rectangular box.

Check how your channel name will appear after moving, then click Move channel.

YouTube

Search

SETTINGS

Account

Notifications

Playback and performance

Privacy

Connected accounts

Watch on TV

Billing & payments

Advanced settings

Move YouTube channel

MY CHANNEL (NOW)

www.yo
0 subscri
Channel
Eric

Connected account: G

Are you sure you want to move and update your channel?

Erica Arbetter
Currently connected account

Brand Account Example
Connect this Brand Account

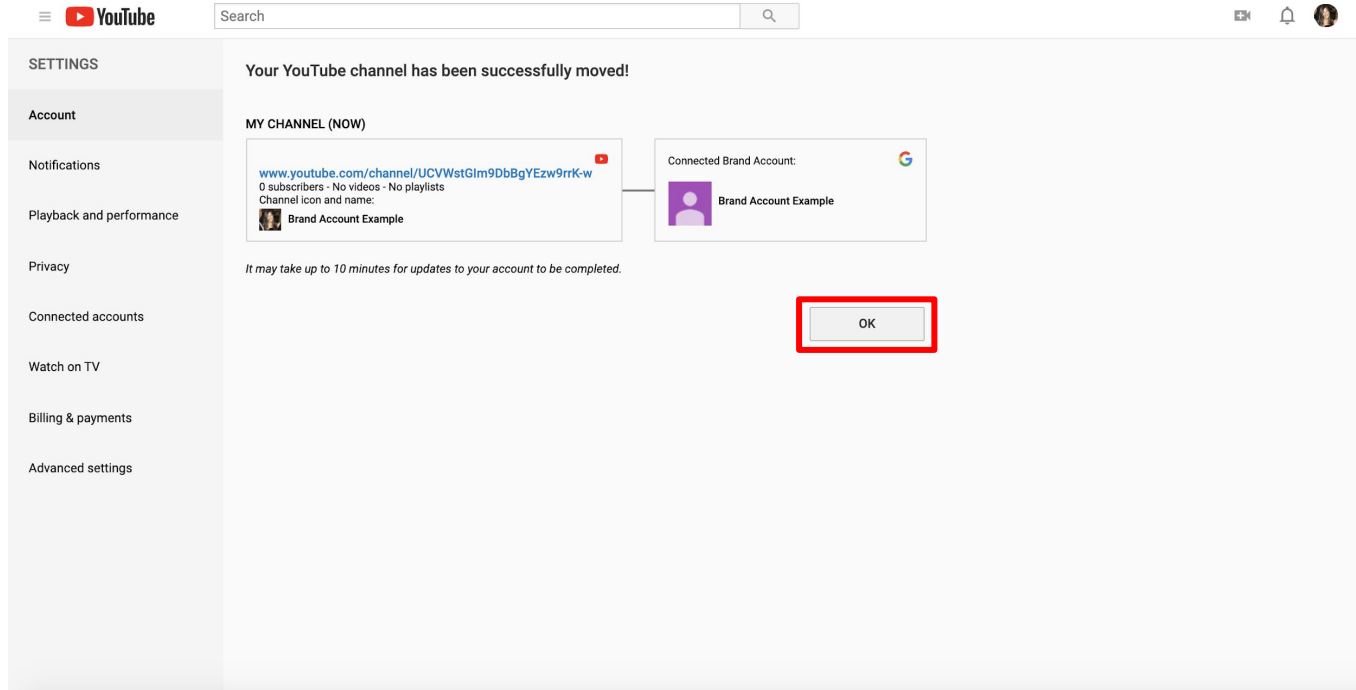
- Your channel name and icon will be updated across YouTube.
- Your channel URL <http://www.youtube.com/channel/UCVWstGIm9DbBgYEzw9rrK-w> will not change.

CAN

BACK

MOVE CHANNEL

Click “OK” confirming the move



The screenshot shows the YouTube settings page with a confirmation message: "Your YouTube channel has been successfully moved!". The left sidebar lists settings categories: Account, Notifications, Playback and performance, Privacy, Connected accounts, Watch on TV, Billing & payments, and Advanced settings. The main content area displays "MY CHANNEL (NOW)" with a channel link, subscriber count, and channel icon. A "Connected Brand Account" section shows "Brand Account Example" with a Google logo. A red box highlights the "OK" button at the bottom right of the dialog.

SETTINGS

Account

Notifications

Playback and performance

Privacy

Connected accounts

Watch on TV

Billing & payments

Advanced settings

Your YouTube channel has been successfully moved!

MY CHANNEL (NOW)

www.youtube.com/channel/UCVWstGlm9DbBgYEzw9rrK-w
0 subscribers - No videos - No playlists
Channel icon and name:
Brand Account Example

Connected Brand Account:
Brand Account Example

It may take up to 10 minutes for updates to your account to be completed.

OK

Check out your newly created Brand Account channel!

The image shows a screenshot of a YouTube channel page for a brand account. The channel name is "Brand Account Example" and it features a purple circular profile picture with a white letter "B". The page layout includes a left-hand navigation menu with options like Home, Trending, Subscriptions, Library, History, Watch later, and Liked videos. Below these are subscription recommendations for various political figures. The main content area displays a video titled "Brand account test" with a thumbnail showing a presentation room. The video has 1 view and was uploaded 7 minutes ago. Navigation tabs for Home, Videos, Playlists, Channels, Discussion, and About are visible, along with buttons for "CUSTOMIZE CHANNEL" and "YOUTUBE STUDIO".

YouTube

Search

Home Trending Subscriptions Library History Watch later Liked videos

SUBSCRIPTIONS

- Slightly Offens...
- Rep. Greg Pence
- Tom Kean
- Rep. Michael ...
- Rep. Anthony ...
- Steven Rosson
- Senator Mike B...
- Show 5 more

Brand Account Example

CUSTOMIZE CHANNEL YOUTUBE STUDIO

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads

Brand account test
1 view • 7 minutes ago

0:10

Change channel owners & managers with a Brand Account

Click the account icon and select the channel you want to manage. Go to the channel's account settings by clicking the channel icon > then Settings or settings icon Settings.

The image shows a screenshot of a YouTube channel page for "Brand Account Example". The channel has no subscribers. The account menu is open on the right side, and the "Settings" option is highlighted with a red box. The channel page shows a video titled "Brand account test" with 1 view and 13 minutes ago. The account menu includes options like "Your channel", "Paid memberships", "YouTube Studio", "Switch account", "Sign out", "Dark theme: Off", "Language: English", "Settings", "Your data in YouTube", "Help", "Send feedback", and "Keyboard shortcuts".

https://www.youtube.com/account

Click Add or remove managers. You'll be redirected to the "Brand Account details" page.

The screenshot shows the YouTube account settings interface. On the left is a sidebar with 'SETTINGS' and various options like 'Account', 'Notifications', and 'Privacy'. The main content area is titled 'Account' and 'Choose how you appear and what you see on YouTube'. It shows the user is signed in as 'arbetter@google.com'. Below this, there's a section for 'Your YouTube channel' with a 'Your channel' card for 'Brand Account Example'. The 'Channel managers' section is highlighted with a red box and contains the text: 'Add or remove manager(s)', 'You will be redirected to your brand account details page', and 'Managers can access the entire channel, including watch history'. At the bottom, the URL 'https://myaccount.google.com/brandaccounts/102700454831580386502/view?authuser=0' is visible.

Account

Choose how you appear and what you see on YouTube

Signed in as arbetter@google.com

Your YouTube channel

This is your public presence on YouTube. You need a channel to upload your own videos, comment on videos, or create playlists.

Your channel

Brand Account Example
[Edit on Google](#)


[Channel status and features](#)
[Add or manage your channel\(s\)](#)
[View advanced settings](#)

Channel managers [Add or remove manager\(s\)](#)
You will be redirected to your brand account details page
Managers can access the entire channel, including watch history



Your account

https://myaccount.google.com/brandaccounts/102700454831580386502/view?authuser=0

Click Manage permissions. You'll see a list of people who can manage the account.

Google Account ⋮ ☰ 



← Brand Account details

 Brand Account Example [EDIT ACCOUNT INFO](#) 
[VIEW GENERAL ACCOUNT INFO](#)

Users
Change roles, invite, and remove users

[MANAGE PERMISSIONS](#)

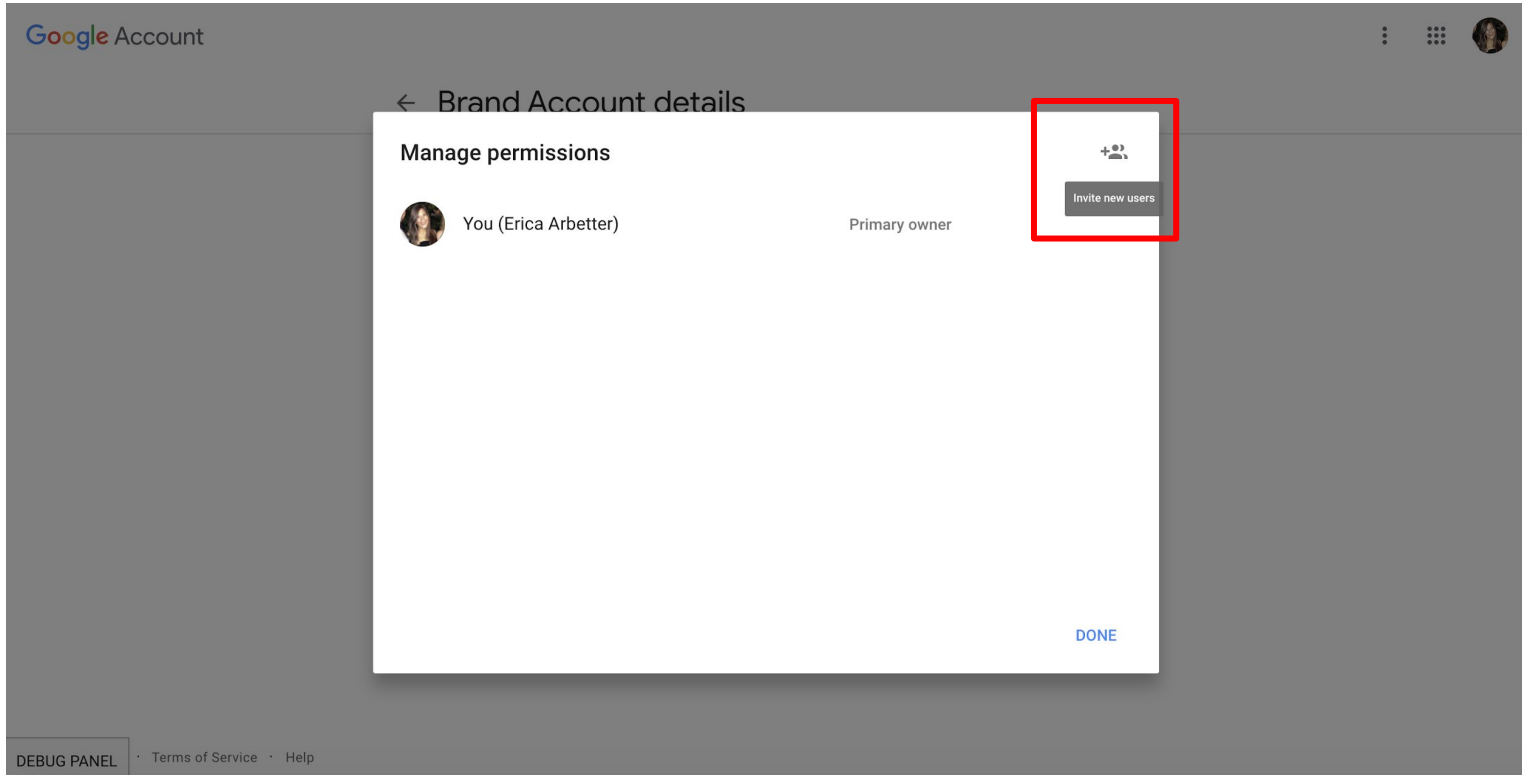
Act as Brand Account Example on:

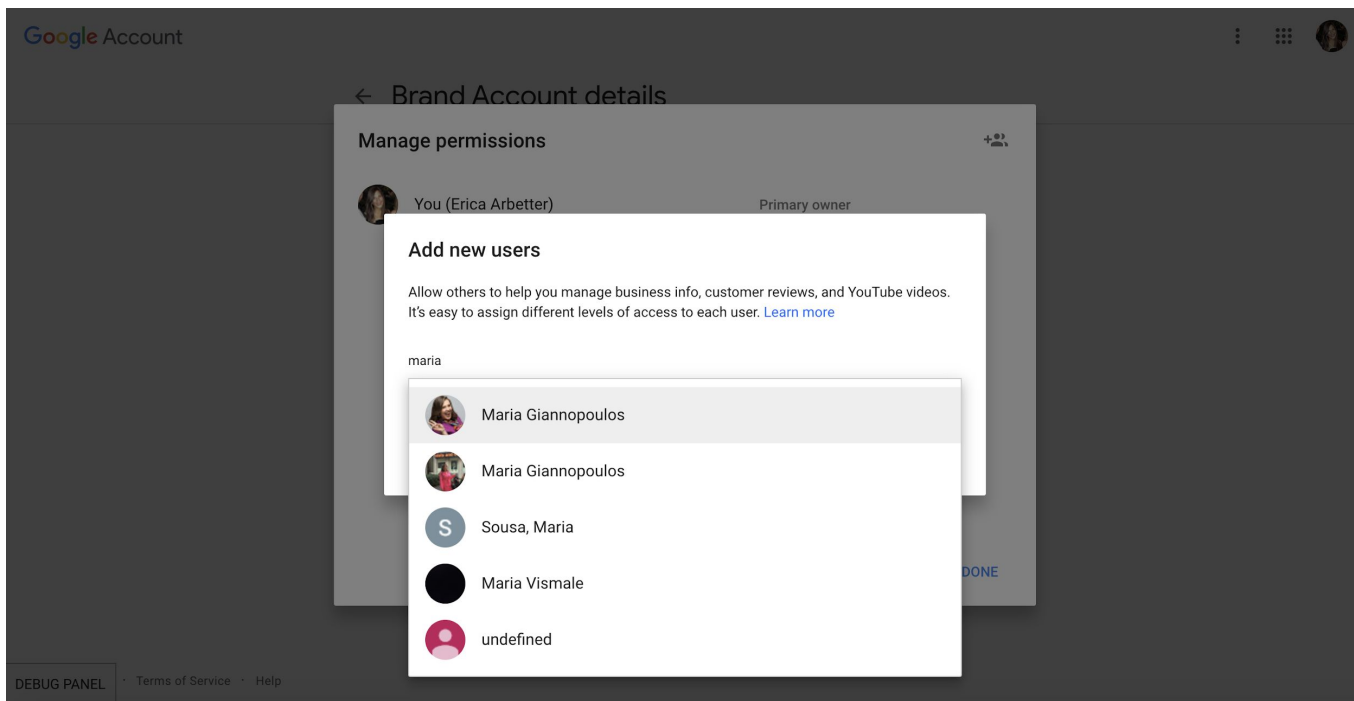
[DELETE ACCOUNT](#)

DEBUG PANEL · [Terms of Service](#) · [Help](#)

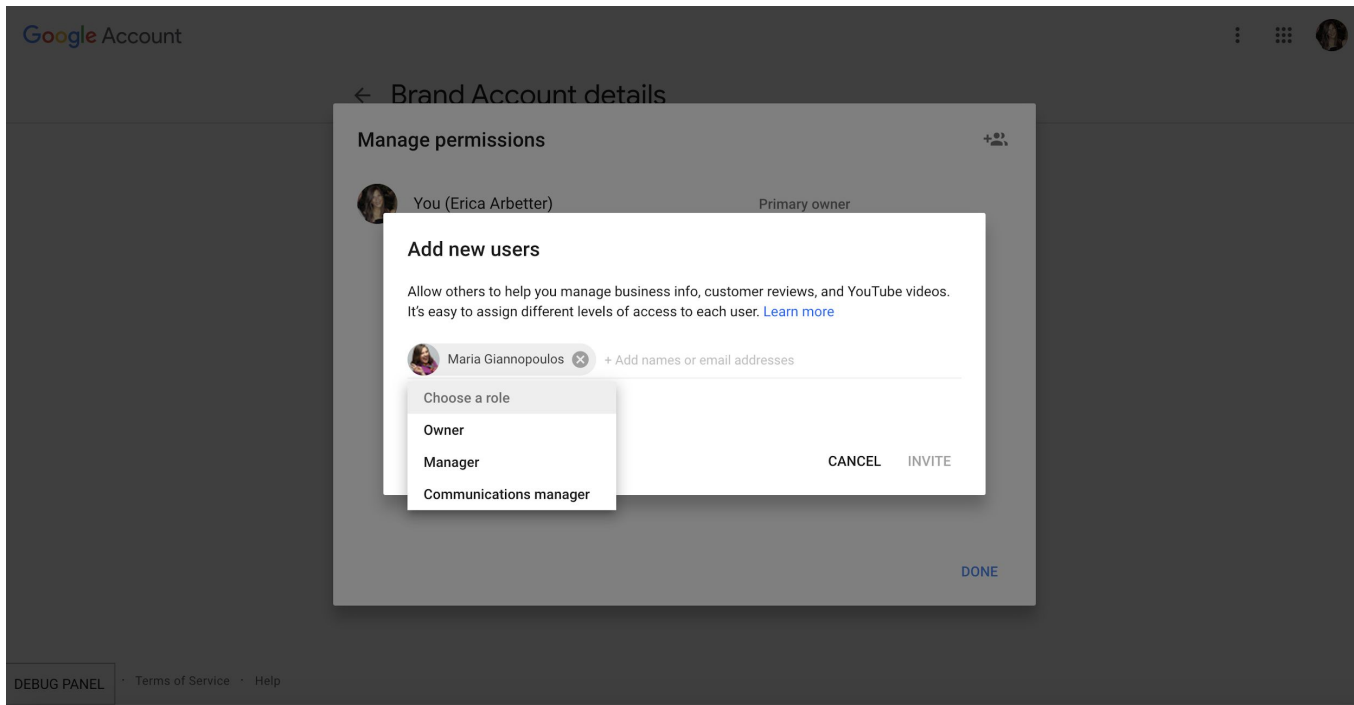
To invite new people, choose Invite new users



Enter their email addresses.



Below their names, choose their role:



Channel Permission roles

Owners	Owners can take the most actions, and they control who manages the account. An account must have one primary owner. Note: Owners can take full actions on the channel, including deleting the channel, removing other owners, and designating others as either owners or managers
Managers	Managers can use Google services that support Brand Accounts, like share photos on Google Photos or post videos on YouTube.

Note: communications managers don't have access to YouTube channels. Do not select this role.

Select Invite ⇒ Done

