

Social Media Lab: YouTube & Flickr

Learning Objectives:

- 1. YouTube and Flickr, as with all social media, should be part of a larger marketing and communications plan.** These two, especially, cannot really stand on their own
- 2. Only consider these two options if you have the content to fill them** (i.e. video to put on YouTube and photos to put on Flickr)
- 3. If you already have the existing content, both YouTube and Flickr are easy to set up and maintain;** and both offer tracking information so that you know how often your photos and videos are being viewed
- 4. These two sites are a great way to organize your photos and videos,** especially if your website lacks the functionality to do so
- 5. The tracking from views on YouTube is a valuable tool and assists in the measurement for the integration of your social media.**
- 6. Tips for getting started:**
 - How to approach content
 - Define your profile
 - The use of tags
- 7. By the numbers:**
 - 13 hours – amount of video uploaded to YouTube every minute
 - 412.3 years – length of time it would take to view every YouTube video
 - 1,000,000 – number of YouTube videos viewed per day
 - 3,600,000,000 – number of photos archived on Flickr.com as of June 2009, that's roughly 1 photo for every 2 people on the planet



YouTube & Flickr Examples

Greater Phoenix:

- <http://www.youtube.com/user/GreaterPhoenixCVB>
- <http://www.flickr.com/photos/visitphoenix>

Loudoun, VA:

- <http://www.youtube.com/visitloudounhd#play/all>
- <http://www.flickr.com/photos/deswinecountry/>

Visit Myrtle Beach:

- <http://www.youtube.com/visitmyrtlebeach>

Visit North Carolina

- <http://visitnorthcarolina.blogspot.com/>

