

G R A P H I X

WHAT'S ON (the)

YouTube



WHO AM I?



- **Dustin Earley, Manager of Communications and Engagement**
- **Five years with County Road Association**
- **Nine years as tech blogger**
- **Graduate of Siena Heights University**

WHO AM I?

Just kidding about the photo...

What I really looked like in the 80s...

WHO AM I?



WHAT WE'RE GOING TO COVER

How to create a YouTube channel on a budget.

- 1. Prerequisites;**
- 2. Hardware;**
- 3. Software; and**
- 4. Helpful tips.**

WHAT DOES A BARE BONES VIDEO LOOK LIKE?



County Road Association
OF MICHIGAN



BEFORE YOU GET STARTED...

What are the prerequisites?

- **Google account; and**
- **... that's it!**



BEFORE YOU GET STARTED...

- **You can claim a Google Account using any other email address.**
- **Does not need to be a custom “@gmail.com” username.**
- **Still a good idea to claim your agencies name as a Gmail address.**
- **You need 100 subscribers to claim a custom username.**

HARDWARE REQUIREMENTS...

What kind of hardware do I need to get started?

Phone:	\$0 (hopefully you already have one)
Tripod:	\$14
Lav mic:	\$11
<u>Adapter:</u>	<u>\$10</u>
Total:	\$35



HARDWARE REQUIREMENTS...

- **As the camera in your pocket gets better, the barrier for entry gets lower.**
- **Don't be discouraged if your videos don't look like look Spielberg directed – message matters most!**
- **Experiment and get to know your equipment.**

SOFTWARE REQUIREMENTS...

What kind of software do I need to get started?

Lots of free video editors for phones or computers

iOS/Mac

- iMovie

Windows

- Microsoft photos
- YouTube editor

Android

- Adobe Premier Clip
- Quik
- FilmoraGo

SOFTWARE REQUIREMENTS...

- **If you don't like a piece of software, there's always an alternative.**
- **Best learning resource? YouTube!**
- **Keep it simple. ...**

HELPFUL TIPS

Can you give me any other tips?

- **Don't be afraid to experiment. This is your opportunity to have fun!**
- **What you have to say is exciting and important, so act like it! 😊**

QUESTIONS





THANK YOU

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