

Should You Have Your Own YouTube Channel?

By Nina Neefe

Have you ever wondered if you should start a cooking channel? Or art demonstrations? Or craft DIY tutorials? Or singing and dancing showcase....?

Sherri “Nina” Neefe, local Napa author and “video hobbyist,” addresses some of the questions you may have before launching into that world.

What is a Channel?

It’s a personalized platform to store and share videos you create. It also allows you to organize your library of subscriptions, playlists, and favorite videos.

Are there other platforms besides YouTube?

If you research it, you’ll find several others such as Vimeo, DailyMotion, Vevo, etc. For this article, I am referring to YouTube based on my personal experience.

Why would I need a channel?

- To promote your brand, service, or product.
- To store and share your video productions with others.
- To express creativity or share educational information.
- To use for tracking and organizing videos you watch.

Can I use YouTube without having my own channel?

Yes! You can enjoy watching videos, and if you have a Google Account, you can also “like” videos and subscribe to creators. But you usually need a channel to make playlists, comment, or upload videos.

Can anyone have a channel?

Anyone with a Google account can start a YouTube channel. Children ages 13-17 must have parental permission.

What is the cost?

It’s free! But to create high-quality content, you may want to invest in video production equipment.

What are the advantages of having your own channel?

If you’re looking to grow your audience, YouTube is an incredibly popular search engine. Streaming video is a trend that seems to be the direction that all media is headed. And it’s free! As you grow, you can make money with sponsored content and affiliate partners.

Disadvantages?

There is no control as the host platform makes changes — which you may or may not like. Be sure to save all your productions elsewhere as backup. When you post content, there’s exposure to others “stealing” or copying you. Be careful not to reveal too much personal information through your channel. And don’t allow YouTube to control your life or emotional health!

How do I get started?

You can hire someone to do it for you, but it’s pretty easy to DIY. Simply search for a Tutorial! Type in “How to Start a YouTube



Channel,” and you’ll find hundreds of videos. Look for a current one with a time duration you can handle. Watch more than one and take notes.

Are there legal issues I should know about?

Absolutely. Be sure you read the fine print about Disclosures, Fair Use, Copyrights, Trademarks, immoral content, etc. People often think that because they found it on the internet, they can use it. Wrong! Most images and music are copyrighted, so use your own authentic audio/video or get a license or permission. If you’re giving guidance or advice, be sure you post appropriate legal/medical disclaimers. Consult an attorney about brands, sponsorships, and LLCs.

What is Sherri’s Channel?

Mine is called “Sherri’s World,” and it’s just that! It’s all of the reasons I stated above, but primarily it’s a place for me to share adventures with my friends and family — divided into playlists such as Travel, Kids’ Fun, Family, Friends, Nina’s Cat Tales, etc...

Now, go check it out — and better yet, go have fun creating YOUR world!



www.NinasCatTales.com