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MEDIA COMMUNICATION, CONVERGENCE AND LITERACY, SECOND EDITION

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YouTube: The World's Second Largest Search Engine

A Brief History of YouTube

YouTube was founded in February 2005 by three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim. What began as a dating site ([Yes, a dating site](#)) quickly pivoted to a user-generated video platform. In a little over a year, it grew so rapidly that Google acquired the platform in November 2006 for \$1.65 billion in stock.

The platform underwent rapid evolution, introducing monetization for creators with the Partner Program, expanding into mobile streaming, and eventually becoming the go-to destination for video content of all kinds: from DIY tutorials to news, music videos, and even full-length movies.

Today, YouTube boasts over 2 billion logged-in monthly users, with videos in more than 80 languages, making it a truly global platform.

YouTube – Unlocking Potential

1. **Second Largest Search Engine:** It's not just a video platform. YouTube is the world's second-largest search engine after Google. This means businesses have a prime opportunity to ensure their content is discoverable to billions, just by optimizing their video descriptions, titles, and tags.

2. **Telling Your Brand's Story:** There's no medium quite as compelling as video to convey a story. It's visceral, it's emotive, and it's immersive. Businesses can utilize YouTube to craft and share their brand narratives, be it their company history, customer testimonials, product showcases, or behind-the-scenes looks.
3. **Challenges – Camera Shyness:** One common hurdle many face is the discomfort or apprehension of appearing on camera. It's a genuine concern, especially if you're representing your brand. Here are some strategies to consider:
- **Animated Videos:** Use animated videos or explainer videos to convey information without needing to appear on camera.
 - **Slideshows:** Combine images and voiceovers to produce content. This can be particularly useful for informational or tutorial-style content.
 - **Hire Presenters or Influencers:** There are many YouTubers or presenters who can represent your brand on your behalf.
 - **Practice Makes Perfect:** The more you do it, the more comfortable you'll become. Start by making unlisted videos or practicing live streams to gain confidence.
4. **Optimization Tips:**
- **Keyword Research:** Just like SEO for websites, YouTube videos thrive on good keyword research. Use tools like TubeBuddy or vidIQ to identify keywords that are relevant to your business and have a good search volume.
 - **Engaging Thumbnails:** A captivating thumbnail can be the difference between a click and a miss.
 - **Consistent Posting:** Like any platform, consistency is key. Regular uploads can boost your channel's visibility and subscriber base.
 - **Engage with Your Community:** Respond to comments, engage with other creators, and be an active participant in your niche. This fosters a sense of community and can amplify your reach.

If you have an idea or something to share on YouTube, go ahead and do it. You never know whose life you might touch, or how the simple acts we take for granted can resonate deeply with others.

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