



Podcasting on YouTube

Note: These best practices are tips to guide you that we have gathered from what has worked previously on the platform, but they are not a guarantee for success.



YOUTUBE + PODCASTING

Why YouTube?



YouTube Is Home To The Creator Economy And That Includes Podcasters

Global Reach

+2B

monthly logged in users
to YouTube

100

countries in which
YouTube is available

80

languages in which
YouTube is localized

\$50B

paid to creators, artists,
and media companies in
the 3 years prior to June
2022

#2

most frequently used service for listening
to podcasts among weekly podcast
listeners in the US, according to an Edison
report¹.



YouTube Is A Key Podcasting Platform Already

56%

of survey participants who identified as new podcast listeners frequently come to YouTube for podcasts, making YouTube the most frequently used platform for new* podcast listeners¹

43%

of all weekly podcast listeners in the US say YouTube is one of the services they use when listening to podcasts²





YOUTUBE + PODCASTING

New Podcast Tools

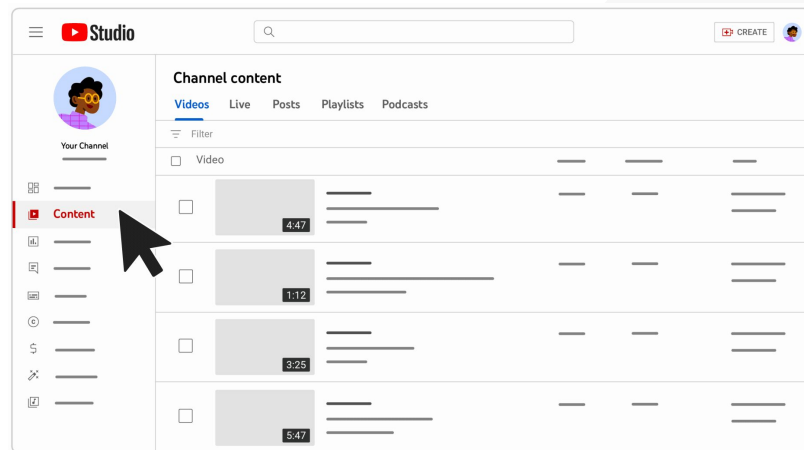


Create A New Podcast In YouTube Studio

1. Within [YouTube Studio](#), click **Create > New podcast**.
 - Note: You may be asked to verify your account before creating a new podcast.
2. Enter your podcast details, including:
 - Podcast title
 - Description
 - Visibility (Public or Private)
 - [Square podcast thumbnail](#)
3. Click **Create** to save.
4. From the **Podcasts** tab, select your podcast.
5. Click **Upload video** to create full episodes of your podcast.

Keep in mind:

- If an episode of your podcast violates our copyright policies, your content may not be eligible for podcast features. [Learn more about fair use and copyrighted content on YouTube](#).
- Podcast videos are available for audio-only playback. To turn off audio-only playback for a video, you must remove it from all podcasts within your [video settings](#).

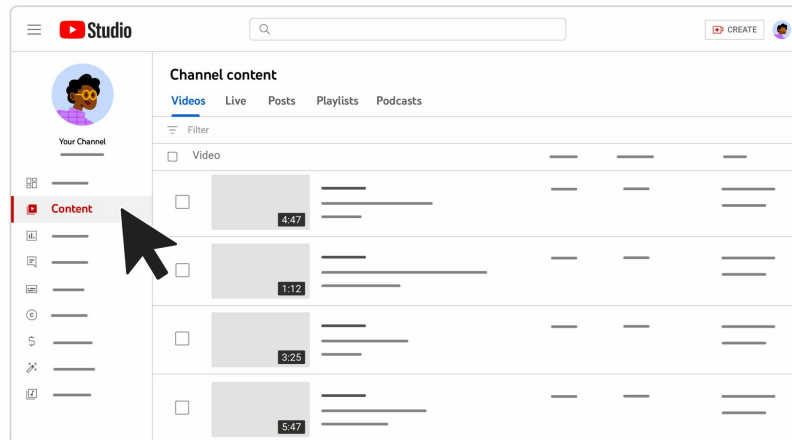


Convert A Playlist To Be A Podcast

1. Within [YouTube Studio](#), go to **Content > Playlists**.
2. Hover over the playlist you want to designate as a podcast.
3. Click on the **Menu > Set as podcast**.
4. Review your podcast's details and add a square podcast thumbnail. Podcast details include title, description, and who can view your podcast on YouTube.
5. Click **Create** to confirm your changes.

Keep in mind:

- If an episode of your podcast violates our copyright policies, your content may not be eligible for podcast features. [Learn more about fair use and copyrighted content on YouTube.](#)
- **Only set a playlist as a podcast if it contains full podcast episodes.** If you have an additional set of playlists for seasons or clips, do not set these playlists as a podcast.
- Content in a Podcast is automatically opted-in for audio-only playback. If you do not want your content available for audio-only playback, you must remove it from the Podcast show.



Track Your Podcast's Performance Via YouTube Analytics

- 1 **Your show.** In YouTube Analytics you can review the performance for your podcast show and the individual episodes within that show.
- 2 **Views, Watch time, and Average view duration.** Similar to your channel overview, you can see trends across these major metrics to grasp how your show's performance varies over time.
- 3 **Key moments.** Key moments allows you to focus in on over and under performing aspects of your show. Use this to identify trends that can help you improve your show's performance.
- 4 **How viewers find your episodes.** Give you a focused view of your show's traffic sources & helps you understand how viewers are discovering your content.
- 5 **Top episodes.** Here you can see how your episodes compare in views over the last 28 days, use this to understand how audiences have responded to your latest show uploads and archive for key insights.

The screenshot shows the YouTube Studio interface for Podcast Analytics. A red line connects five callout boxes on the left to specific parts of the interface:

- Callout 1:** Points to the 'Podcast analytics' header and the 'Overview' tab.
- Callout 2:** Points to the line graph showing performance trends over time.
- Callout 3:** Points to the 'Key moments for audience retention' section, which includes a bar chart and a video player.
- Callout 4:** Points to the 'How viewers find your videos' section, which displays a horizontal bar chart of traffic sources.
- Callout 5:** Points to the 'Top content' section, which shows a list of top-performing episodes with their view counts.

YOUTUBE + PODCASTING



Podcasts in YouTube Music



YouTube Music Expands User's Choice For How to Consume Podcasts Through YouTube



YouTube Main

The screenshot shows the YouTube main interface with the 'Podcasts' filter selected. The top navigation bar includes 'All', 'Podcasts', 'Apple', 'Music', 'Live', 'Mixes', 'Sitcoms', 'The Tonight Show Starring J...', 'James Corden', 'Gaming', 'Debates', and 'Jazz'. The main content area displays a grid of podcast thumbnails with titles like 'WAVEFORM PODCAST', 'Astronaut Training w/ Chris Pratt, Elizabeth Banks & Will...', 'Apple Watch Ultra Review: Worth It Or Nah?', and 'How Credit Cards Were Invented'. The left sidebar shows navigation options like 'Home', 'Explore', 'Shorts', 'Subscriptions', 'Originals', 'YouTube Music', 'Library', 'History', 'Your videos', 'Watch later', 'Downloads', 'Your clips', and 'Show more'. The bottom section shows 'Subscriptions' with items like 'No Jumper', 'Vox', and 'Bailey Sarian'.

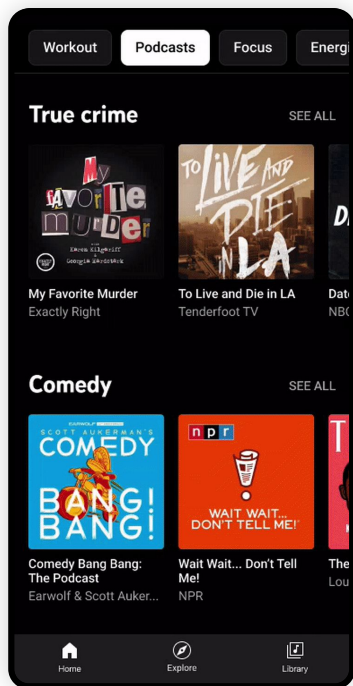


YouTube Music

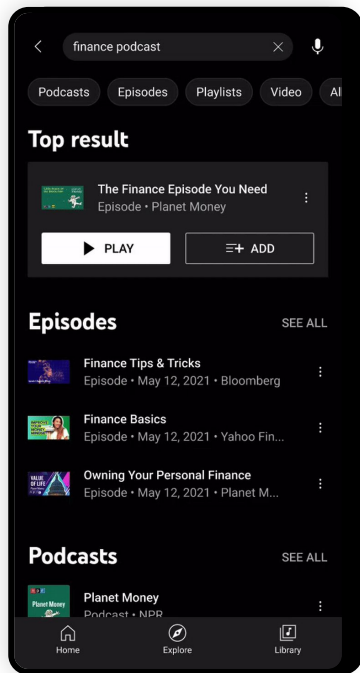
The screenshot shows the YouTube Music interface with the 'Podcasts' filter selected. The top navigation bar includes 'Music', 'Workout', 'Podcasts', 'Focus', and 'Energy'. The main content area displays a 'Keep listening' section with podcast thumbnails and a 'Your shows' section. The 'Keep listening' section includes items like 'The Evolution of Personal Technology with Marqu...' and 'Biden Held His Own in First Year Press Confer...'. The 'Your shows' section is partially visible at the bottom.



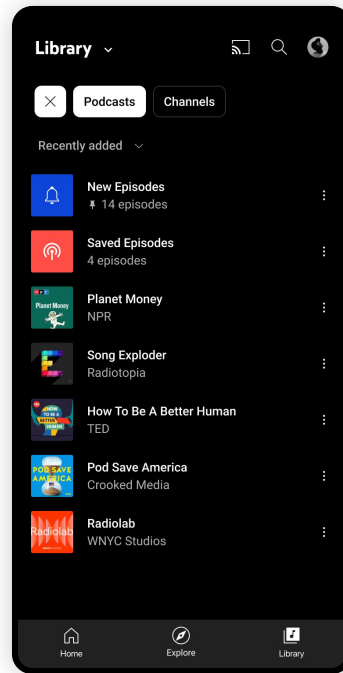
YouTube Music as the Dedicated Listening Experience



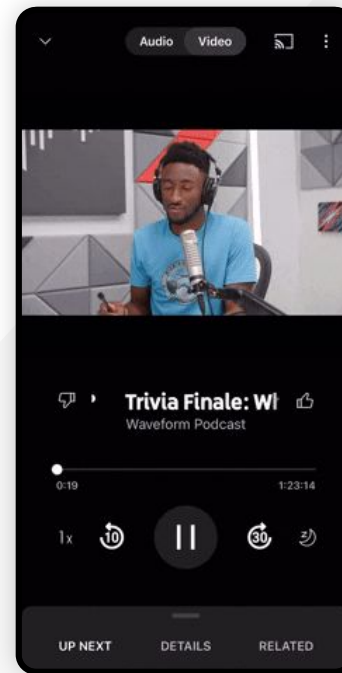
Focused podcast discovery experience



Ability to search for a podcast by show name, episode details or topic



Easy to listen to the latest podcast episodes & save single episodes



Audio-only listening, background + offline playback



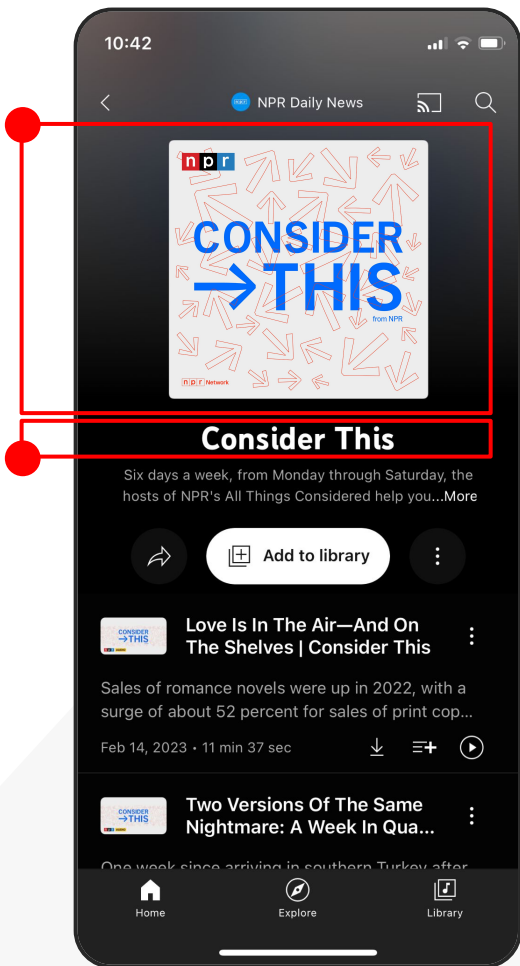
YouTube Music Expands the Reach to Audio-First Audiences

When creating a show in YouTube Studio your podcast becomes eligible to show up in the YouTube Music app

YouTube Music users have the opportunity to discover your show via Search, the Podcast Explore page and as recommendation based on their viewing history.

Be mindful of the following elements to help users in search & discovery:

- **Podcast art** - make sure you upload a square, evergreen show art as part of your Podcast show in YouTube Studio to help audiences properly identify your show.
- **Podcast name** - use your podcast show's name (the exact same as your show on other platforms) here to help users find it. **If you're converting a current playlist to a Podcast, be mindful to update the title to reflect the proper name.**



Podcast show page



Best Practices Guide





CHANNEL STRATEGY


Channel Management

CHANNEL MANAGEMENT


Podcasts are Playlists

When you self-designate content as a podcast on YouTube, you are creating a playlist for that podcast show. Here are some tips to help you best manage your podcast playlist on YouTube:

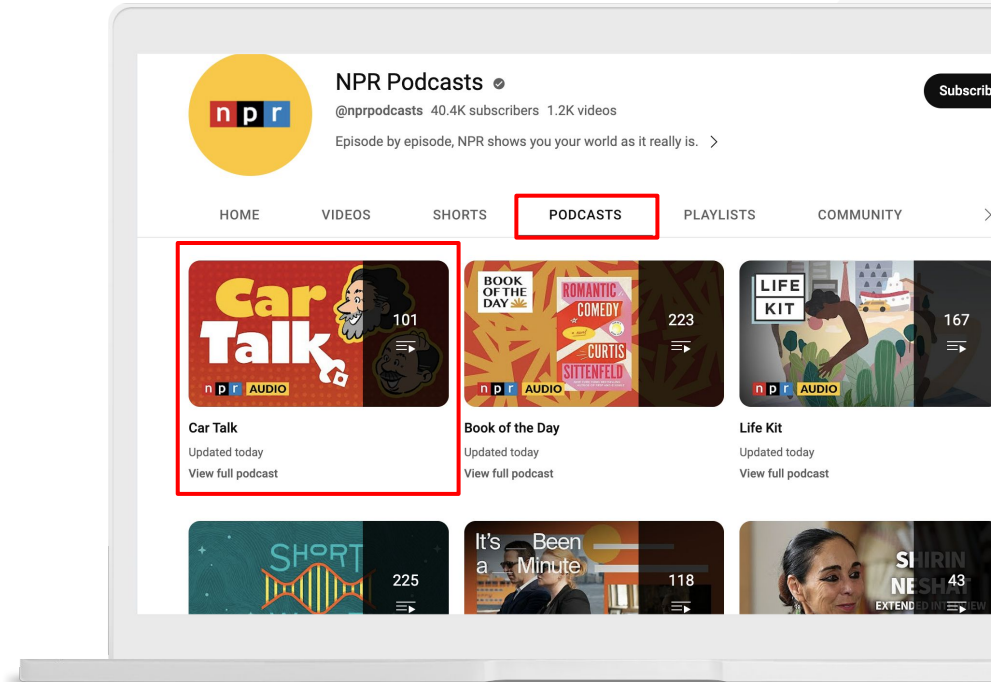
- **Discovery.** When you self-designate a playlist as a podcast it becomes eligible for podcast-specific discovery mechanisms, such as the Podcast tab on your channel page.

 **TIP:** Use clear naming with your podcast show name and full episodes in your playlist titles. Don't add superfluous text to your playlist titles, keep it to just your show's name. Learn more [here](#).

- **Organization.** Having your playlist designated as a podcast helps you & your audience when it comes to finding all of the full episodes for each show.

 **TIP:** Make sure your podcast playlist is ordered properly, if your episodes are out of order it may confuse your audience & make them unaware of new episodes.

- **Promotion.** Playlists also make it easier to promote your show in end cards at the end of your clips, share within community posts, and post on your social media channels!





CHANNEL STRATEGY

Common Questions

Podcast On An Existing Channel Or A New Channel?

Podcast on an existing channel

- Your **podcast is new, or relatively new** and doesn't have an established audience.
- Your **podcast audience and current channel audience are similar**.
- The **podcast is viewed as an additional piece or extension of your channel content strategy**, i.e. a new piece of weekly, recurring content.
- Podcasts are similar to your channel's current format & style.

Podcast on a new channel

- Your **podcast has an established audience** that would actively seek it out.
- Your **podcast audience and your existing channel audience are different**.
- Your **current channel is filled with content** and a podcast is dissimilar to your current channel's usual content style/format.
- Your **existing podcast is struggling to reach a consistent audience on your channel** after a period of time and the data suggests that your current channel audience is different or uninterested in this show.



COMMON QUESTIONS

Separate Channels For Full Podcast And Clips?

One podcast channel: Full podcasts & clips.

- Because...you **want to drive easier promotional synergy via a single channel**, clips are more selected and targeted at reaching new audiences with a goal of pushing audiences to the full show.
- Because...one channel enables you to post updates to **one unified audience** more easily across full shows & clips.
- Because...full shows are packaged in a serial manner, clips are packaged in a topical/SEO manner enabling different discovery methods.

Two channels: One for full podcasts, one for podcast clips.

- Because....**you are posting the clips on a different, already established channel** of yours to leverage as a promotional strategy for you podcast channel & show.
- Because...you believe that **there are discreet audiences** that would consume your full show versus clips and thus separate channels can better meet the needs of those audiences.



Considerations For Multiple Channels

Reasons TO HAVE Multiple Channels

- **Different brands for different audiences.**
- **Content voice/style is different** - that align to different audiences.
- **To avoid oversaturation** due to a heavy content load and the content has distinguishable categories to divide by.

Reasons NOT TO HAVE Multiple Channels

- **Much more work!**
 - **Harder to maintain** two different but potentially related channels.
 - **Have to produce more content** to keep both channels consistently fresh & relevant for audiences.
 - **Harder to differentiate** two channels from the same creative mind, may cause confusion for you and your audience.
- You **could end up splitting your audience** between two channels.
- You may confuse your audience as to which channel they *need* to follow.



Content Strategy



Planning



Packaging



Publishing



Promotion



PACKAGING

Full Podcasts

Thumbnails trends: Themed to the episode's broad focus or using a recurring image updated with the episode number to highlight newness. Feature your host's/talent's face in the thumbnail to help increase effectiveness!

Title trends: The podcast show title. Usually an episode number. Sometimes a broad topic for the particular episode.

**TIPS:**

- **Use the same title that you use across other podcast platforms** on YouTube as well. This helps users know if they've consumed the show elsewhere and affirms it as the official podcast. Being consistent with the use of your show name in all of your episode titles can be very beneficial!
- Think of recurring themes that you can implement in both the thumbnail and title to help audiences more readily identify your full podcasts on their YouTube Homepage. Additionally, **make sure you always update your full episode, show specific playlist each time you upload a new episode!**
- If audio-only, consider how you can ensure audiences are aware that the experience is audio-only. Some partners use a speaker icon in the thumbnail or emoji in the title as a method of awareness.



Chapters

Chapters is a great tool to help users navigate long-form content to find the topics they want. Chapters are easy to add, simply type in the time for each segment using a standard 00:00 format within your video description. **Chapters can be a great way to provide users the experience of consuming specific topics (similar to clips), but also funnels more of your audience to your full episode content.**

- **Requirements:**

- To opt into video chapters, make sure that the first timestamp you list starts with 00:00.
- Your video should have at least three timestamps listed in ascending order.
- The minimum length for video chapters is 10 seconds.
- **This allows fans who watch full shows to jump to the moments they want and can help increase audience retention on your long-form content.**
- Learn more [here](#) about creating chapters with timecodes.



PACKAGING

Podcast Clips

Thumbnails trends: Focused on specific topic. Styled more in general YouTube style versus serialized. Feature your face in the thumbnail as well to increase effectiveness as well.

Title trends: Engaging titles, but not clickbait, that focus on the specific topics or personalities that comprise the focus of the clip. Consider featuring the title of the podcast show later in the title field as well.

**TIPS:**

- **Treat your clip packaging more like any other upload** that you're selling your audience on.
- **Consider how clips can also meet the needs of your audience** that may want to consume your show, but have limited time to do so.
- **Focus your packaging** around search and discovery.
- **Separate clips from your full shows**, don't place them in the same playlist as this can cause confusion among your audience.



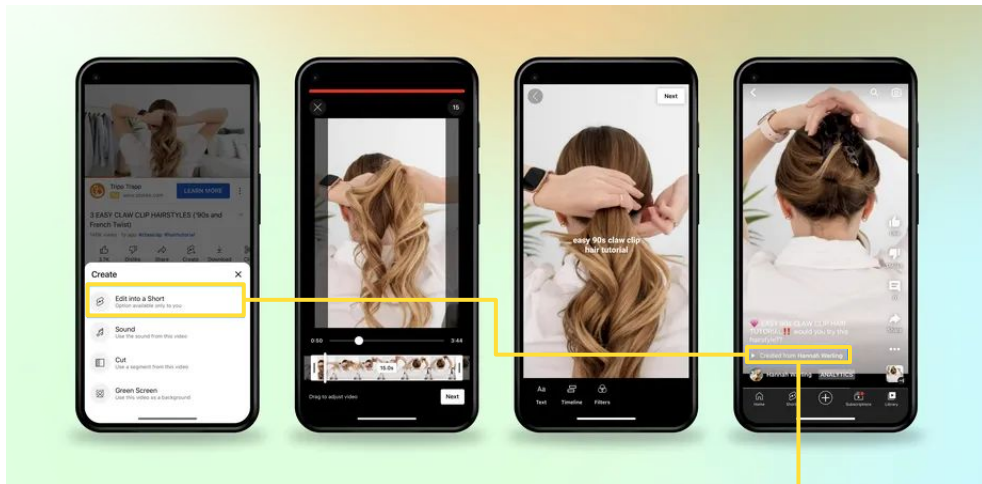
PROMOTION Shorts

Create Shorts from your full episodes & provide audiences a one-tap journey to your full episode.

We've recently launched a new feature that makes it easier for channels to clip their videos into a Short and attribute their original video.

This feature is only available to the owner of the content and allows you to seamlessly edit your videos into Shorts within YouTube while **crediting & linking to your original video.**

This helps to ensure viewers are able to **easily find and watch the source!**



Visual Podcast Styles

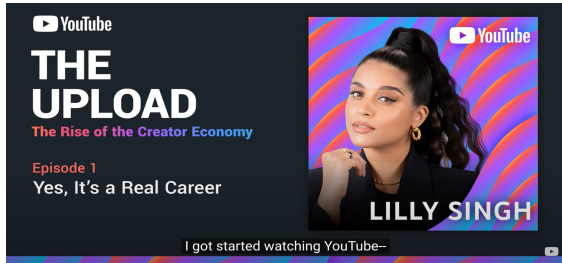
ON CAMERA

OFF CAMERA

MIXED



FULL



Audio-first Or Video-first Production?

Audio-first production

- Your resources are limited.
- You are just seeking awareness or incremental reach via YouTube at this time.
- Your podcast adheres to timely needs and without resourcing to build a studio, video would impede your time to publish.

Video-first production

- It fits in more natively to YouTube and thus can potentially perform better than an audio-first version on YouTube.
- Adds value:
 - Your audiences can't find your video podcasts elsewhere.
 - Allows more intimacy as audiences get to know your hosts better through visual means.
 - Added benefits of body language & lip reading for communication purposes. Which can heighten [accessibility](#).
 - Gives the opportunity to leverage broll and other visual elements for storytelling when desired.



Video Podcast - Quality?

If I do a video podcast, won't I need to produce it with the traditional video production bells and whistles (graphics, broll, makeup, etc.) in order for it to succeed?

Not necessarily! Podcasts, by nature, are more casual in nature and tone than other pieces of content.

Many of the most successful podcasts on YouTube today feature simple camera cutting between talent. Take a look at other podcasts on the platform to get a sense of what audiences may expect from yours.





CHANNEL STRATEGY

Examples

Creator First Channel

Full Episodes on the same channel,
differentiated by titles and
thumbnails



The Herberts • 2.27M subscribers

HOME VIDEOS SHORTS LIVE PODCASTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Recently uploaded Popular

- WHO WEARS THE PANTS 59:34
Relationship Roles and How We Split Them | Who Wears The Pants EP. 19
17K views • 1 day ago
- WHO WEARS THE PANTS 48:02
Abbie's in the hot seat | Who Wears The Pants EP. 18
35K views • 7 days ago
- WHO WEARS THE PANTS 42:34
We Lied About Our Baby Boy's Name | Who Wears The Pants EP. 17
146K views • 2 weeks ago
- 13:24
The WORST week! Life + Pregnancy Update
312K views • 2 weeks ago
- 52:15
New Year, New Us | Who Wears The Pants EP. 16
views • 3 weeks ago
- 48:41
The Holiday Special | Who Wears The Pants EP. 15
14K views • 4 weeks ago
- 12:14
Our 1 year old goes shopping for baby #2 + DID NOT GO AS PLANNED!!!
207K views • 1 month ago
- 1:06:35
From living With Her Parents to Broadway with JessVa! | Who Wears The Pants EP. 14
9.8K views • 1 month ago

Elyse Myers • 89.7K subscribers

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

Recently uploaded Popular

- complete curly routine! 13:10
I restored my natural curls with this curly hair routine! (C/D/A curls with curly bangs)
302K views • 2 weeks ago
- 20:00
Meeting Meghan Trainor and the cast of Bachelor in Paradise!
49K views • 2 months ago
- 23:33
Funny Cuz It's True with Elyse Myers (Trailer #1)
22K views • 4 months ago
- 23:35
Workation: I rented an Airbnb for 30 Hours | Song Writing, Filming, Cooking & Editing
68K views • 5 months ago
- 25:50
elyse myers answers your most asked questions
with Elyse Myers - My story how I got
Day in the life of a full time content creator
7:01
P.O. box haul, writing a letter to my younger
my night at the Queen's Ball - The Bridgerton

Funny Cuz It's True with Elyse Myers • 308 subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Recently uploaded Popular

- 48:48
Stressing in My Flesh Suit (with Mike Jorgulis)
14 views • 2 weeks ago
- 1:05:16
Podcasted: Penn Badgley Interviews Elyse Myers
323 views • 2 weeks ago
- 52:59
One of My Faves: Overthinking My First Talent Show (with Lance Bass)
35 views • 2 weeks ago
- 51:12
Making You Look (with Meghan Trainor)
112 views • 2 weeks ago
- 48:48
My Successor (with Alexus)
Election Joy (with Jonathan Van Ness)
- 52:00
Falls in Love Again (with Keaton Brownlee)
- 42:08
Hitting Episodes with Official Liders



Audio-only podcast
on separate channel

Synergy with one Channel

Full Episodes and Clips in the videos tab, differentiated by titles and thumbnails



New Heights @newheightshow 359K subscribers

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Recently uploaded Popular

- DISCUSSING DAMAR HAMLIN** 22:12
Jason and Travis Kelce discuss the Damar Hamlin incident and how it impacts the...
149K views · 1 day ago
- DIRTY PLAY?** 5:54
Was the Mac Jones hit on Eli Apple actually "dirty"?
45K views · 4 days ago
- "DAMN NEAR UNBLOCKABLE"** 4:16
Jason and Travis Kelce on what it was REALLY like playing against J.J. Watt
78K views · 6 days ago
- PLAYOFF MENTALITY PRO BOWL STORIES** 1:18:58
Playoff Football, Pro Bowl Memories & JJ Watt Retires | New Heights w/Jason & Travi...
237K views · 8 days ago
- THIS PLAY ALWAYS WINS** 6:27
Who would win in a lineman vs all skill position players game?
32K views · 8 days ago
- A KELCE CHRISTMAS STORY** 2:47
How Jason and Travis Kelce almost RUINED Christmas
18K views · 13 days ago
- DUMBEST PLAYS CHRISTMAS STORIES** 2:31
Shocking Endings, Trap Games & Best Christmas Gifts | New Heights w/Jason &...
341K views · 2 weeks ago
- WOULD YOU SIGN A TURNOVER?** 5:51
Is it hard to hate Tom Brady? Jason and Travis Kelce react to Brady signing an...
23K views · 2 weeks ago

New Heights @newheightshow 359K subscribers

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Recently uploaded Popular

- THINGS ONE WAY AND PLAY WELL** 3:30
Who else had a favorite Sports Illustrated cover...
53K views
- "Don't let the moment get the better of you"** 1:08
108K views
- Are Jason Kelce and Gardner Minshew long lost brothers...** 3:43
343K views
- Nature's thermostat never lies 🤡** 1:58
198K views
- Jason & Travis Kelce share memories of "one of the..."** 5:36
536K views
- "I just was checking my fingers to make sure they..."** 2:11
261K views



Now that Shorts are in their own tab...

Main Podcast Channel + Clips channel

Full Episodes on main channel,
consistent titles and thumbnails



Lex Fridman
@lexfridman
2.52M subscribers

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

Recently uploaded Popular

- Betül Kaçar** #350 Lex Fridman 2:40:18
Betül Kaçar: Origin of Life, Ancient DNA, Panspermia, and Aliens | Lex Fridman...
351K views · 7 days ago
- Bhaskar Sunkara** #349 Lex Fridman 3:42:35
Bhaskar Sunkara: Socialism and Communism | Lex Fridman Podcast #349
263K views · 2 weeks ago
- Nathalie Cabrol** #348 Lex Fridman 2:06:25
Nathalie Cabrol: Search for Alien Life | Lex Fridman Podcast #348
257K views · 2 weeks ago
- Michael Malice** #347 Lex Fridman 3:40:53
Michael Malice: Christmas Special | Lex Fridman Podcast #347
15K views · 2 weeks ago
- Ed Calderon** #346 Lex Fridman 4:05:21
Ed Calderon: Mexican Drug Cartels | Lex Fridman Podcast #346
811K views · 3 weeks ago
- Coffeezilla** #345 Lex Fridman 3:46:19
Coffeezilla: SBF, FTX, Fraud, Scams, Fake Gurus, Money, Fame, and Power | Lex...
3.5M views · 3 weeks ago
- Noam Brown** #344 Lex Fridman 2:29:21
Noam Brown: AI vs Humans in Poker and Games of Strategic Negotiation | Lex...
260K views · 4 weeks ago

Lex Clips
@LexClips
799K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Recently uploaded Popular

- how biology performs computation | Betül Kaçar and Lex Fridman 13:34
5K views · 4 days ago
- How to create life | Betül Kaçar and Lex Fridman 5:49
5.9K views · 4 days ago
- Biologist explains love to Lex Fridman 1:47
28K views · 4 days ago
- How unlikely is life on Earth? | Betül Kaçar and Lex Fridman 12:59
19K views · 4 days ago
- the genetic language of life | Betül Kaçar and Lex Fridman 13:19
15K views · 4 days ago
- Biggest leaps in evolution of life on Earth | Betül Kaçar and Lex Fridman 11:51
11K views · 5 days ago
- Creating an organism from ancient DNA | Betül Kaçar and Lex Fridman 19:17
17K views · 5 days ago
- Lex Fridman: The universe is full of alien life 28:20
87K views · 5 days ago



Highlight clips on a separate
channel



THANK  **YouTube**
YOU