

# Transform Your Google Account into a YouTube Channel

\*\*\*\*\*Tips For Setting up a YouTube Channel.\*\*\*\*\*

The Google username you select will also become your YouTube channel name, and a free Gmail address will be issued to the account. Use your business name as your username or choose something that's clever and that your intended audience will identify with. The channel name/username should be easy to spell and something that people will remember. If your YouTube channel will be promoting a product, for example, consider using the name of the product (assuming it is not copyrighted or trademarked by someone other than you or your business) as your username.

## SETTING UP YOUR YOUTUBE CHANNEL

Using your Google account (which also serves as your YouTube account for watching videos), you can easily establish and customize your own YouTube channel, and then populate it with your own videos. Follow these steps to create a free YouTube channel once you have a valid Google account set up.

1. Access [www.youtube.com](http://www.youtube.com), and sign in using your Google account username and password. The main YouTube home screen will be displayed.
2. Near the upper-right corner of the screen, you'll see your account profile picture. Click on it to reveal the Google Account Menu, which will also be displayed near the top-right corner of the screen.
3. Click on the "My Channel" link in the upper-right portion of the screen. The "Create Your YouTube channel" screen will be displayed. From this initial screen, you'll see your profile photo, as well as your username and/or first and last name displayed. Click on the "Edit" link that's associated with the "From Your Google Profile" option in order to customize your Google profile,

which will be your identity containing public information about you that people will see online.

4. Under the "Activities you'll share on your channel" heading, you'll see four options, labeled "Like a video," "Comment on a video," "Favorite a video," and "Subscribe to a channel." Add a checkmark to the checkbox that's associated with each activity you want people who visit your YouTube channel's page to be able to do.

5. Click on the "OK, I'm Ready to Continue" button. Your YouTube Channel has now been created. The next step is to start populating your channel by uploading videos to it.