

A Captain's Guide to YouTube Channel Creation

Getting your YouTube channel started is a straightforward process.

Simple Steps to Create Your YouTube Channel:

1. **Sign in to YouTube:** Go to youtube.com and sign in with your Google account. If you don't have one, you'll be prompted to create one.
2. **Create Your Channel:**
 - o Click on your profile picture in the top right corner.
 - o Select "Create a channel."
 - o You'll be asked to upload a profile picture, name your channel, and create a handle (your unique @ name).
 - o Click "Create channel."

Essential First Settings:

- **Channel Customization:** Once your channel is created, click "Customize channel." Here you can:
 - o **Branding:** Add a banner image (the large image at the top of your channel) that represents your fishing charter business.
 - o **Basic Info:** Write a compelling description of your channel. Let viewers know what kind of content they can expect (e.g., "Join Captain [Your Name] for epic fishing adventures off the coast of Topsail Beach! We'll share tips, tricks, and the thrill of the catch.").
- **Verification:** To upload videos longer than 15 minutes and use custom thumbnails, you'll need to verify your account with a phone number. This is a simple, one-time process found in your channel settings.

Uploading Your First Video via Mobile Phone using the YouTube APP:

This guide will walk you through the entire process, from getting the video ready to hitting "publish" and sharing your fishing adventure with the world.

Part 1: Pre-Upload Checklist (Do This at the Dock!)

Doing these three things before you upload will make a huge difference in how many people see and enjoy your video.

1. **Trim Your Video:** No one wants to see the 10 minutes of just water before the bite. Use a simple editing app on your phone (like CapCut or VN, as we discussed) to trim the start and end, cut out any slow parts, and keep only the action. A short, exciting video is better than a long, boring one.
2. **Create a Custom Thumbnail:** This is the **most important step** for getting clicks. A thumbnail is the little preview image for your video.
 - o Scrub through your video and find the most exciting shot (the fish jumping, the client's ecstatic face, the biggest catch of the day).
 - o Take a screenshot of that moment and save it to your phone's photo gallery. This will be your thumbnail.
3. **CONNECT TO WI-FI!** Video files are very large. Uploading them using your phone's mobile data will be slow, use up your whole data plan, and drain your battery. Wait until you get back to the dock or home and connect to a Wi-Fi network before you start.

Part 2: Step-by-Step YouTube App Upload Instructions

Step 1: Open the YouTube App Unlock your phone and tap the YouTube icon. Make sure you're logged into the **Topsail.fish** channel account.

Step 2: Tap the "Create" (+) Button At the bottom center of the screen, tap the large plus sign icon (+).

Step 3: Select "Upload a video" From the menu that appears, tap the **"Upload a video"** option. This will open your phone's gallery.

Step 4: Choose Your Edited Video Select the final, trimmed video file you prepared in Part 1. You can do a final trim here if you need to, then tap **"Next."**

Step 5: Add Your Video's Details (The Important Stuff!) This screen is where you turn your video into a great marketing tool.

- **Add Your Thumbnail:** At the top left of the screen, you'll see a preview of your video with a little image icon on it. Tap this icon, select the exciting screenshot you saved earlier, and tap **"Done."**
- **Create a Catchy Title:** Use a formula like **Action + Fish Type + Location**. For example: "EPIC BATTLE with a Giant Wahoo! | Wallace, NC Deep Sea Fishing"
- **Write a Great Description:** Tap into the "Description" section.
 - Tell the story of the trip.
 - **Include a booking link!** Start with something like: "Ready for your own adventure? Book your trip at <https://topsail.fish>"
 - List a few keywords: Topsail fishing charter, North Carolina fishing, how to catch wahoo, Wallace deep sea fishing.
- **Set the Visibility:**
 - **Public:** Everyone can see it immediately.
 - **Unlisted:** Only people with the link can see it. (Good for checking it first).
 - **Schedule:** This is a **pro move!** It lets you choose a later date and time for the video to go public. This is great for being consistent (e.g., releasing a new video every Friday at 6 PM).
- **Set the Audience:** Choose "No, it's not made for kids."

Step 6: Tap "Upload" and Be Patient Tap the blue **"Upload"** button at the bottom of the screen. The app will start uploading your video. This can take some time depending on the video length and your Wi-Fi speed. Keep the YouTube app open and your phone on Wi-Fi until it's finished processing.

You've now successfully shared your fishing adventure with the world!

Uploading Your First Video via Desktop computer:

1. **Click the "Create" Button:** In the top right corner of the YouTube homepage, click the camera icon with a plus sign and select "Upload video."
2. **Select Your File:** Drag and drop your edited video file or select it from your computer.
3. **Add Video Details:**
 - **Title:** Create a clear and catchy title (e.g., "Giant King Mackerel on the Line! | Topsail Beach Fishing Charter").
 - **Description:** Write a detailed description of the video. Include keywords that people might search for (e.g., "North Carolina fishing," "Topsail fishing report," "king mackerel fishing").
 - **Thumbnail:** Create a custom thumbnail image. This is the most important visual for getting clicks. A high-quality photo of a big fish or an exciting moment from the video works best.
 - **Audience:** Select whether the video is made for kids or not.
4. **Video Elements & Checks:** You can add elements like end screens to promote other videos. YouTube will also check your video for any copyright issues.
5. **Visibility:**
 - **Private:** Only you and people you invite can see the video.
 - **Unlisted:** Anyone with the link can see the video.
 - **Public:** The video will be visible to everyone on YouTube.
6. **Publish:** Once you're ready, click "Publish" to share your video with the world!

By investing in some basic, durable equipment and following these simple steps, any captain on the Topsail.fish team can start producing exciting video content that will attract new clients and build a loyal online following. Tight lines and happy filming!