

How to Set Up Your Medical Practice's YouTube Account



Social media is one of the most cost-effective marketing tools available to independent practices, and YouTube allows you to tap into the power of video. With more than 1 billion people visiting YouTube each month globally, it is easy to see how it can help you grow your independent practice, increase patient visits, and generate practice awareness. You can post videos of procedures, health tips, and more.

If you have a Google+ account for your practice, follow these three steps to set up your YouTube business account:

1 USING YOUR GOOGLE ACCOUNT

Go to www.YouTube.com and click "Sign In" in the upper right corner. Make sure to sign in using the information you set up for your practice's Google+ page. Next, click "My Channel" on the left-hand side of the screen. A box will pop up showing "Use YouTube As". Make sure your information is correct and click "Create Channel".

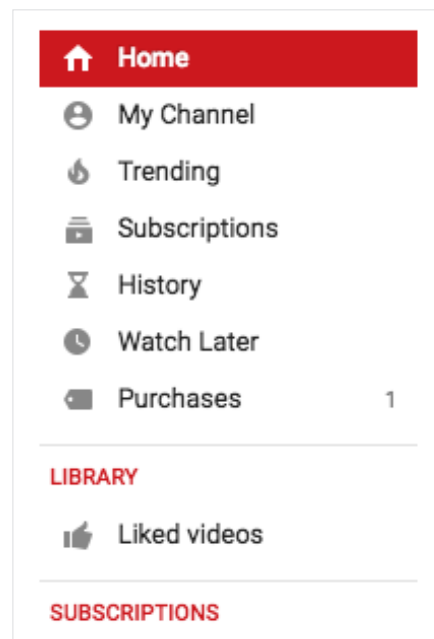
2 AUTOMATION MAKES IT EASY

Since you signed in through your Google+ account, Google automatically transfers all of your practice's information to your YouTube channel.

3 VERIFICATION

Now that your YouTube channel is set up, the final step is verification. Click "Channel" on the left-hand side of your screen and then "Status and Features". Next to your profile

picture, you will see a button that says "Verify". Click it and choose whether to verify via phone or text. Once YouTube is assured that you are not a robot, you will be free to start posting videos for your practice.



If you have not set up a Google account, use these steps:

1 GETTING A GOOGLE ACCOUNT

Your first step is to go to www.YouTube.com and click “Sign In” on the upper right. Next click “New to YouTube? Create an account”. You will then be prompted to fill in the blanks to create a new Google account. Remember, since your YouTube channel will be used for your practice, it is best not to use a personal Google account to set it up. Instead, use a separate Google account created for your business and a sign-in that you feel comfortable sharing with your staff.

2 CONFIRMATION

Google will send you an email to confirm your account. Follow the link provided and then move to the next step.

3 YOUR USERNAME

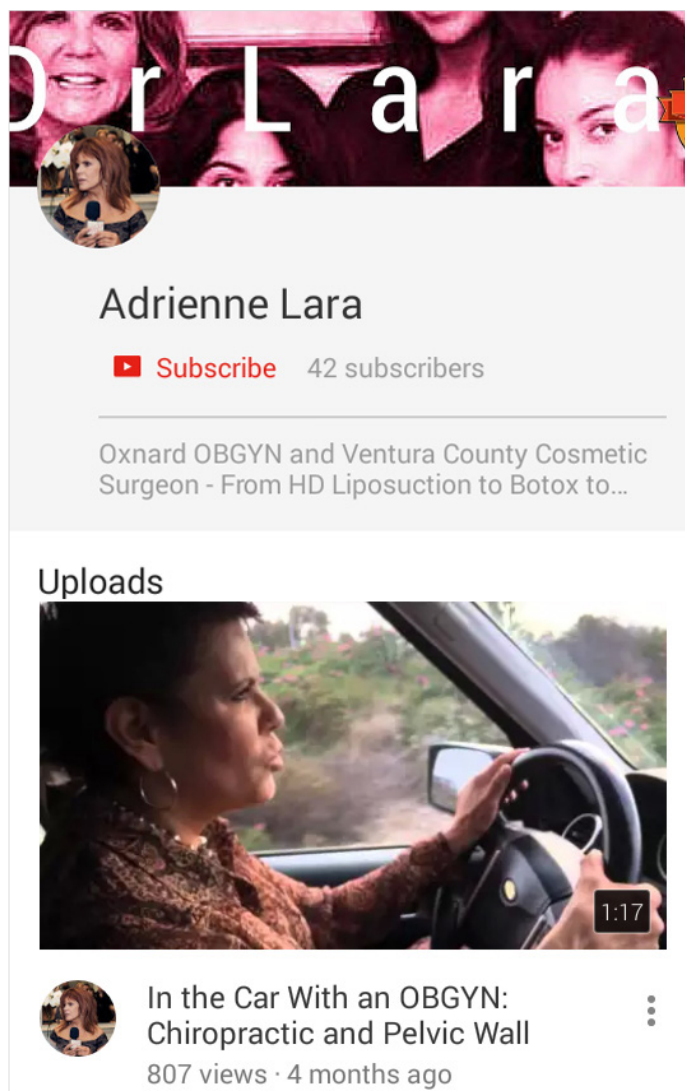
In this step, you will choose your username for your practice's YouTube account. Ideally, this will be your practice name. However, if it is already taken, get creative. You can add the name of the city you are in or even its initials.

4 PROFILE SET UP

This is actually a non-step. Since your profile will be linked to your Google account rather than a Google+ account, you can skip setting up the profile here.

5 CHANNEL NAME

Now that your housekeeping is done, click “Back to YouTube” and click the “My Channel” link on the left-hand side of the page. A box will pop up showing “Use YouTube As”. Make sure that the name you have chosen is entered correctly and then click “Create Channel”.



6 VERIFICATION

Just like in the verification section of step # 3 above, click “Channel” on the left-hand side of your screen and then “Status and Features”. You will see a button that says “Verify”. Click it and choose whether to verify via phone or text.

Whichever way you choose to start your YouTube business account for your practice, you will be glad that you did. Engaging your existing and potential patients through video is a valuable tool in your practice's growth.