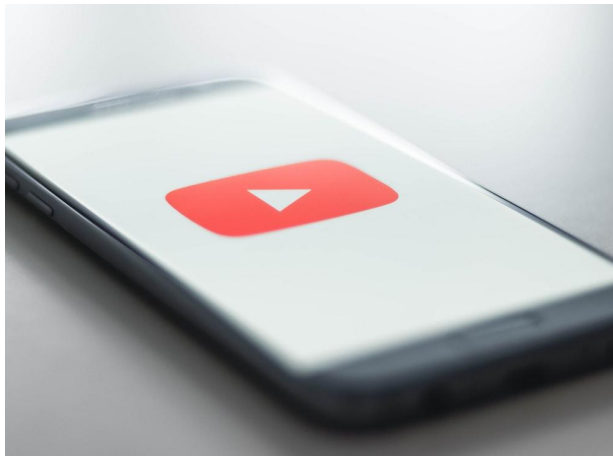# How to Create Your Practice YouTube Channel

Creating Your Practice YouTube Channel is Easy

Your practice has decided to create videos to send out and engage more patients. Great! If you don't already have a YouTube channel, it's time to create one. The best way for a practice to do this is to create what YouTube calls a "Brand Account."

A brand account is different from a personal YouTube account in that multiple people are able to access it to manage it to upload, edit, or remove videos. Bonus features of a Brand Account:

• You can name the channel with the name of your practice.

• Multiple people can access it using their personal Google account.

• Viewers will not see personal details from the people adding and editing videos.

Tip: If you have already set up your channel as a personal account and would like it to be a Brand account instead, carefully follow these instructions. [Instructions]

How do you set up a brand account?

• Sign in to YouTube using your personal Google account. If you don't have a Google account, set one up here. [Google Account Sign Up] (If you are already signed in to Google and go to YouTube, you will be automatically signed in to YouTube through your Google account.)

• Visit your "Channel list" [Channel List]

• Click "Create a new channel."

To create a new channel, create a Brand Account

This Brand Account can have a different name than your personal account, for example a business name or another name that you choose.

Brand Account name

Create   Back

• Enter your practice's name as the "Brand Account name."

• Click "Create."

• You can then add more people from your practice as managers of the brand account. This video shows you how to add or remove managers. (Click the YouTube account in the upper right, click the gear, and add or remove managers.) [Add/Remove Managers]

Tip: Once you have your brand account set up, when you are logged into YouTube through your Gmail account, you can easily toggle between your personal gmail account and your brand account. Do this by clicking the circle in the upper right corner of your screen, and then clicking "Switch account."

See more tips or answers to your questions about Brand Accounts. [Brand Account Answers]

User Guide

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