

Social Network YouTube a Source of Earning

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Abstract:

When people arrive on the internet world the lots of opportunities to earn online money are waiting for them some of them are Freelancing, Affiliate marketing, Blogging, Youtubing and so on. The outstanding and investment free option to earn online money is from YouTube. It is the simplest process to be got paid by sitting at home. This paper presents the complete procedure to earn money from world's second largest social networking site YouTube, I will explain that how I started my YouTube career and after one and a half year how much amount I earned from YouTube, the complete analytics report will be shown in the results section. Results show that peoples can use YouTube as a full-time job.

Keywords—Social Network, Online Earning, Youtube.

I. Introduction

Social Networks helps social actors to share their ideas, knowledge information and other activities on virtual communities. By these networks, millions of users connect with other user's profiles or with global communities [1].

Social Networking Sites are the most powerful and progressive part of the digital world. An enormous amount of users daily search different kind of content over the internet so how can we take advantage of these Social Networking Sites and what are the finest procedure to make money from these sites. In this paper, I will serve the complete procedure to make a massive amount of money from the second world's largest social networking site YouTube. Networking sites are the backbone of the World Wide Web, these sites enable billions of users to link with each other. On the internet there are many opportunities are available to make online money but this paper mainly focuses on YouTube.

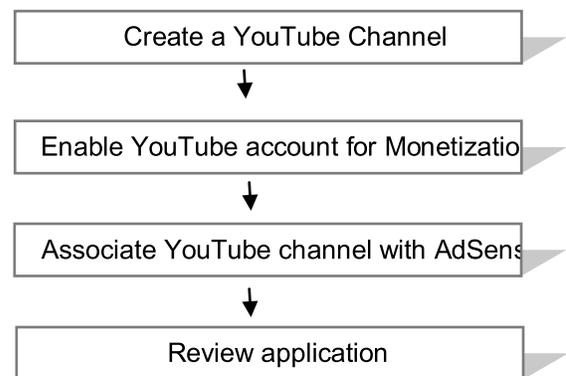
YouTube is one of the world's largest video sharing platforms, where videos are uploading continuously by the millions of users [2]. You will be surprised to know that top YouTube celebrities use their channels as a full-time job because from their youtube account they generate a huge amount of money. A world's famous youtuber PewDiePie earn million dollars per year, likewise countless Pakistani content creators' upload their content videos o social network site YouTube and generate revenue. YouTube provides a platform to their creators to monetize their videos by YouTube Partnership Program. Video producers can generate a handsome amount of revenue from advertisements served on their video content [3]. Even every person can earn money

online without investment by publishing videos on their YouTube channel account. This paper presents the complete guide that how can anyone use YouTube as a source of earning and how he or she get paid by sitting at home.

II. Youtube a Source of Earning

A. Setup YouTube and AdSense account

When you start a career on YouTube as a fundamental theme of earning or as a source of business income one thing that comes in your mind is “when my earning will start”. After enabling your YouTube channel account for monetization and associate it with AdSense and bringing audience traffic to your content videos, once your channel earning score elapse Google payment threshold your channel's earning will start.



1) *Create a YouTube Channel*: Signup with Youtube by adding your personal information, you can also use your Gmail account. Sign in to your Youtube account and from right top corner click on your profile icon and create a channel, fill out all the information and verify it by your mobile number, congratulations you have done now add channel profile picture and channel art.

2) *Enable YouTube Account for Monetization*: The next step is to enable your channel for displaying Ads and it will be possible by enabling the monetization option, and this option is available in status and features option, go to the creator studio and click on the channel tab here you will find option of monetization and you have to enable it. It will require an AdSense account so signup with AdSense.

3) *Associate YouTube Channel with AdSense*: AdSense account is mandatory for receiving the payment and generates revenue from YouTube videos. After enabling monetization it is necessary to connect your AdSense account with your channel because AdSense keeps the

track of your channel's earning that you can withdraw when your revenue passes payment threshold.

4) *Review Application:* YouTube team reviews your application when your channel reaches up to 1,000 subscribers and 4,000 watch hours in order to check that either your channel follows YouTube terms and conditions or not and when the process completes they will inform you through an email that now your videos are eligible to generate revenue from suitable Ads.

B. Publishing Your Content on YouTube

The process of video publishing might seem a difficult task but when you did it once, you will observe that, it is a very easiest process. Every month more than 1.5 billion peoples watch YouTube videos; this is the reason that publishing videos can give you a rewarding experience [4]. Video uploading requires a few steps.

- Log in to your YouTube account
- At the top right click the Upload button
- Choose the privacy option for your video

Video Characteristics	Privacy	Public	Unlisted	Private
URL sharing		Yes	Yes	No
Added to the channel section		Yes	Yes	No
Shows in recommendation		Yes	No	No
Uploaded on your channel		Yes	No	No
Go notification to subscribers		Yes	No	No

Table.1. Types of Video Privacy

- Select video from your laptop or mobile that you want to upload.
- Add basic information like title, tags, and description.
- When uploading is done click on publish
- Share your videos on multiple networking sites to create backlinks.

C. Follow YouTube Partnership Terms and Conditions

Here is the list of YouTube community guidelines that will help you to save from trouble, follow these guidelines seriously.

- Don't upload nudity content
- It's not good to upload abusive videos
- Don't upload harmful or dangerous content
- YouTube doesn't allow hateful and violent content
- Everyone hates spam so avoid spam content videos
- Only upload authorized videos, don't use other's content

D. Follow AdSense Terms and Conditions

It is necessary for all creators to adhere to AdSense program policies if you do not follow these rules your AdSense account will disable by Google.

- To maximize the number of clicks do not click on your own video ads.
- To get more Ad clicks do not ask your friends to click on ads.
- Do not use the violent and adult content.
- Do not put ads on copyright content.
- Do not get traffic from paid to click programs.
- Do not make changes on AdSense ad code.
- Do not use AdSense code in software or emails
- Do not publish hateful, violent, nudity, spam and copyrighted content.

E. Techniques for Channel Growth

I get a tremendous amount of success on my YouTube channel within one and a half year. Although this success is not outrageous, it really justifies my effort. Applying these techniques will definitely support you to achieve your target.

1) *Videos Planning:* If you fail to plan then you plan to fail. The first step is to decide what your expertise are, Do what you love and choose a niche according to your skills, pinpoint your target and start making videos based on your targeted audience.

2) *Create High-Quality Content:* Publish content that highly engages your audience, make videos that are entreating and informative and try to make burst and evergreen content that will remain relevant with respect to time.

3) *Be Consistent:* Consistency helps you to build a strong connection with your subscribers. Try to maximize your uploading speed. Usually, subscribers ignore those channels that are not serious to publish their content regularly.

4) *Use Top Search Keywords in Title and Description:* Do proper SEO (Search Engine Optimization) of videos and use those keywords in title, tags, and description that have high search and high CPC (Cost per Click) rate.

5) *Make Eye-Catching Thumbnail for Videos:* For each video create an attractive thumbnail with a small explanatory note that helps your audience to understand what your video is all about.

6) *Add Channel trailer:* YouTube offers to their creators to make most of the customization to their channels one of them is adding a channel trailer that shows in channel's home section. It's a video that automatically plays when the new audience comes to your channel and this video tells your traffic what you offer them.

7) *Use Appropriate Tool:* Lots of enormous tools are available over the internet that helps you to promote your channel one of them is Tube Buddy, It is a best friend for all YouTube creators. I have been used Tube Buddy since last one month and it really helps me to find more

audience.

8) *Add Social Links*: YouTube offers the privilege to their creators to build their social circle by adding social links in About section. In channel settings, you can add your various social media links. Moreover, you can also add subscribe button on your channel art.

9) *Add Intro and Outro*: It is like starting theme song that helps you to make a brand, with intros and outros your video will become more interesting and gives the sense of professionalism.

10) *End Video with a Big Thank you and Ask for Subscribe*: The answer will always be no until you never ask. Try to end the video with a high note of confidence and tell your viewers that you are really thankful to them.

11) *Collaboration is Important*: Connect with your subscribers and audience, interact with them, reply to their comments, listen to their requests and all time make them feel connected.

F. Withdraw Finalized YouTube Earning

Every month from 10 to 14, finalize earning shows into your AdSense account and from 21 to 29 finalized earning receipt shows in your AdSense Payment section you can withdraw it by the easiest method that is Western Union.

Western Union is a worldwide money transfer service that allows you to get your earning cash within two months, it is the fastest method to get payment. Yours earning made in US dollar but you get it in your local currency from western union agents.

III. Results

I have been using Youtube since October 2016 I started an interior design channel. Within six months, this channel becomes my full-time job with a few thousand subscribers. Now after one and a half year, my channel reputation is as follows.

My YouTube Channel Analytics Report from Oct 2016 to Jan 2018	
Number of Uploaded Videos	More than 400 videos
Total Subscribers	More than 44,000
Total Views	More than 11 Million
Total Watch time	More than 15,890,000 minutes
Average View Duration in Min	1:2 minutes
Channel Location	Pakistan
Channel Type	Interior Designs
Account created	October 8, 2016
Estimated Monthly Earning	500 US dollars
Estimated Yearly Earning	6000 US dollars
Total Number of Likes	More than 37,591
Total Number of Dislikes	4,100
Number of Comments	900+
Number of Shares	78700+

Table 2. My One Year Channel report

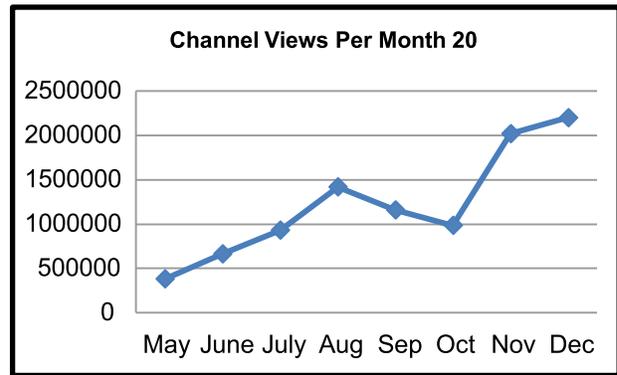


Fig.1. Monthly views

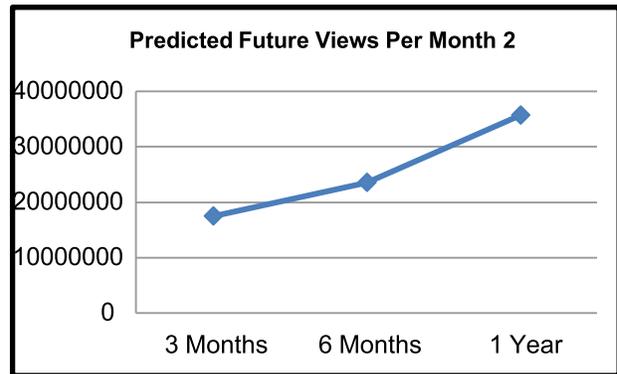


Fig.2. Predicted views

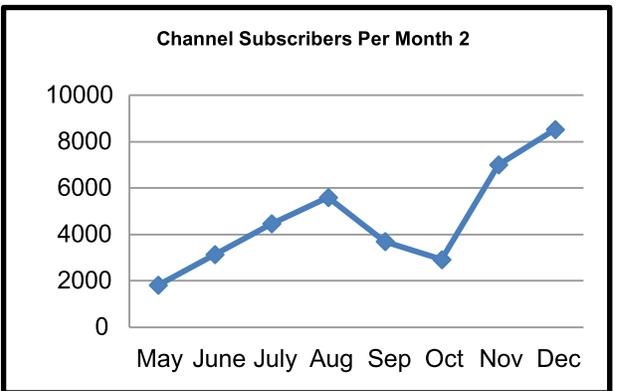


Fig.3. Monthly Subscribers

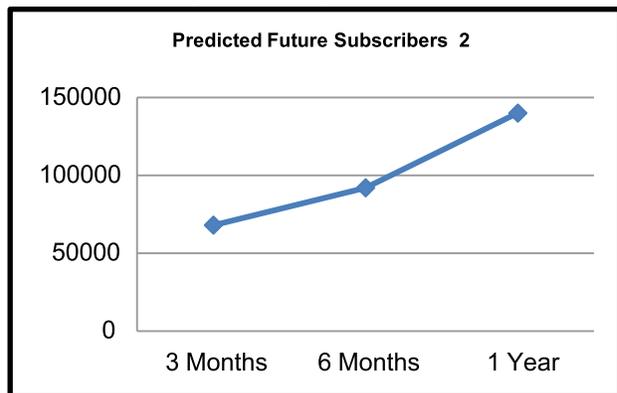


Fig.4. Predicted Subscribers

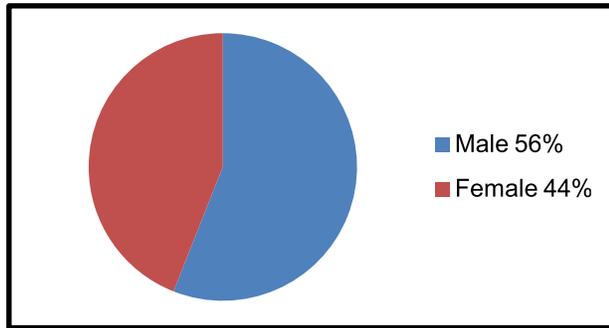


Fig.5. Gender views

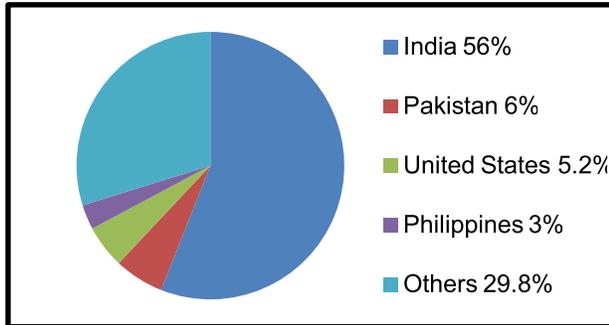


Fig.6. Top Geographies Watch Time

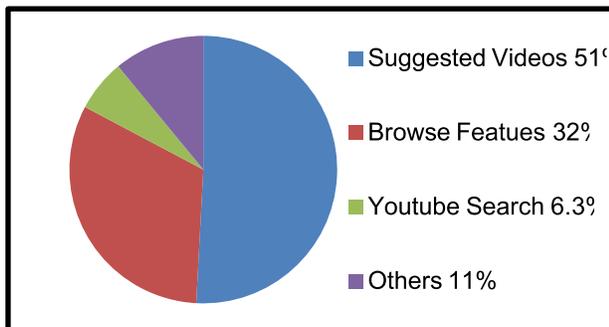


Fig.7. Traffic Sources Watch Time

Top 10 Videos (Oct 2016-Jan 2018)	Watchtime (Minutes)	Video Views	Estimated Revenue
1	1,882,767+	1,530,250+	\$ 561.75
2	1,898,044+	2,268,70+	\$ 516.85
3	1,380,302+	383,385+	\$ 978.28
4	1,298,141+	990,903+	\$ 419.64
5	795,289+	388,161+	\$ 189.33
6	584,193+	561,550+	\$ 149.28
7	492,278+	393,899+	\$ 130.11
8	309,072+	79,697+	\$ 169.48
9	274,784+	129,184+	\$ 69.21
10	296,999+	259,513+	\$ 64.72

Table3. Earnings of Top Videos

IV. Conclusion

The actual illusion behind handsome YouTube earning is being consistent in uploading videos. In today's world, thousands of peoples use YouTube as a full-time job and get the handsome amount from it. The results show that after one and a half year effort the channel is in the position that it can be used as a full-time job and can bear the expenses of a complete family.

V. References

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