

Module 6 – Sharing, Publishing & Growing with Intention

In this module, you move beyond creating your video and into the next stage: **sharing it with the world**.

Publishing isn't the finish line — it's the beginning of how platforms and audiences respond to your work. This module shows you how to upload, optimise, and promote your videos in a way that feels intentional, sustainable, and aligned with long-term growth.

Why YouTube matters (even if it's not your main platform)

Even if you plan to focus on social media, YouTube plays a unique role in visibility.

A YouTube channel:

- supports long-term discovery
- builds authority over time
- improves search visibility
- gives your content a longer lifespan

You don't need to “be a YouTuber” to benefit from YouTube. You just need a clean, intentional setup.

Setting up your channel the right way

In this module, you walk through:

- creating a Google account
- setting up your channel
- choosing a channel name and handle
- adding visuals, descriptions, and links

You also learn why security, permissions, and basic settings matter — especially early on.

A clean setup builds trust with both viewers and the platform.

Uploading with confidence (not pressure)

Before publishing, you'll learn a simple habit that protects your work:

- upload videos as **private or unlisted first**
- review settings calmly
- publish only when everything feels ready

This removes rush and reduces mistakes.

You'll also see how consistency between:

- file names
- titles
- descriptions

helps platforms understand your content more clearly.

Thumbnails, descriptions, and clarity

You don't need clever tricks — you need clarity.

This module shows you how to:

- create simple, effective thumbnails
- write clear descriptions (with AI support if you choose)
- use pinned comments to guide engagement

Small details make a big difference in how your videos are perceived.

What really drives growth (and what doesn't)

Platforms don't reward perfection. They respond to signals:

- clicks
- watch time
- engagement

You'll learn how these signals work together — and why clarity and consistency matter far more than chasing trends or viral moments.

Growth comes from habits, not hacks.

Promotion as a process, not a push

Promotion doesn't mean shouting louder.

In this module, you'll see how:

- playlists
- linking related videos
- early engagement
- repeatable routines

help your content find the right audience naturally over time.

Staying grounded with analytics

Analytics are tools, not judgments.

You'll learn:

- what to pay attention to
- what to ignore early on
- how to spot patterns without pressure

Improvement comes from reflection, not obsession.

Put this into practice

Use the **Module 6 Practice Sheet** to:

- follow a clean upload checklist
- optimise calmly
- build a repeatable post-publishing routine

The goal isn't fast growth.

It's **steady, sustainable progress**.

Once you understand how publishing works, you're ready to step back, reflect, and think long-term — which is exactly what the final module is about.