

Best Practices For

Made For Kids



YouTube Shorts



More Opportunities for Quality

With Shorts having grown to **50B views a month** and over **2B monthly logged-in users**, there are now more ways than ever to reach viewers with incredible, high-quality content!



EDUCATION

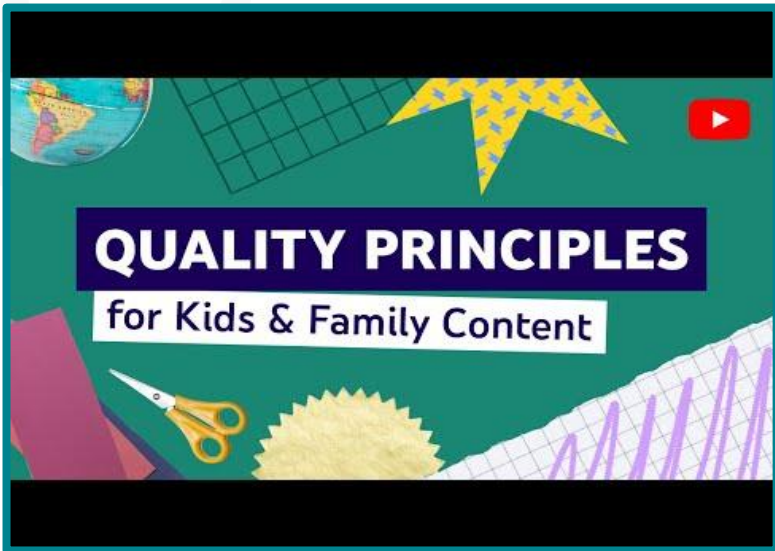
Best Practices for Creating High-Quality Made For Kids Shorts



What Makes A Great Made For Kids Short?

Just like the families and young viewers you create for, **Made For Kids YouTube Shorts** are super **unique**. In partnership with child development experts, we've published a **set of quality principles** to help guide your content development. These have inspired seven Shorts best practices to support you in creating the best videos you can for this unique audience!





1 | Short Form, High Quality

As with longform Made For Kids content, it's vital to keep our **YouTube Quality Principles** at the heart of what you create.

Let's take a moment to review those principles. (For even more on these principles including how they may affect channel performance, please visit [this page](#) on our Help Center or check out the video on the left!)



High Quality Principles

Shorts might come in a smaller package, but they still have a BIG impact. Kids learn from everything they watch, including short-form video. And our High Quality Principles are just as relevant, inspirational, and necessary to incorporate in your Shorts.



Being a good person

Children learn and imitate what they seen onscreen. So consider ways to model positive, helping behaviors and demonstrate character strengths such as gratitude, wisdom, and friendship!



Creativity, play, and a sense of imagination

Teach viewers to see new possibilities for their world and themselves! Content can foster these abilities in countless ways ranging from teaching soccer tricks, to telling stories set in imaginary worlds, or creating arts and crafts.



Diversity, equity, and inclusion

Viewers come to your videos with an array of backgrounds, resources, and abilities. Think about how aspects of your content – such as diverse casts and messages that encourage equity and inclusion – can make all viewers feel included and welcome.

Spark children's natural curiosity! Think about engaging viewers by asking questions; featuring DIY science experiments, nature scavenger hunts, or sing-alongs; and incorporating tools such as repetition, rhymes, and mnemonics to help young minds understand and absorb information.



Learning and inspiring curiosity

Connect your content with what's relevant to children: their interests and identities, their abilities and experiences. For instance, content for families with very young children could focus on issues such as learning to share, while content for older kids could focus on issues such as getting good grades.



Interaction with real world issues



Low Quality Principles

It is just as important to avoid these low quality characteristics when it comes to Shorts. Use your limited time wisely: If your storytelling requires more space to develop your narrative and/or characters, or deliver on what is promised in your title, consider a longer-form video.

Use Shorts only when it works for your creative concept, and consider what your audience will take away after they watch.



Heavily commercial or promotional

Avoid Shorts that focus on promoting brands and logos, or feature excessive consumerism. For instance, although toys and other consumer goods can be a part of high-quality Shorts, such content should also provide new perspectives, experiences, or educational elements.



Deceptively educational

Avoid misrepresenting the educational value of your content. To make sure it really can have a learning impact, be sure it includes clear, meaningful guidance and explanations, and is tailored to young viewers' cognitive abilities.



Sensational or misleading

Young viewers can be especially impressionable and trusting. That's why it's so important to ensure that Made For Kids Shorts avoid trying to shock or deceive viewers, and to never mislead audiences on the veracity of information (e.g., presenting things as facts that are untrue or purely opinion-based).

Be sure your content encourages positive, prosocial behavior and attitudes. Negative behaviors or attitudes may range from unhealthy eating habits, to disrespecting or lying to parents, to performing dangerous stunts, to doing hurtful pranks.



Encouraging negative behaviors or attitudes

Take care to ensure your content is comprehensible for young viewers. You can think of incomprehensibility as having two causes: creative (i.e., it "feels random/pointless," lacks a cohesive narrative, etc.) and technical (i.e., poor audio and visual quality, too many rapid cuts, etc.).



Hinders comprehension

Never depict children's characters in objectionable situations. Such scenarios can include (but aren't limited to) those that are violent, lewd, sexual, repulsive, or otherwise objectionable. This content may also be in violation of our [Community Guidelines](#) and can be removed with a strike penalty.



Strange use of children's characters

2 | A Pleasant Pace

- **A solid start.** Families have lots of content choices, so make sure your Shorts begin in a welcoming, engaging way that offers any necessary context and sets the scene for what the Short will be about.
- **A tempo for the whole family.** Remember that younger members of the family consume media and knowledge at a slower pace than grown-up viewers. To ensure these viewers can enjoy your Shorts along with the rest of their family, avoid having overly “hyper” visuals or too many cuts per second, and consider repeating important information.
- **You can do a lot in 60 seconds!** So take the time you need to tell your story well and reach your learning objectives. You can also consider ways to make your Shorts a more contained, packaged experience for viewers by, say, adding an outro that lets viewers take a moment before their next Short plays.



Chiku Saves a Spot |
ChuChuTV Storytime for Kids





3 Tips for Kids to Help Earth 🌍❤️ |
Cool School

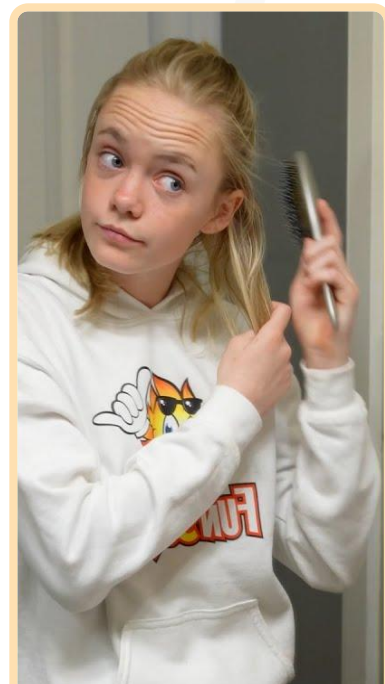
3 | Standalone Shorts

- **Quick takeaways.** Everyone loves discovering memorable concepts, facts, or stories about the world. Kids will take something away from every video they watch, regardless of video length! So even though Shorts are... short, think about how you can incorporate fascinating and positive takeaways for your audience.
- **Remember the casual viewer.** Some viewers might be coming across your content or channel for the very first time. That's why...
- **Self-contained storylines increase accessibility.** So be intentional if you choose to create Shorts based on existing longform content, and try to make sure viewers don't need to have seen your previous content to enjoy your Shorts!



4 | Little Moments, Big Memories

- **Highlight shared experiences.** Referencing everyday, relatable moments can help families and young viewers connect with you and say **“I thought it was just me - but it wasn’t!”**
- **LOLs and ABCs.** For young viewers especially, seeing their experiences and uniqueness reflected in a video increases the likelihood of learning from that video.
- **Worth a thousand words.** Get creative with how you present these moments! For instance, brainstorm how you might bring them to life as comedy skits, story times, or something else entirely. Check out the example on the right, which dramatizes the quirks of sibling relationships in a quick and hilarious way!



Jazzy's Life Narrator | Kids Fun TV





5 | Show, Don't Tell

- **Let the visuals tell the story.** It might not always be possible, but in general try to focus on making your visuals so compelling and clear that the Short could be understood even without audio.
- **Effects in focus.** While special visual effects can be terrific additions, be sure to use them only when they're relevant to the main content of the video, not for their own sake.
- **Remember your young viewers.** Some viewers watching with their families may not be able to read yet – another reason not to rely too heavily on text. (And as an added bonus, language-agnostic content can have broader reach, too.)



6 | New Experiences

- **Reuse responsibly.** If you reuse your content for Shorts, focus on ways to create Shorts that are still standalone pieces of content. A good example can be seen on the right, which repurposes a beloved song from Mother Goose Club usually seen in longer videos into its own, standalone Short.
- **Be extra.** One other way to “reuse responsibly” is to add extra context in your Shorts that bring new perspectives to old clips and give your fans a reason to re-watch.



Rainbow, Rainbow | Mother Goose Club





Draw The Very Hungry Caterpillar
Easy! Bri Reads

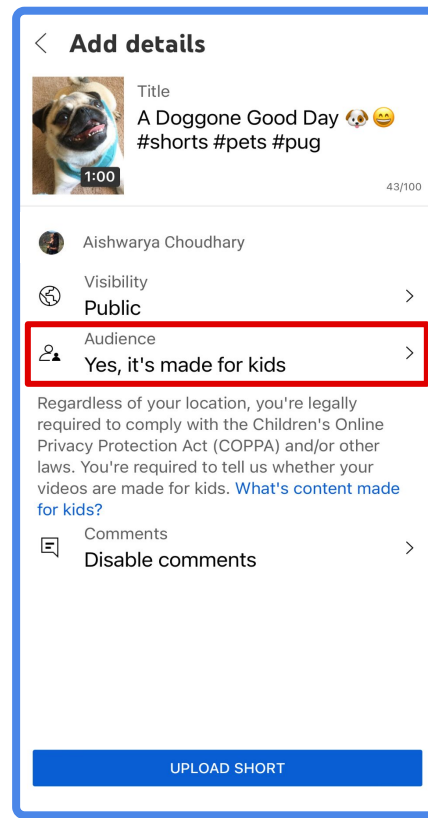
7 | Build Content Connections

- **Lean into consistency.** Think about the connection between your longform and short-form content. Is there a consistent flavor, tone, or topic among your videos? Are they supporting the same learning objective? Also think about links between your different Shorts: Do they share themes, characters, etc.?
- **Complement your content strategy.** Shorts can also be powerfully *complementary* to your typical content. Check out the wonderful example on the left. Creator Bri Reads' longform content typically focuses on reading and singing stories to her young viewers. In this Short, she offers something those viewers would likely also love: a quick lesson on how to draw the protagonist of beloved picture book classic *The Very Hungry Caterpillar*.



And Remember...

when it's time to upload **always be sure to designate your Shorts as Made For Kids!**



FEATURES

LET'S TALK TOOLS

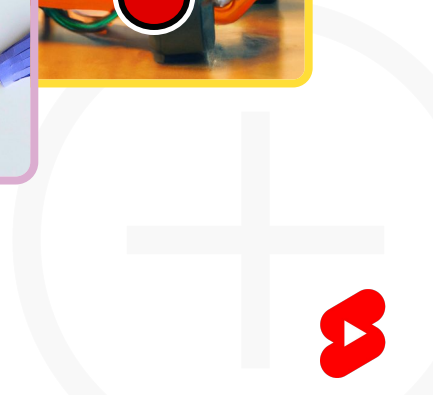


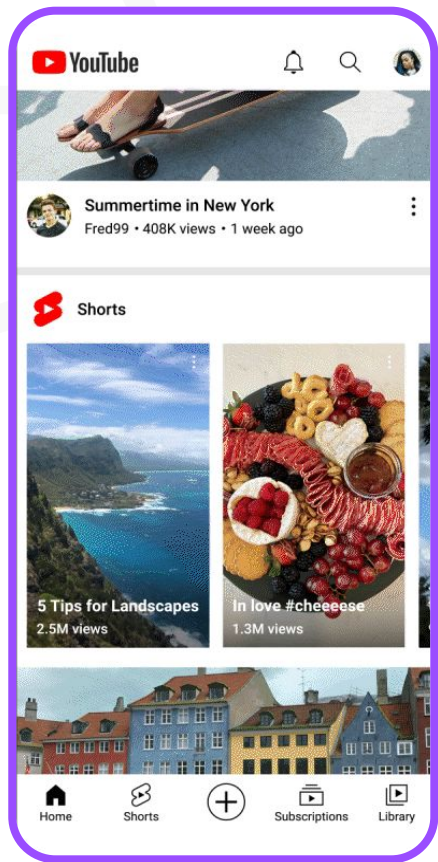
What Is a YouTube Short?

On a technical level? A YouTube Short is a **vertical video (i.e., “portrait” style, not “landscape”), no longer than 60 seconds.**

In a bigger sense, a YouTube Short is **an amazing way for anyone to connect with a new audience** using just a smartphone and the Shorts camera in the YouTube app!

(PS - If you prefer to make your videos on a device other than a smartphone, [that works, too!](#))





MOBILE CREATION

Shoot Your Shot

Start

To get started, tap the Create (+) icon at the bottom center of the home page on the YouTube mobile app. From there, select the "Create a Short" title on the create submenu.

Create

This is where the fun really begins! In the Shorts Camera, you can shoot up to 60 seconds of content and access fun tools.



MOBILE CREATION

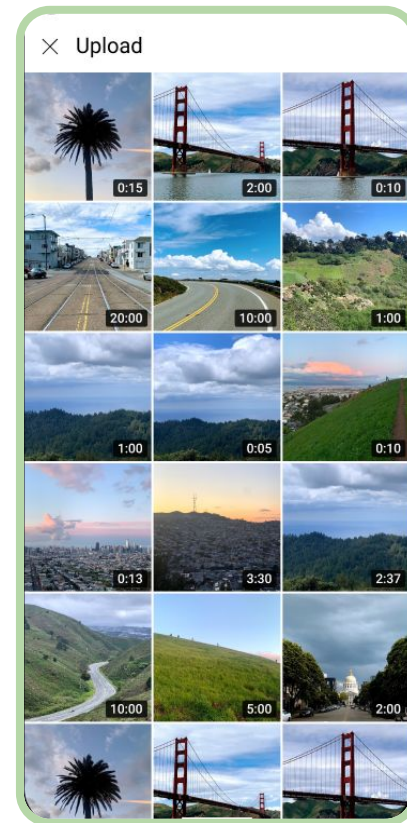
Pulling From The Past

Import Segments & Record

Got videos you recorded outside of the Shorts camera? You can upload and edit them within the YouTube app to create a Short. In the Shorts camera, click the bottom left corner to access your video library, choose a clip, trim if needed, and you'll be directed back to the camera to shoot or add another video from your camera roll. After you're satisfied with your footage, you can add finishing touches like sounds or text, and share it with the world!

Save Multiple Drafts

In a creative mood but want to post your video another time? Just hit "X" in the top left of the Shorts camera to save your work-in-progress by tapping "Save and exit." If you've made additional changes after recording or adding segments such as adding text or music, you can hit the back arrow button on the top left and tap "Save and exit." You can now save multiple drafts on your device, so let that creation flow when inspiration hits!



MOBILE CREATION

Picking Your Audio

Add a Sound

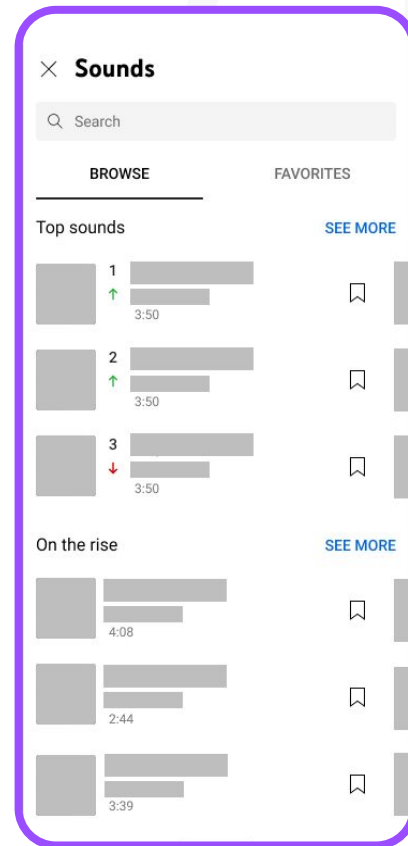
To add audio to your short, click “add sound” in the top center of the Shorts camera. From there, you can choose a sound and pick the section that you want to include in your video. If you want to adjust the volume, you’ll need to click “volume” while in the Shorts editor and drag the lever until it’s where you wanted it!

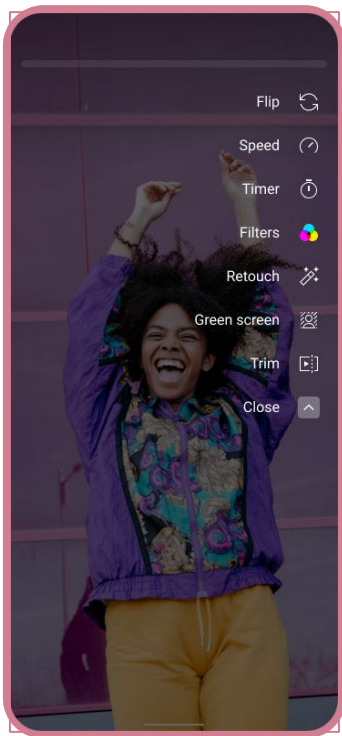
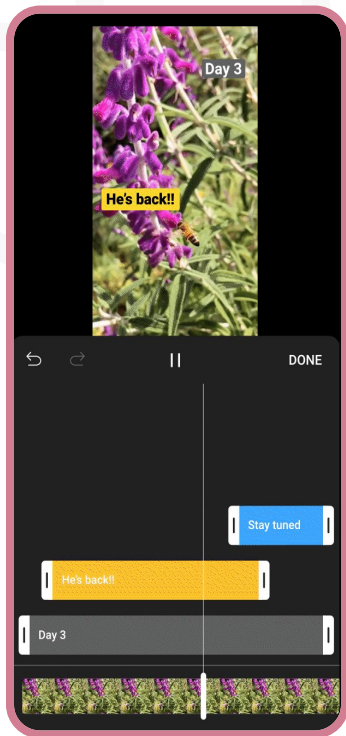
Find It In-Feed

Hear something you like while you’re scrolling through your Shorts feed? You can use it in the moment, or you can tap the audio and save it to your favorites, where you can find it in the favorites tab later on.

Family Quality

Remember, always ensure all sounds you use are family-friendly, and keep in mind that audio that hinders comprehension (too soft, too busy, etc.) is not good for kids.





MOBILE CREATION

Get Creative With Exciting Features

Change Speed

Want to speed it up or slow it down? Tap the speed icon, select the speed of your choosing, and begin recording.

Set Timer

No cameraman? No problem. You can now film hands-free by tapping the timer button and picking a countdown length.

Add Text

Whether you're looking to add subtitles, commentary, or funny captions, you can do so with our text editor.

Align Your Frames

Looking to create the perfect transition? The Align tool allows you to align the subject from the last frame into the new one!



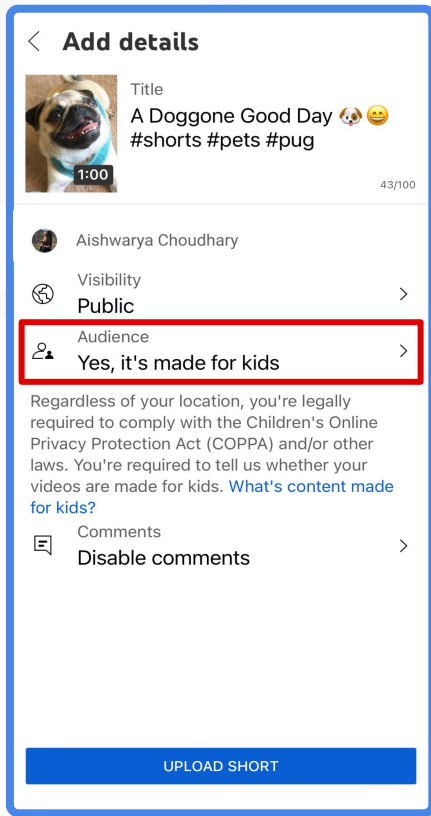
MOBILE CREATION

Spice Up Your Story With Green Screen

Unique visuals are a great way to infuse personality into your content, so whether you're looking to drop yourself into outer space or the Jurassic era, the Green Screen tool is here to help!

To use the tool, open the Shorts Camera and click the Green Screen icon to the right of the screen. There, you can pick a photo or video from your camera roll to use in the background of your Short. Just press record, and work your magic!





MOBILE CREATION

The Finishing Touches

Titles & Hashtags

Before posting, think up a title that provides important context, addresses the viewers, or adds humor to your content. Though it's not necessary, you can also add related hashtags to the end of your title - we recommend using #Shorts, which helps our system recommend your Shorts across YouTube. (Just make sure your tags are reflective of the content, and always steer clear of [keyword stuffing](#).)

On Tags & Descriptions

Video tags (not Hashtags!) are NOT a major factor in our search and discovery systems, but rather a helpful tool if your content or channel name is misspelled by people searching for it. (In other words, you could include common misspellings in your tags.) Descriptions allow you to provide more information about a Short, but they're also less important to Shorts viewers than the video title and opening, so focus your energy there.

The Right Audience

As with longform content, remember to set your content as Made For Kids!



EDUCATION

ANALYTICS



BEST PRACTICES

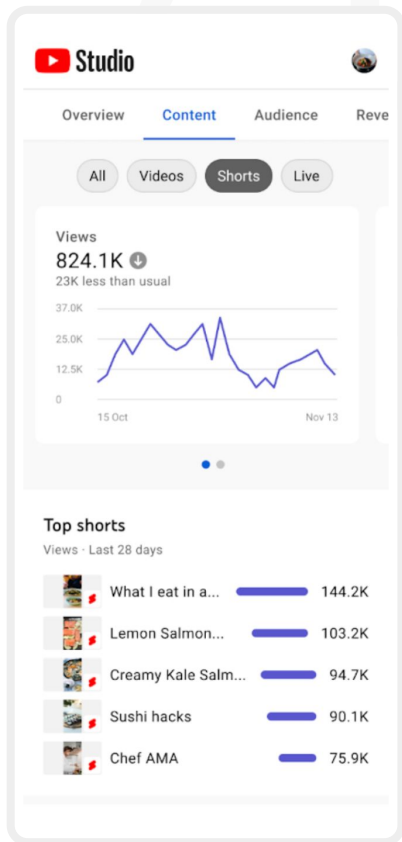
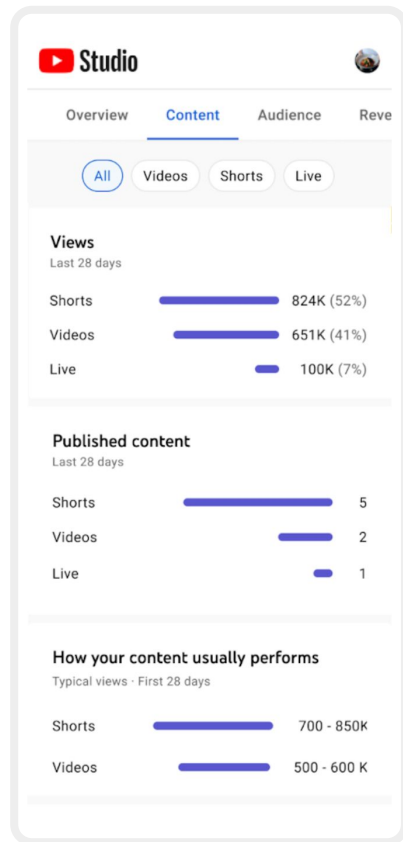
Review The Data

YouTube Analytics now has Shorts data breaking down key metrics driving performance!

In YouTube Studio, you'll be able to look at your content performance broken down by format type, whether that be VOD, Shorts, or Live.

All: Here you'll be able to see an overview of all formats, highlighting the percentage of views coming from each format, number of uploads of each format, typical views by each format, etc.

Shorts: In the Shorts specific tab, you can dive deeper into Shorts performance.



BEST PRACTICES

Diving Into The Data

Zoom Out

Shorts performance may feel more volatile than your typical longform uploads; Trends can be hot for a few days and then fall off. When looking at your own analytics, try expanding the date range from 28 days to 90 days to see how that changes your perspective of recent performance.

Consider Outliers

Similarly, you want to identify outliers in performance as just that, outliers. Have a Short that viewers love? Look into what made it resonate with fans but avoid judging your next upload against a viral hit.

Banana for Scale

Compare apples to apples and bananas to bananas. Different formats will have different audience appeals and, as a result, varying performance. When looking at channel performance, be sure to drill down to the video level and avoid comparisons between longform and Shorts performance.

