

FREQUENTLY ASKED QUESTIONS

DIGITAL WEBINAR – YOUTUBE FOR TOURISM BUSINESSES

This webinar was delivered as part of Tourism NI's Tourism Enterprise Development (TED) Programme by our expert speaker Michelle Connolly, from Profile Tree. Following the session Michelle kindly provided responses to a number of questions received during the webinar. Please find responses below.

Questions and Responses

1. How to make content accessible and have closed captions / subtitles on YouTube?

If you have never done this before it is worth checking out YouTube Help which will walk you through the process step by step:

If you are familiar with YouTube studio you will find the subtitles setting on the left hand side menu:

Use automatic captioning

Captions are a great way to make content accessible for viewers. YouTube can use speech recognition technology to automatically create captions for your videos.

Note: These automatic captions are generated by machine learning algorithms, so the quality of the captions may vary. We encourage creators to provide professional captions first. YouTube is constantly improving its speech recognition technology. However, automatic captions might misrepresent the spoken content due to mispronunciations, accents, dialects or background noise. You should always review automatic captions and edit any parts that haven't been properly transcribed.

[Automatic captions on videos on demand](#)



[Automatic captions on live stream videos](#)



Automatic captioning advanced settings

[Potentially inappropriate words in automatic captions](#)



Studio 54 2.9K 60m 48h

Channel content **Video details** UNDO CHANGES SAVE

Your video
Oxford Island | Lough Neagh | Free T...

- Details
- Analytics
- Editor
- Comments
- Subtitles**
- Monetization
- Competitors
- Trend Alerts
- Settings
- Send feedback

Title (required)
Oxford Island | Lough Neagh | Free Things to Do in Northern Ireland | Nature Reserve | Craigavon 96/100

Description
Oxford Island | Lough Neagh | Free Things to Do in Northern Ireland | Nature Reserve

The wonderful Oxford Island is located South-East of Lough Neagh, County Armagh. The nature reserve is owned and managed by Armagh City, Banbridge & Craigavon Council. At Oxford Island, much of the area is designated as a National Nature Reserve due to the diversity and local importance of habitats.

At Oxford Island, you will find reed beds, open water, wildlife ponds, forests and wildflower meadows.

Oxford Island is a great place to bring the family for a day out in Northern Ireland. It has a range of choices for activities including a network of all access walking trails, bird watching hides, the Lough Neagh Discovery Centre, Kinnego Marina and the Kinnego Bushcraft Centre.

In 1846 the water level of Lough Neagh was lowered and Oxford island became a peninsula and since the 1960s thousands of mixed woodland trees have been planted to allow the area to grow naturally and create habitats for the diverse wildlife around Lough Neagh.

A day at Oxford Island is surely not to be missed, a great family day out to learn all about the diverse nature in wildlife and woodland and immerse yourself in stunning surroundings on walking trails, by bird watching, or just for a picnic. There's plenty to see and do around Oxford Island.

During the Summer season, Oxford Island is open Monday to Sunday from 9am to around 9pm. In

Video link: <https://youtu.be/FKHDDpsjxJY>

Filename: Oxford Island.mp4

Video quality: 1080p

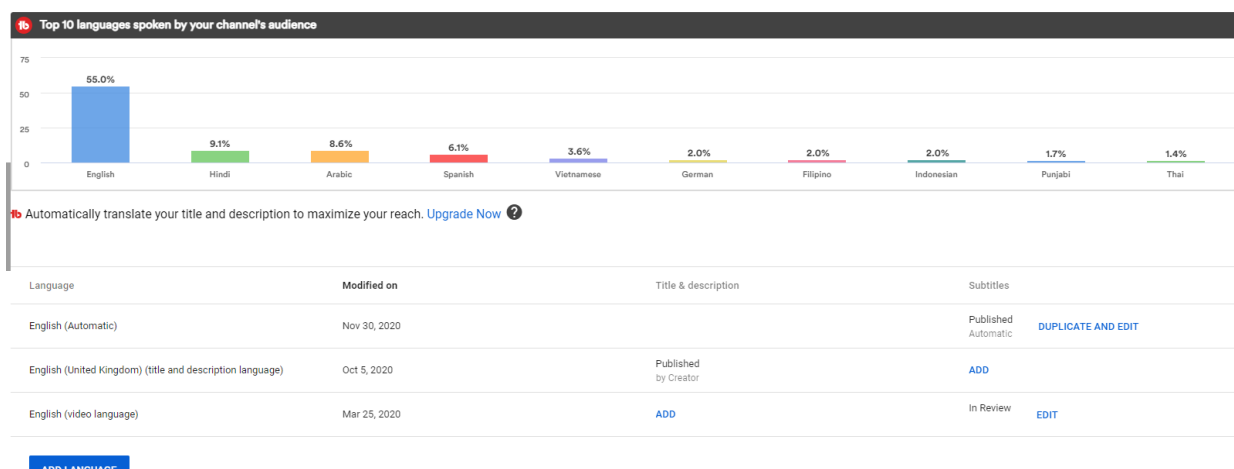
What search term do you want to rank for?
Add your key search term
[Preview in search results](#)

Best time to publish on your channel (GMT)

Upgrade to vidIQ Pro to see your best times to publish
[Upgrade Now](#)

Once accessed you can add and edit captions in your settings. YouTube will auto generate these so there may be some editing required to ensure they make sense.

Video subtitles



2. Is YouTube best for hosting video content created on filmora or imovie or other video editing apps to create engagement?

Yes YouTube is excellent as it will host your content for free but it also allows for your business to be found in Google search. It gives people the opportunity to like, comment and share and you can also embed the content from YouTube into your website.

There are other hosting platforms like Vimeo - this is a paid platform, there are different payment levels depending on the volume of data that you are hosting there. It also has advantages but won't be as good for search discoverability or engagement.

3. Is there a way to grab an .srt file from YouTube to use on other social platforms?

You can download an srt. File from the subtitles section. You can then use this file to add subtitles in other editing softwares or video platforms.

4. Should you post the link to a YouTube video on Facebook and Twitter or better to post natively? Is that different to adding other videos to your playlist?

It is always better to upload to social media natively if you can as it will get more engagement.

Adding videos to a playlist on YouTube is slightly different. Uploading videos to a playlist or creating new playlists is an important SEO element on YouTube as this allows your videos to be found in a playlist search which is slightly different to individual video search. Playlist can be made up of all your own videos or can be a mixture of your own and other videos that you think people will enjoy.

5. Can YouTube videos with captions added then be used on Facebook somehow?

If you download the srt. File and add the subtitles in the editing process you can then add this to Facebook. However if you add a video natively to Facebook you will be given the option to add automatic subtitles just like YouTube so this is a great feature. Again proceed with caution and edit these as necessary.

6. If I have very short videos i.e. 15 seconds on my fb page should I bother with adding them to YouTube?

I would use these short videos to create a montage on YouTube or use them in YouTube stories which is very similar to Facebook/Instagram stories.

7. Is it legal to add user generated content to YouTube?

This will depend on the permissions that you have for usage. You must seek permission to use content that belongs to someone else. I would always advise getting this in writing and get clear guidelines for usage.

*Delivered as part of the Tourism Enterprise Development (TED) Programme
on behalf of Tourism NI by:*

