



YouTube

FOR HEALTHCARE
PROFESSIONALS

THE POWER OF SOCIAL MEDIA

- Personal Branding
- Advertising
- Public Education

DESCRIBE THREE BENEFITS YOU SEE IN STARTING A YOUTUBE CHANNEL:

YOUTUBE VS OTHER SOCIAL PLATFORMS

- Search Engine
- Evergreen Content
- Local-Global Reach
- Psychology of Video
- Generate Income

WHAT WILL YOU OUTSOURCE?

HOW TO START

- Setting up channel
- Basics of Video Planning, shooting, editing
- Posting
- Basic strategy

WHAT EQUIPMENT/PROGRAMS WILL YOU NEED TO START?



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SETTING UP ADS

- YT Ads for Marketing

HOW TO GENERATE INCOME

- Adsense Program Requirements
- Affiliates/ Products/ Merch

LIABILITY CONCERNS

- Legal Risks
- Medical Advice Disclaimer
- Responding to Comments Safely
- Liability Insurance

LIST 10 VIDEO IDEAS:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

WHAT ARE SOME STRATEGIES YOU CAN IMPLEMENT?

HOW WILL YOU GENERATE INCOME W/YT?

NOTES:
