

# YouTube

YouTube is a multimedia service where users can upload and share videos.



TIME OF DAY  
**Anytime**

DAY OF WEEK  
**Any Day**



FREQUENCY  
**Monthly**

The screenshot shows three video results from YouTube:

- Illinois Where Fresh Is, Watermelon & Peaches** by ILDeptofAg • 10 months ago • 192 views  
Enjoy some of Illinois specialty crops like watermelon, the quintessential summertime treat and don't forget those peaches. Illinois ...
- Specialty Crops - America's Heartland: Episode 907** by americasheartland • 3 months ago • 910 views  
Reporter Rob Stewart shares some unusual crops with you on this episode. Ever wonder where those sesame seeds come from ...
- Peppermint Jim at the Illinois Specialty Growers and Organics Conference** by peppermintjim • 4 years ago • 126 views  
Peppermint Jim is a speaker at the 2010 Illinois Specialty Crops Growers and Organics Conference.

## KEY TERMS

[Uploads](#) [Channels](#) [Subscriptions](#) [Views](#)

### TIP #1

Write good descriptions; help people find you.

### TIP #2

Tell a story; make it engaging.

### TIP #3

Keep it short; less than 5 minutes.

4/5

USER FRIENDLY

2/5

POTENTIAL REACH

5/5

SEARCH OPTIMIZATION

3/5

WEBSITE TRAFFIC

2/5

CUSTOMER ENGAGEMENT

3.2

farmer score