

SET UP A YOUTUBE CHANNEL FOR YOUR MEDICAL PRACTICE OR BUSINESS

You can set up a branded YouTube Channel for your medical practice that is managed from your Google account.

1. Create a Google account. If you use Gmail or other Google services, you already have a Google account. While a personal YouTube channel is part of your Google account, your business requires a brand account.
2. Log into YouTube on a computer.
3. Go to [your channel list](#). You can see all your channels here, so previous brand accounts connected with your Gmail will appear.
 - Note: Search YouTube for potential channel names if there is a possibility that a brand channel for your practice could have been created by a different Google account.
4. Choose to create a new channel or use an existing brand account that appears on your screen.
 - Create a new channel by clicking **Create a new channel**.
 - Create a YouTube channel for a Brand Account that you already manage by choosing the **Brand Account** from the list.
 1. Note: If a Brand Account already has a channel, you can't create a new one—you'll just be switched over to that channel if you select the Brand Account from the list.
5. Complete the details to name your new channel and verify your account. Then, click **Done** to create a new brand account.
6. You can add additional managers for your brand channel by following the instructions to [change channel owners and managers](#).

Note: Follow these instructions to create a brand channel that can have multiple managers or owners.

STEPS TO FIND AN EXISTING YOUTUBE CHANNEL

It is easy to see all channels managed by your email. Simply go to your channel list when you are logged into YouTube with your email.

However, you could have used a different Google account. Or, an employee could have created a channel for your medical practice. Here are steps to find an existing YouTube channel.

1. Log into YouTube
2. Type your practice name in the search field and press **Enter**
3. Choose Filter in the upper left corner of search results, and select **Channel**.



The screenshot shows the YouTube search interface. The search bar contains 'patients unlimited marketing'. The left sidebar shows navigation options like Home, Trending, Subscriptions, Library, History, Watch later, and Liked videos. Below the sidebar, there's a 'SUBSCRIPTIONS' section with 'Patients Unlimited M...'. The main content area shows a table of search results with columns: UPLOAD DATE, TYPE, DURATION, FEATURES, and SORT BY. The 'FILTER' button is circled in blue, and the 'Channel' filter in the 'TYPE' column is also circled in blue.

UPLOAD DATE	TYPE	DURATION	FEATURES	SORT BY
Last hour	Video	Short (< 4 minutes)	Live	Relevance
Today	Channel x	Long (> 20 minutes)	4K	Upload date
This week	Playlist		HD	View count
This month	Movie		Subtitles/CC	Rating
This year	Show		Creative Commons	
			360°	
			VR180	
			3D	
			HDR	

4. Type options for channel names in search box. Variations include:
 - a. First word or two words in your practice name, i.e., Patients Unlimited
 - b. Acronym your practice uses, i.e., PUMC
 - c. Doctor's name (try each doctor's name for multiple doctors)
 - i. Note: Because the name chosen depends on availability, you may wish to try different combinations of a doctor's name. For example, Dr in front of the name, MD following the name, Middle Initial, etc.
 - d. Acronyms in other social media or unique URLs
5. Currently, there isn't a way to see the email that owns a YouTube channel. If it is active, you can try commenting on the most recent upload (owner email receives notification).
6. This underscores the importance of making sure that your practice has a Google account that owns all your social media channels, including your YouTube channel.