The Getty Presence on YouTube

[Getty Museum on YouTube](#)

Management

- Launched November 2009
- Overseen by [several staff across the Trust].

Project Plan

- Maintain currency with feature video. Add the latest, most topical video.
- May be tied in with GettyGuide featured video
- Create Playlists (with associated GettyGuide Video Gallery categories
  - Making Art
  - Touring the Collection (Artists, Works of Art, Looking at Art)
  - Exhibitions (Past Exhibitions, Current Exhibitions) Also, Future Exhibitions
  - Behind the Scenes (About the Museum)
  - Most Requested
- New video will be added every 2-4 weeks
- When possible, employ image map to promote exhibition or content on getty.edu related to featured video
- Comments enabled. Can review before live? We will monitor this to see how it goes
- Feature Friends on channel page? Yes
- Feature Favorites? Yes, for now, choose content created by other nonprofits
- Feature user-generated content on our channel (Video comment/response) Yes, with review.
- Relationship between assets between YouTube and future media gallery? TBD Commenting on YouTube is an advantage that we may want to promote on getty.edu
- Include subscribers on channel page. Note: We will not monitor the accounts that choose to subscribe to us.
- Subscribe to like nonprofit institutions

Goals

- Use YouTube as an external distribution channel/platform for delivery of Getty Museum digital media
- Increase access to the Getty Museum's rich educational interpretative material
- Utilize social media tools

- Give the Getty Museum a fresh tool/ maintain currency
  Community building (e.g. YouTube offers a method for visitors/users to comment/weigh in)
- Reach new audiences
- Drive traffic back to getty.edu
- Create an educational channel to serve numerous video requests from colleges, universities, etc.
- Make our media available to mobile devices--YouTube includes a special mobile view; getty.edu does not.