



8 LESSONS 78 MIN TOTAL

Verification

This course shows you time-saving methods to verify the authenticity and accuracy of images, videos and reports that you find in social media and elsewhere online.

Tools Used:

Google Search, YouTube, Google Chrome, Google Earth, Google Translate

LESSON 01

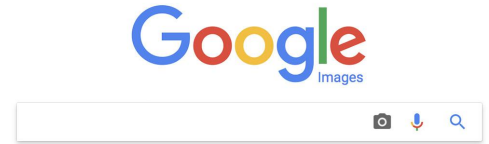
Verification: Advanced reverse image search

How to separate genuine eyewitness accounts from misattributed content.

Lesson overview

Search by image.

When newsworthy footage emerges online, numerous copies will quickly follow in the race to claim ownership and accumulate views. Reverse image search is the quickest and easiest verification step and should always be the first check you run.



For example, if you were writing a story on ivory poaching and wanted to verify a post that depicts a recent increase in orphaned baby elephants in Nairobi National Park, you could start with a reverse image search.

- 1 Uncovering your image's backstory.
- 2 Image fact-checking 101.
- 3 Multiple images and video thumbnails.
- 4 Reverse Image Search on mobile.

For more Verification lessons, visit:

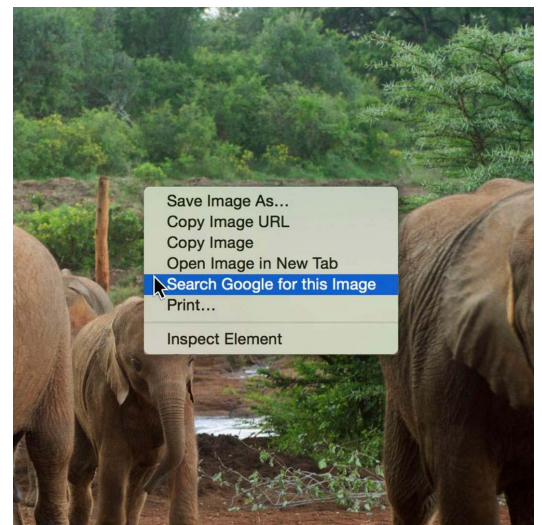
newsinitiative.withgoogle.com/training/course/verification

Uncovering your image's backstory.

Knowing all the places a photo has been used or finding images that are similar to it can help you verify its source and authenticity. There are two easy ways to learn more about images online.

STEP 1 OF 2

In Google Chrome, right click any image and select **Search Google for image**.



STEP 2 OF 2

In other browsers, go to images.google.com, click on the camera icon, and either upload the image from your computer, or input the image URL to search for it.

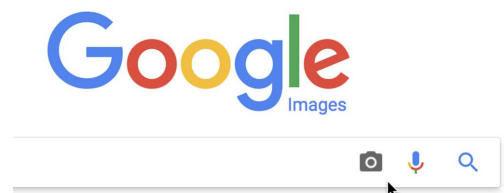
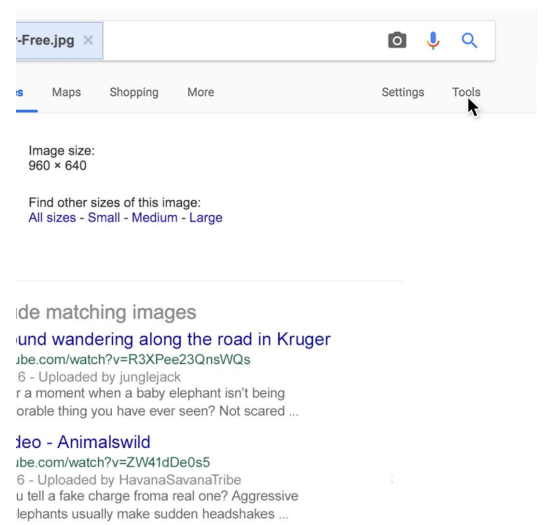


Image fact-checking 101.

Once you've searched by image, you can do some research to see when and where it's been published.

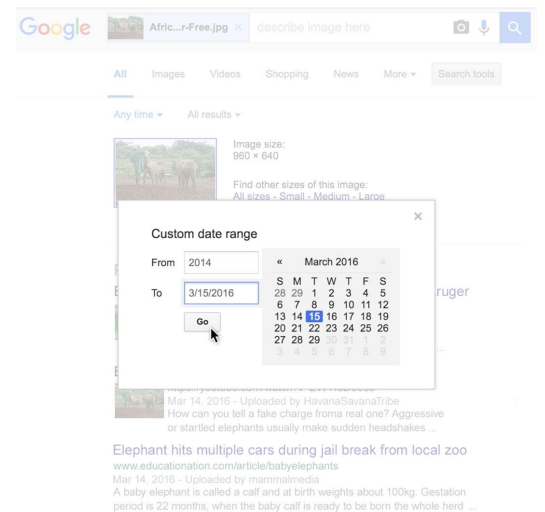
STEP 1 OF 3

To filter your results by date, click on **Tools**.



STEP 2 OF 3

Select **Time** to set your parameters, which range from the past hour to the past year to custom dates.



STEP 3 OF 3

Continue to refine your results until you find the earliest date the photo appears.

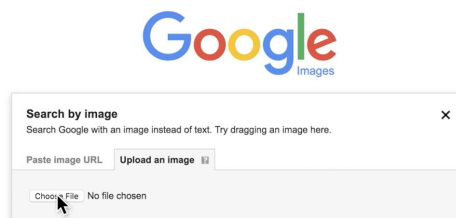
The screenshot shows a Google Images search interface. At the top, the Google logo is on the left, and the search bar contains the text 'Afric...r-Free.jpg' with a small thumbnail of an elephant and a close button. To the right of the search bar is the text 'describe image here'. Below the search bar are navigation tabs: 'All' (selected), 'Images', 'Videos', 'Shopping', 'News', and 'More'. Underneath the tabs, there are filters: 'Mar 15, 2016' (with a dropdown arrow), 'Sorted by relevance', 'All results', and 'Cl'. A mouse cursor is hovering over the date filter. Below the filters, a search result is displayed. It features a small thumbnail of an elephant in a field. To the right of the thumbnail, the text reads 'Image size: 960 x 640' and 'Find other sizes of this image: All sizes - Small - Medium - Large'. Below this result, there is a section titled 'Pages that include matching images'. It lists two results: 'Baby elephants found wandering along the road in' with a YouTube link and a thumbnail, and 'Baby Elephant Video - Animalswild' with a YouTube link and a thumbnail.

Multiple images and video thumbnails.

Many of the same images circulate after major events like natural disasters, riots and airline crashes, so finding original news reports will help to identify misattributed content.

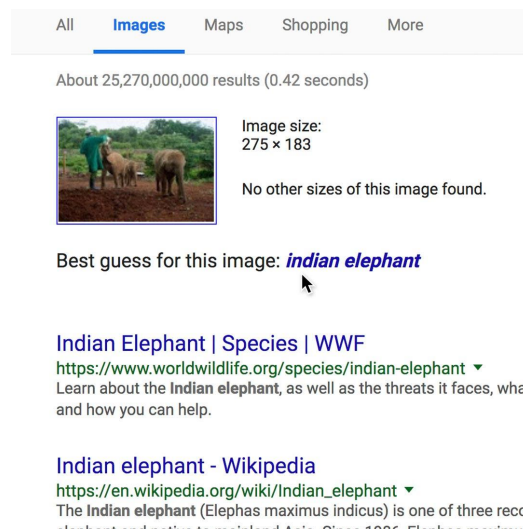
STEP 1 OF 3

If you've saved the image to your computer, click the camera icon on the Google Images homepage, select **Upload an image** and then **Choose File**.



STEP 2 OF 3

Google will suggest a **Best Guess** search term to accompany your image.



STEP 3 OF 3

Scroll down to show pages that include matching images.


When you are working to verify a video, try running a reverse image search of the video thumbnail to see if an earlier version of the same video exists online.




Report images

Pages that include matching images


Baby elephants found wandering along the road in

 <https://youtube.com/watch?v=R3XPee23QnsWQs>
Mar 14, 2016 - Uploaded by junglejack
Is there ever a moment when a baby elephant isn't be the most adorable thing you have ever seen? Not sca

Baby Elephant Video - Animalswild

 <https://youtube.com/watch?v=ZW41dDe0s5>
Mar 14, 2016 - Uploaded by HavanaSavanaTribe
How can you tell a fake charge from a real one? Aggre or startled elephants usually make sudden headshake

Elephant hits multiple cars during jail break from l

 www.educationation.com/article/babyelephants
Mar 14, 2016 - Uploaded by mammalmedia
A baby elephant is called a calf and at birth weights a period is 22 months, when the baby calf is ready to be

Reverse Image Search on mobile.

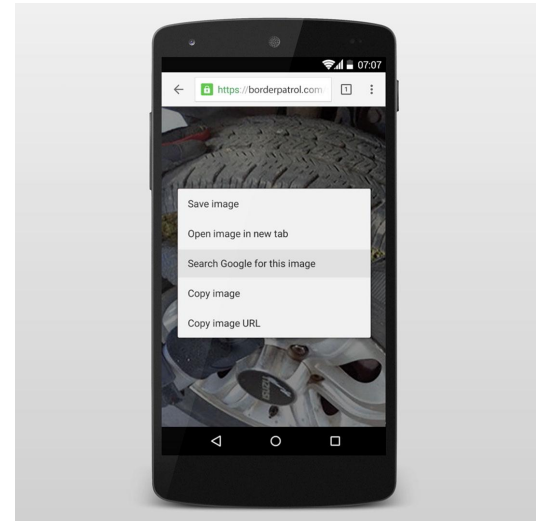
SINGLE STEP

With the Google Chrome app installed on your smartphone, you can verify on the fly.

Maybe you're in the field when you get a breaking news alert about a drug bust that you want to investigate immediately. You can perform a reverse image search right on your phone.

Press on the image until the pop-up dialog box appears, then select **Search Google For This Image**.

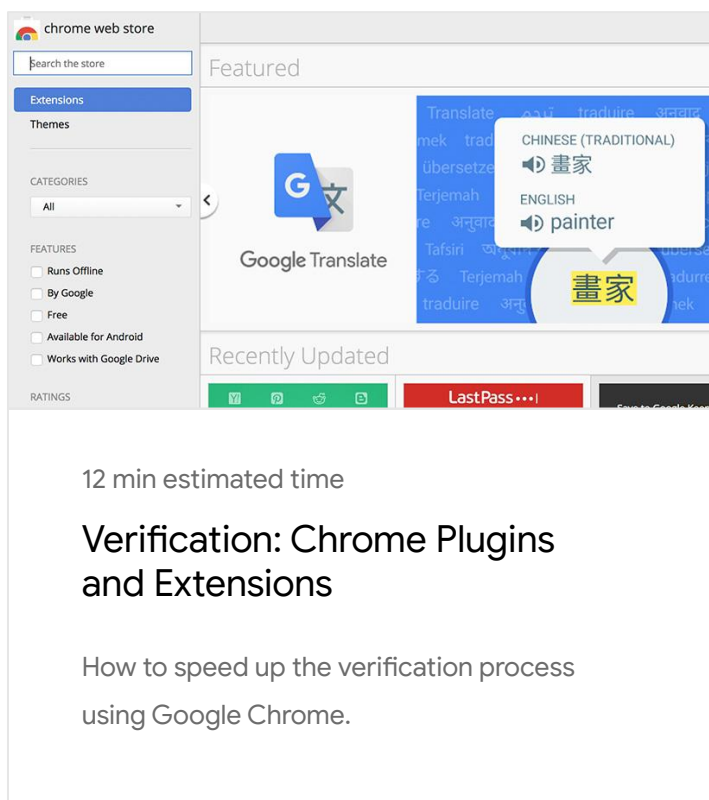
To learn more about reverse image search, check out our [FAQ video](#) on YouTube.



Congratulations!

You completed “Verification: Advanced reverse image search.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



chrome web store

Search the store

Extensions

Themes

CATEGORIES

All

FEATURES

Runs Offline

By Google

Free

Available for Android

Works with Google Drive

RATINGS

Featured

Translate

CHINESE (TRADITIONAL)

畫家

ENGLISH

painter

Google Translate

Recently Updated

12 min estimated time

Verification: Chrome Plugins and Extensions

How to speed up the verification process using Google Chrome.

For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification

LESSON 02

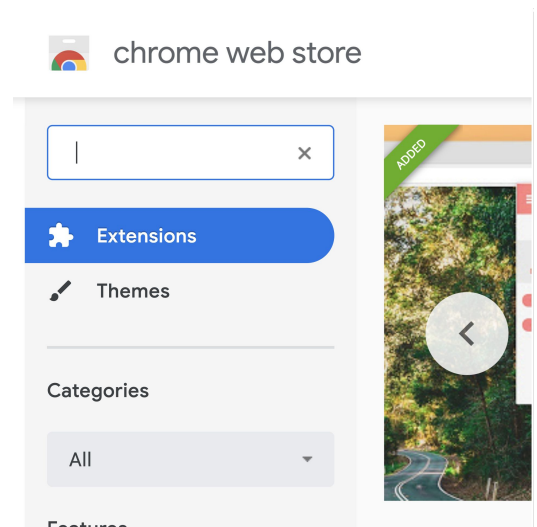
Verification: Chrome Plugins and Extensions

How to speed up the verification process using
Google Chrome.

Lesson overview

Make your browser work harder.

From terrorist propaganda to celebrity hoaxes, social media is full of manipulated or misleading content. With the right extensions installed, Google Chrome becomes a verification dashboard that helps you investigate, debunk or confirm the authenticity of a photograph or video.



- 1 Personalize your plugins and extensions.
- 2 Journalists' favorite Chrome extensions.
- 3 Use Google Translate to translate web text.
- 4 Run keyword searches across multiple platforms with Storyful.
- 5 Storyful Multisearch in action.
- 6 How to make Chrome your default browser.

For more Verification lessons, visit:

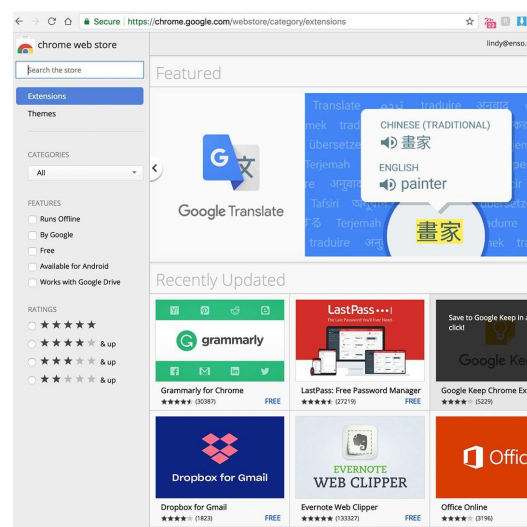
newsinitiative.withgoogle.com/training/course/verification

Personalize your plugins and extensions.

With Google Chrome, you can personalize your extensions, settings, bookmarks or themes. They'll be synced to your user account, so you can access an identical experience when you login from any device with Chrome installed. It's an invaluable tool for journalists who are always on the move.

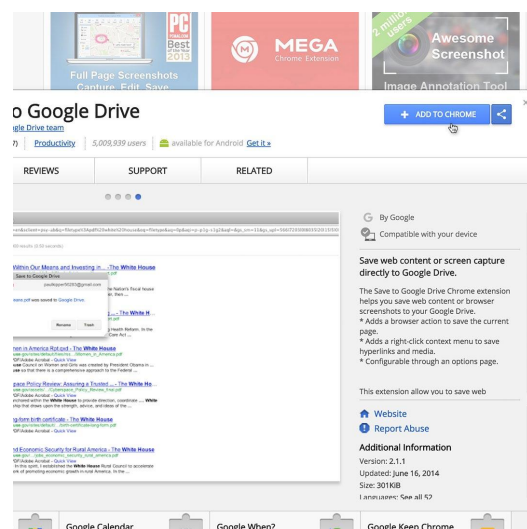
STEP 1 OF 3

To install an extension, go to the Google Chrome Web Store at chrome.google.com/webstore



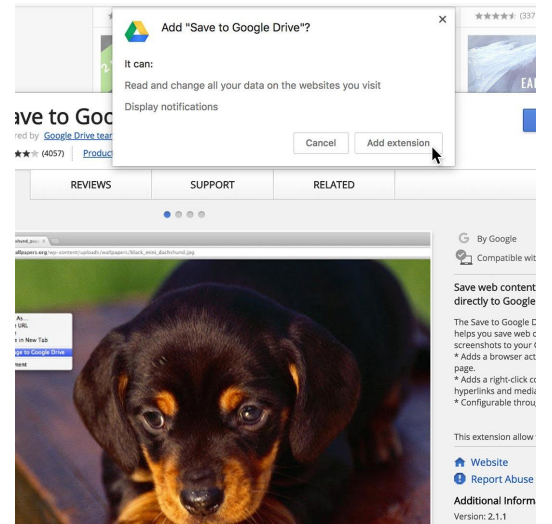
STEP 2 OF 3

Find the extension you want and click **Add to Chrome**.



STEP 3 OF 3

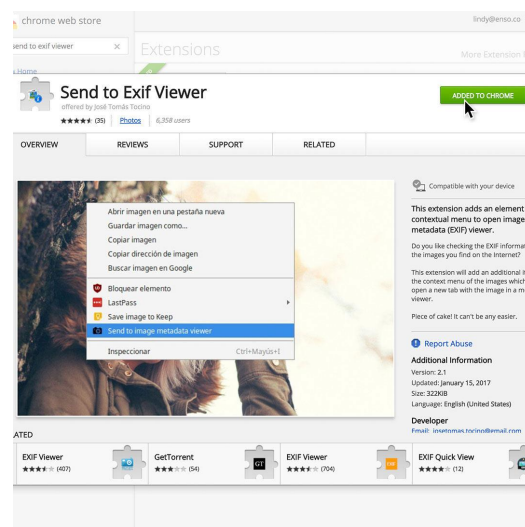
To install it, click **Add extension.**



Journalists' favorite Chrome extensions.

STEP 1 OF 2

A tool called **Send to Exif viewer** is favored for its accuracy, detail and ease of use. You can upload a photo directly to the site here or install the Chrome extension **Send to Exif viewer** for maximum efficiency.



STEP 2 OF 2

With the extension installed, you can simply right click on an image and select **Send to image metadata viewer** to see the time, date and location data of the point of capture. Since most social networks strip out EXIF data, this information may not always be available--but it's usually a good place to start.

directs here. For other uses, see *Tiger (disambiguation)* and *Tigress (disambiguation)*.

hera tigris is the largest cat species, most recognizable for its pattern stripes on reddish-orange fur with a lighter underside. The species is genus *Panthera* with the lion, leopard, jaguar, and snow leopard. It is x, primarily preying on ungulates such as deer and bovinds. It is neraly a solitary but social predator, often requiring large contiguous that support its prey requirements. This, coupled with the fact that it is one of the more densely populated places on Earth, has caused ictis with humans.

is once ranged widely across Eurasia, from the Black Sea in the west, ean in the south, and from Kolyma to Su they have lost 93% of their historic range nd Central Asia, from the islands of Java outh, and East Asia. Today, they range fr tropical mangrove swamps. The species he IUCN Red List. Major reasons for pop ilitat fragmentation and poaching. The ext es than 1,184,911 km² (457,497 sq mi), i mid-1990s. The global wild population is and 3,948 individuals, down from around th most remaining populations occurring hich about 2,000 tigers live on the Indian obal wild tiger population of approximat g the Third Asia Ministerial Conference on tiger conservation, the world's count of wild tigers has risen for the first time in a

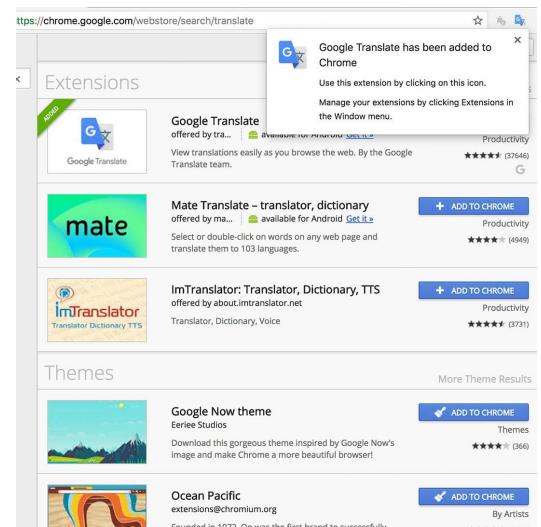
ng the most recognisable and popular of the world's charismatic tured prominently in ancient mythology and folklore, and continues to modern films and literature, appearing on many flags, coats of arms, i for sporting teams. The tiger is the national animal of Bangladesh, and South Korea.

Tiger
Temporal range: early Pleistocene–Present
Conservation status
Threatened Least Concern
(CR) (EN) (VU) (NT) (LC)
taxonomic classification
Kingdom: Animalia
Phylum: Chordata
Class: Mammalia
Order: Carnivora
Suborder: Feliformia
Family: Felidae
Genus: <i>Panthera</i>
Species: <i>P. tigris</i>
Binomial name

Use Google Translate to translate web text.

STEP 1 OF 3

Install the Google Translate Chrome extension to make translating individual words or phrases on a web page easier.



STEP 2 OF 3

Highlight any section of text in a different language.



STEP 3 OF 3

Click the icon and a pop-up box will appear, showing the identified language and suggested translation.

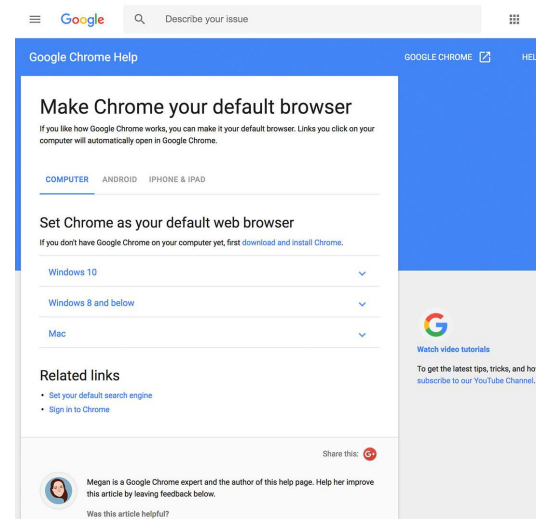


How to make Chrome your default browser.

SINGLE STEP

Once you've customized Chrome with tools and resources to empower your reporting, you might want to make it your default browser.

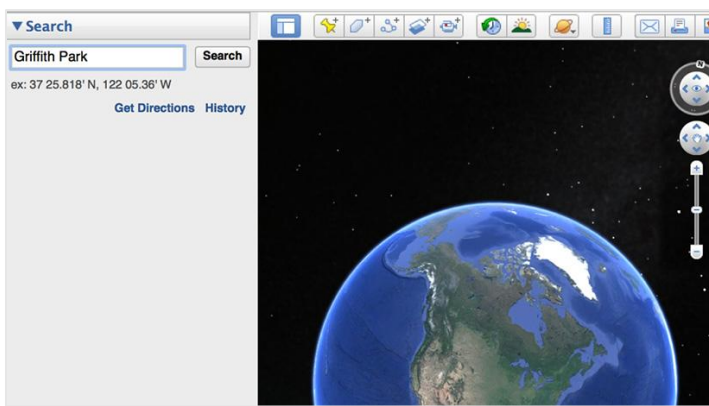
To do so, check out the Google Chrome support page, [here](#).



Congratulations!

You completed “Verification: Chrome Plugins and Extensions.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



5 min estimated time

Google Earth: Pinpoint eyewitness locations

Find out where a photo was taken and when it was uploaded.

For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification

LESSON 03

Google Earth: Pinpoint eyewitness locations

Find out where a photo was taken and when it was uploaded.

Lesson overview

Get to know Google Earth.

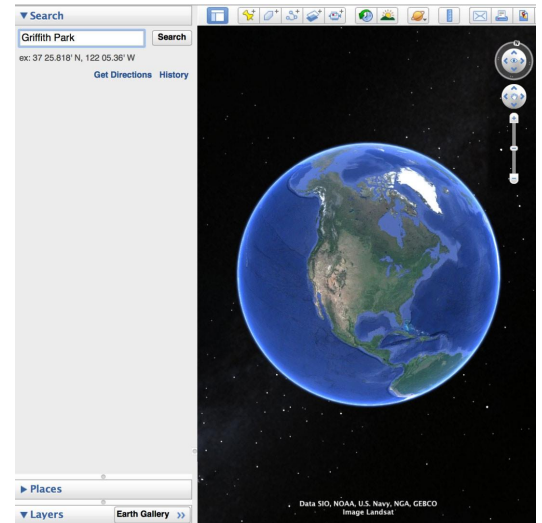
To successfully verify a photograph or video you need to confirm where it was captured, when it was captured and who captured it.

An interactive virtual globe, Google Earth can quickly help you complete the first step of establishing location.

Newsworthy images that emerge in social media often contain visual clues such as buildings or landmarks, that will help you establish the location. However, images captured in remote or rural areas present more of a challenge.

To begin your verification process, download the latest version of Google Earth:

<https://earth.google.com/>



- 1 Prepare for takeoff.
- 2 Look for visual clues.
- 3 Use layers to modify your view.
- 4 Pinpoint your location.
- 5 Examine image data.

For more Verification lessons, visit:

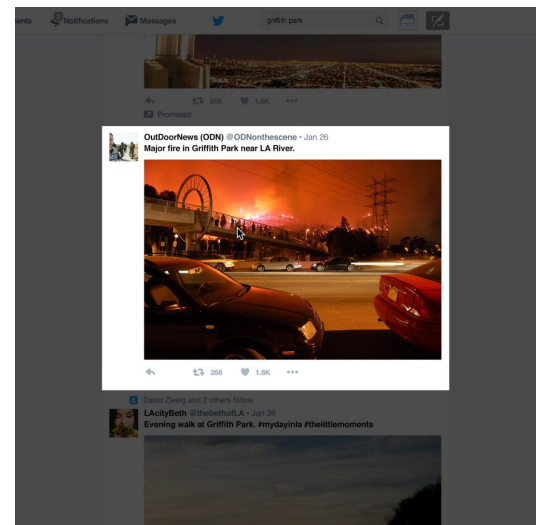
newsinitiative.withgoogle.com/training/course/verification

Prepare for takeoff.

After you've installed Google Earth, the first thing you'll want to do is "fly" to the region where you think the media in question came from. Type the name of the country, town, city or even landmark into Google Earth and it will swoop the satellite view to that location. The more specific you can be, the better.

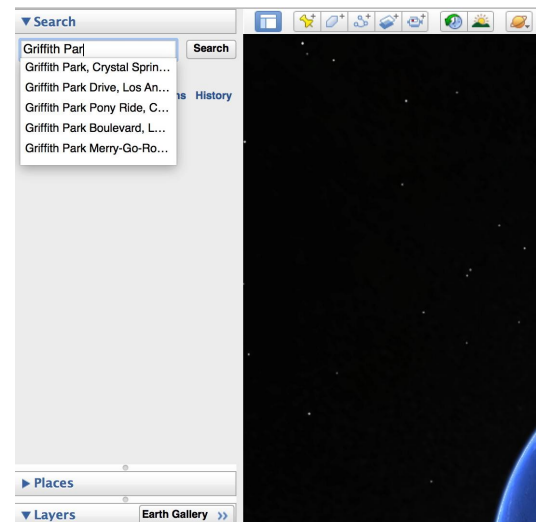
STEP 1 OF 3

Let's say you're working on a story about Southern California wildfires and found a photo on Twitter that purports to be taken in Los Angeles near Griffith Park.



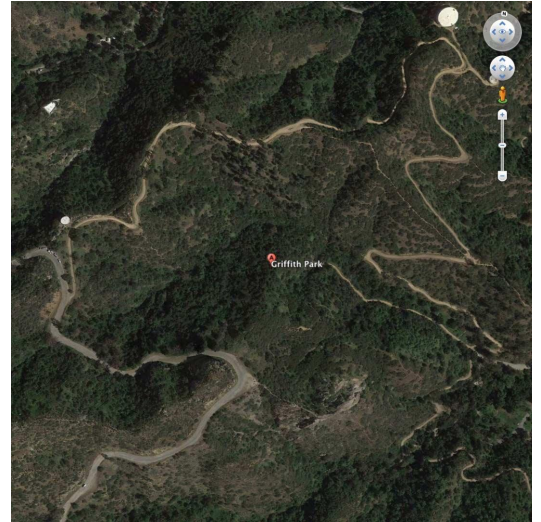
STEP 2 OF 3

Type *Griffith Park* into your Google Earth search box to begin.



STEP 3 OF 3

Google Earth will zoom you in to start looking for clues.



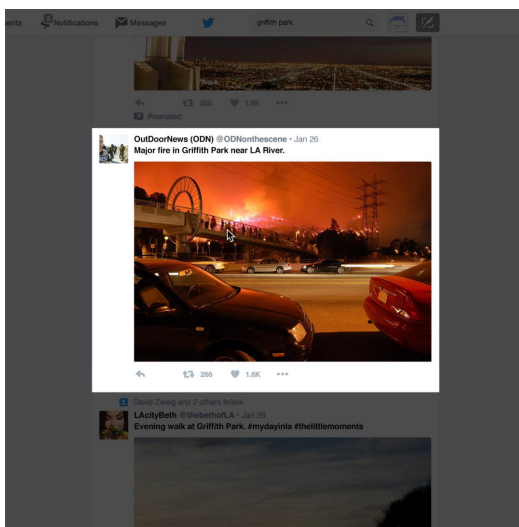
Look for visual clues.

Now that you've got Google Earth up and running, it's time to return to your video or photo and study it carefully for visual clues that will help you narrow down the location.

Landmarks, signage, distinctive buildings, roads, abrupt changes in elevation, water features, wide open spaces, green spaces...make a list of all the elements you see in your region. It can also be helpful to print stills or take screen shots to compare to Google Earth imagery.

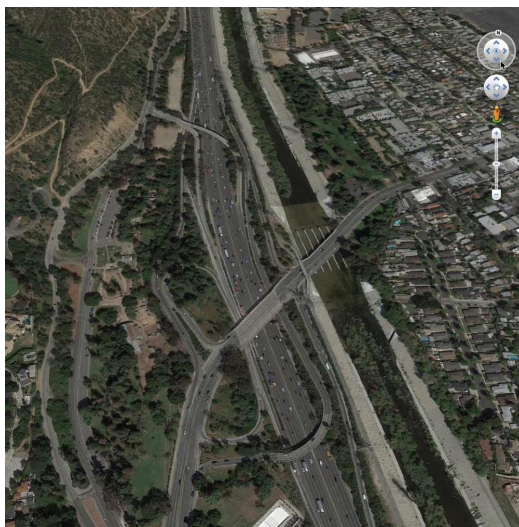
STEP 1 OF 2

In this case, we're looking for areas of Griffith Park that parallel the Los Angeles River. We're also looking for a pedestrian bridge that crosses a major street.



STEP 2 OF 2

Use the slider to zoom in until features on the landscape are visible, then click and drag to explore the surrounding area.

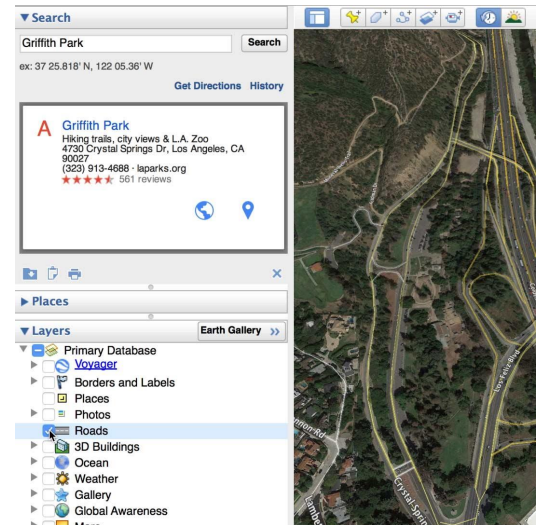


Use layers to modify your view.

SINGLE STEP

The **Layers** panel in Google Earth allows you to choose what kind of information you'd like display in your 3D viewer. Emphasizing different features may further your quest to pinpoint a location.

Selecting and deselecting a checkbox next to particular layer turns it on or off. For example, turning on the **Roads** layer will display main highways with yellow lines and minor roads with white lines, along with street names. Turn it off, and this information becomes invisible.



Pinpoint your location.

Once you're in the correct vicinity, you can zoom in to try and match up the Google Earth view with your news image.

To learn more about imagery and collection dates, [click here](#).

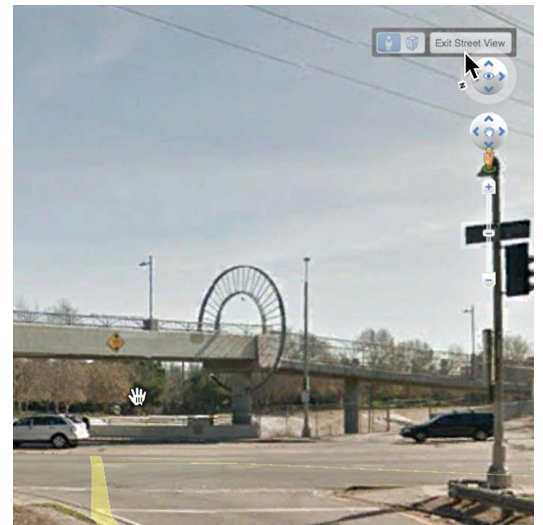
STEP 1 OF 3

Double click on any point to zoom in for a close look. Use the top right navigation arrows to tilt the view and change your perspective.



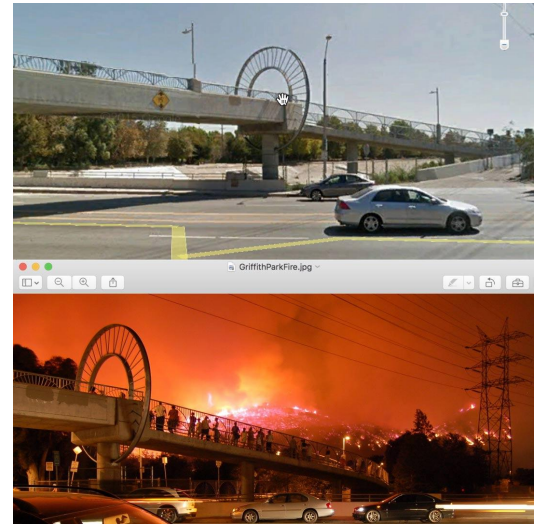
STEP 2 OF 3

If you zoom in too close, click **Exit Street View** in the top right corner of the screen to pull back to a wider shot.



STEP 3 OF 3

Once you've found a precise location match you can move on to additional methods of verifying such as date or author, if they are relevant.



Examine image data.

SINGLE STEP

All digital images contain EXIF data; information gathered by the device at the point of capture, such as time, date, latitude and longitude coordinates. Entering these coordinates into Google Earth will take you straight to where the photograph was taken.

However, most social networks and messaging apps strip out EXIF data, so always ask a source to email you the original image so that you can extract the EXIF data yourself. There are many tools you can use for this task, including this [one](#).

To learn more about using Google Earth for verification, watch this [case study from First Draft](#).

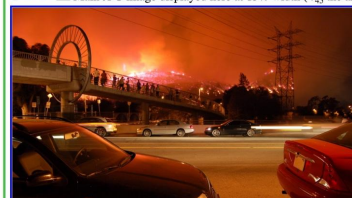
To see the full suite of Google Earth tutorials, [click here](#).

Basic Image Information

Target file: parkFire.jpg

Caption:	Griffith Park Fire, Los Angeles
By Line:	Eric Beteille
Credit:	Getty Images/Flickr Open
Special Instructions:	NR
File:	3,008 × 2,000 JPEG (6.0 megapixels) 1,490,951 bytes (1.4 megabytes)
Color Encoding:	WARNING: No color-space metadata and no embedded color profile: Windows and Mac web browsers treat colors randomly. Images for the web are most widely viewable when in the sRGB color space and with an embedded color profile. See my Introduction to Digital-Image Color Spaces for more information.

Main JPG image displayed here at 15% width (1/64 the area of the original)



Congratulations!

You completed “Google Earth: Pinpoint eyewitness locations.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



JackWilder2310 
@jack2thewild

[Follow](#) 

On my trip to Africa I happened to snap this rare photo of a pair of ligers in the wild. Such beautiful creatures!!



5 min estimated time

Verification: Google Image Search

Find visually similar images.

For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification

LESSON 04

Verification: Google Image Search

Find visually similar images.

Lesson overview

How to search by image.

Did you know that you can search Google for images as well as text? You'll find out if and where else the photo in question appears online and if any visually similar images exist.

There are several methods to perform reverse image searches. If you're a Google Chrome user, simply right click on an image and select **Search Google for Image**.

Your results will include similar images, sites that include the image and other sizes of the image you searched for.



- 1 How to verify images using other browsers.
- 2 Method 2: Reverse image search in other browsers.

For more Verification lessons, visit:

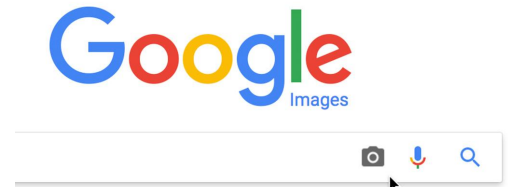
newsinitiative.withgoogle.com/training/course/verification

How to verify images using other browsers.

There are two methods to perform a reverse image search in browsers other than Chrome. Here's the first:

STEP 1 OF 2

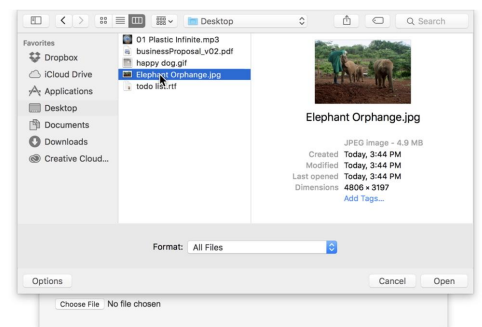
Visit google.com/images and click on the camera icon at the end of the search bar.



STEP 2 OF 2

Upload a original or cropped screen grab of the image.

Google will search for images that resemble yours and display them for you.

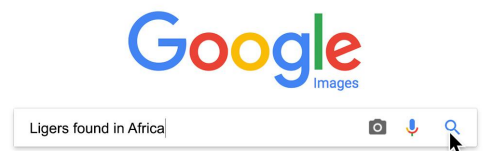


Method 2: Reverse image search in other browsers.

Here's another way to reverse search images in the browser of your choice:

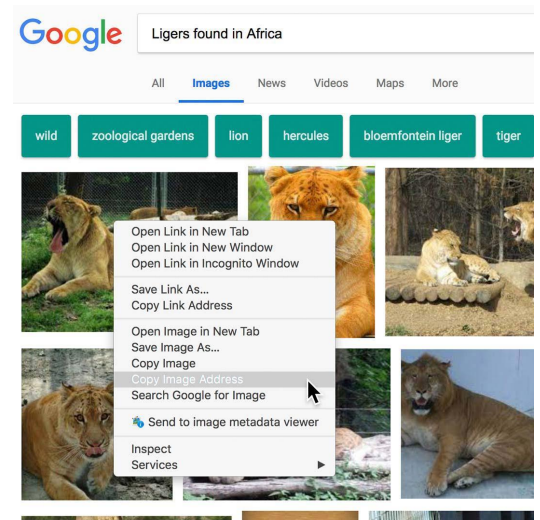
STEP 1 OF 4

Visit google.com/images and enter a search phrase, then click the **search icon**.



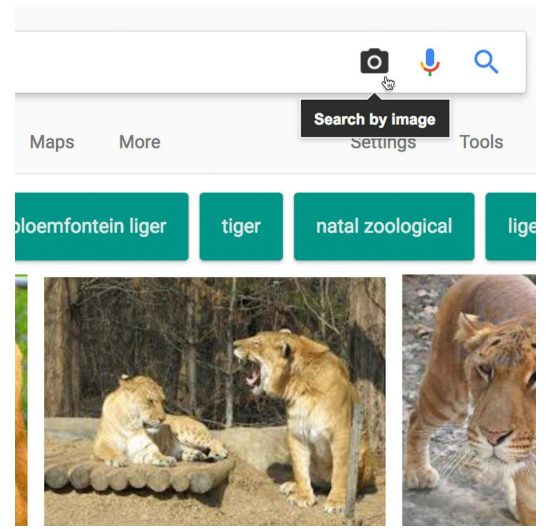
STEP 2 OF 4

Right click on the image and select **Copy Image Address**.



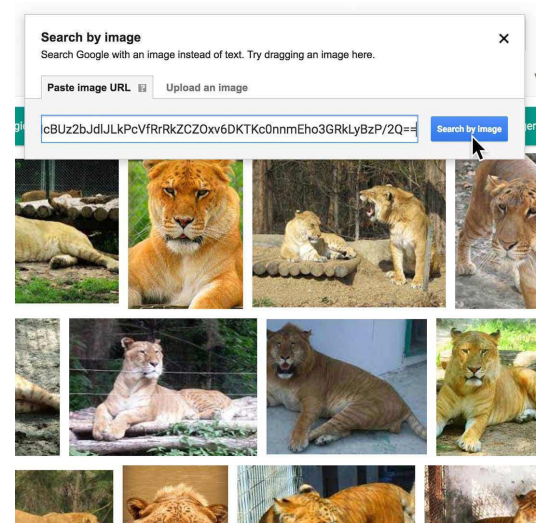
STEP 3 OF 4

Return to the search box.



STEP 4 OF 4


Paste in the URL (Ctrl+V or Command+V).



Congratulations!

You completed “Verification: Google Image Search.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



5 min estimated time

**Verification:
Google Search**

Master advanced search shortcuts to filter results by date, relevance and language.

For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification

LESSON 06

Verification: Google Search

Master advanced search shortcuts to filter results by date, relevance and language.

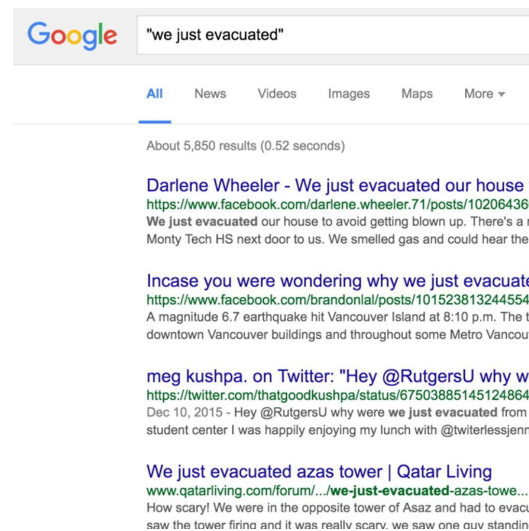
Lesson overview

Target your search using quotation marks.

As reports emerge of a breaking news event, the likelihood of finding eyewitness experiences on social media is high.

Leveraging multiple sources to verify a story is always a good practice.

To improve your search skills, try grouping words together using quotation marks to find particular phrases. When searching social media, it's a good idea to use phrases that eyewitnesses would use. So, instead of "airport evacuation," try "we just evacuated" or "right outside my building".



- 1 How to search for keywords in video titles.
- 2 Use Advanced Search to filter language and region.

For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification

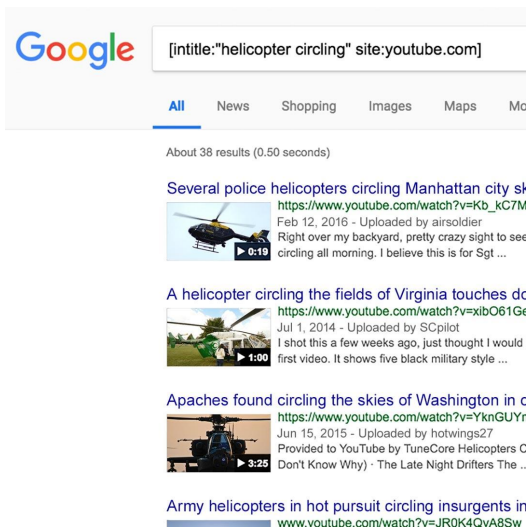
How to search for keywords in video titles.

SINGLE STEP

Finding video footage of a newsworthy event can help to both report and verify a story.

Here's a useful shortcut: combine site-specific searches of video sharing platforms such as YouTube, Vimeo or DailyMotion with keyword searches, using the command **intitle**.

For example, in a story about a helicopter rescue, you might search for: `[intitle:"helicopters circling" site:youtube.com]`

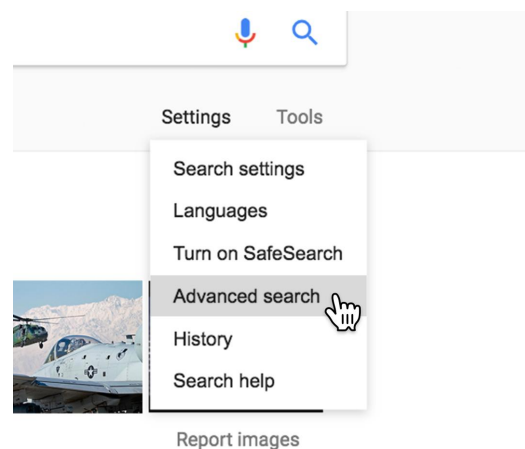


Use Advanced Search to filter language and region.

Let's say the story you're working on is about a helicopter mountain rescue in Argentina. You can perform advanced searches for web pages, images or videos and filter them by region and/or language.

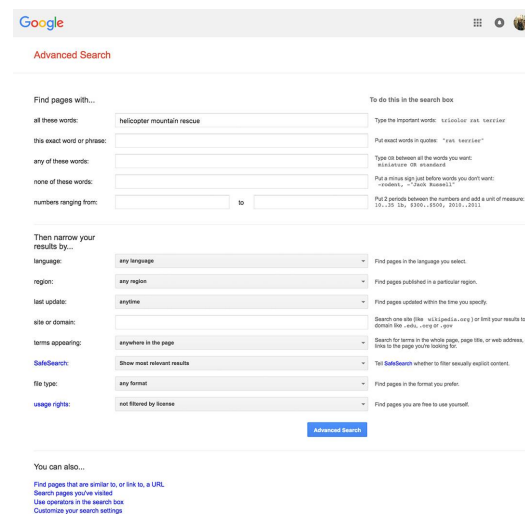
STEP 1 OF 3

From your initial search results, click **Settings** in the upper righthand corner and select **Advanced Search**.



STEP 2 OF 3

Here you can input multiple keywords in the common language of the region you're searching. If you need help with this task, type or paste the text into Google Translate for a recommendation.



STEP 3 OF 3

For this example, you would translate “helicopter mountain rescue” into Spanish, type in **helicóptero de rescate de montaña** and select Argentina as the region.

Find pages with...

all these words: helicóptero de rescate de montaña

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from: to

Then narrow your results by...

language: Spanish

region: any region

- Angola
- Anguilla
- Antarctica
- Antigua & Barbuda
- Argentina
- Armenia
- Aruba
- Australia

terms appearing:

SafeSearch:

file type:


usage rights: not filtered by license

Advanced Search

Congratulations!


You completed “Verification: Google Search.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



नेपालमा भूकम्प पछि

693,959 views

 **No Routes Found**
Published on Aug 23, 2014
नेपालमा भूकम्प पछि

8 min estimated time

Google Translate: Verify content in 100+ languages

Master advanced search shortcuts to filter results by date, relevance and language.

For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification

LESSON 07

Google Translate: Verify content in 100+ languages

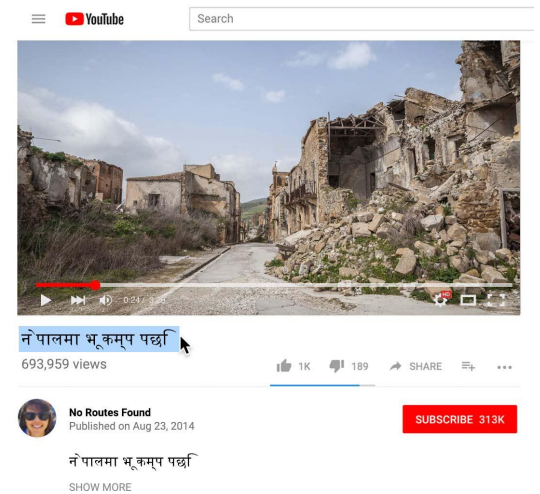
Interpret descriptions, uploader information and place names.

Lesson overview

Verify material in foreign languages.

Deciphering text is often the first step to verifying eyewitness reports from around the world.

Google Translate helps you understand and communicate in more than 100 languages.



- 1 The basics of Google Translate.
- 2 Check for alternate translations.
- 3 Additional translation features.
- 4 Search eyewitness media.

For more Verification lessons, visit:

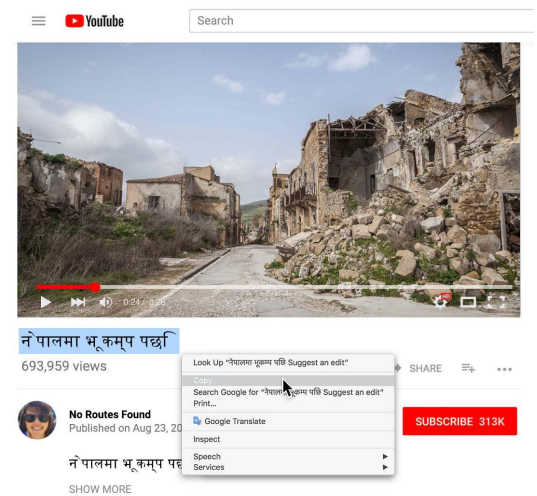
newsinitiative.withgoogle.com/training/course/verification

The basics of Google Translate.

Each card has a set up sentence or paragraph that explains the steps the user will take. It should be no more than 300 characters.

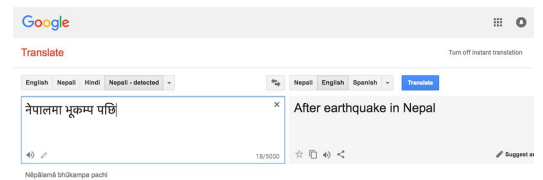
STEP 1 OF 3

From any browser on a desktop, visit translate.google.com and type or copy the words in question.



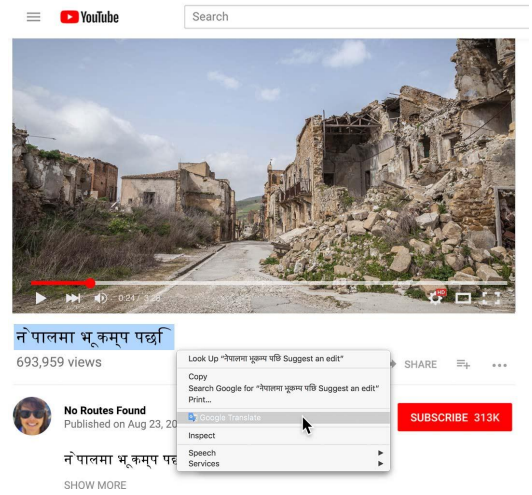
STEP 2 OF 3

Paste the words into Google Translate; it will detect the language and suggest a translation.



STEP 3 OF 3

If you're a Google Chrome user who frequently needs translations, download the Google Translate browser extension [here](#). You'll be able to right click on words and phrases, select Google Translate, and be taken to the tool for recommended translations.

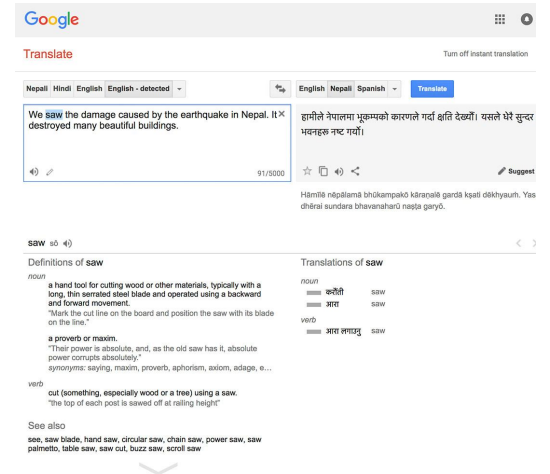


Check for alternate translations.

SINGLE STEP

In some cases, a word may have multiple translations and you will need to take an additional step to get the best possible version.

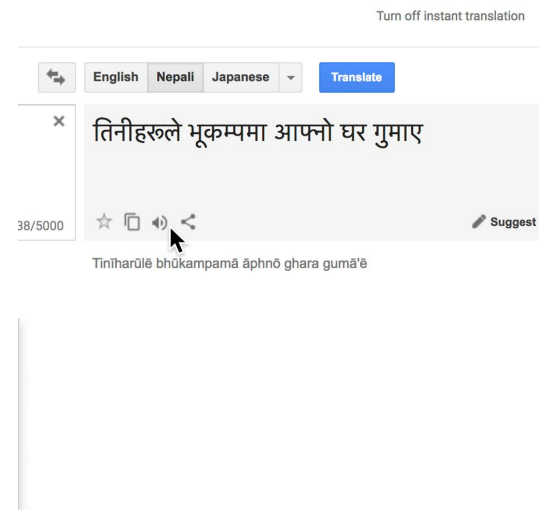
Highlight any word to see its definition and to reveal suggested alternatives.



Additional translation features.

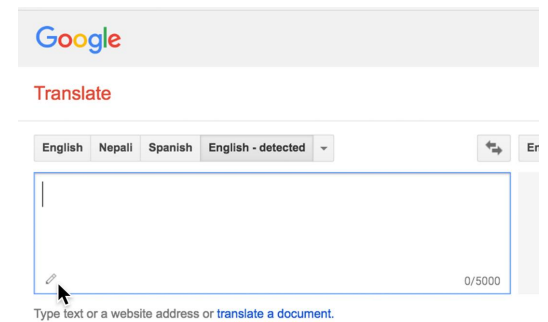
STEP 1 OF 4

Google Translate includes a pronunciation tool for supported languages. To hear a phrase pronounced, click the audio icon. To see a complete list of which tools are available in each supported language, [click here](#).



STEP 2 OF 4

Let's say you find a set of characters in an unfamiliar language. There's a tool that lets you handwrite words for translation. First, click on the pencil icon.



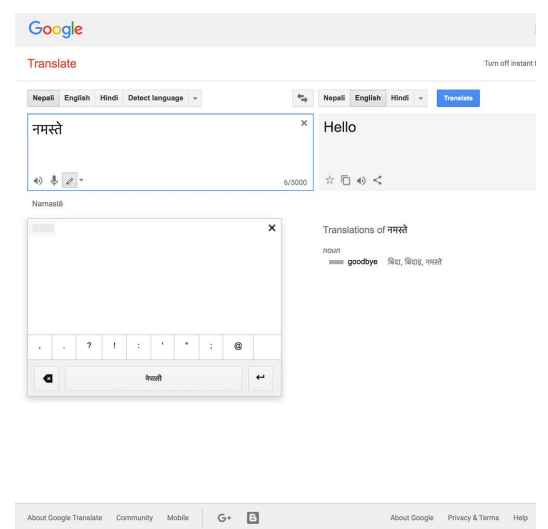
STEP 3 OF 4

Draw the characters or letters you want to translate and click enter.



STEP 4 OF 4

Your translation will appear in the window to the right.



Search eyewitness media.

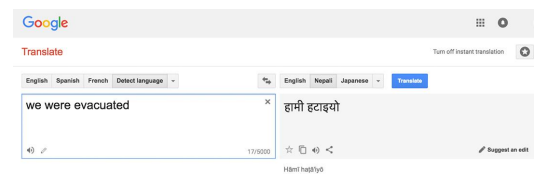
One effective verification technique is to search for additional eyewitness images to help you corroborate the information contained in the one you are working with. With a major event like the 2015 earthquake in Nepal, there will be many posts about it online.

To run effective searches in different languages you must use words that an eyewitness would use in real life, like “my building shook” or “we were evacuated”.

To explore all of the Google Translate tools, [click here](#).

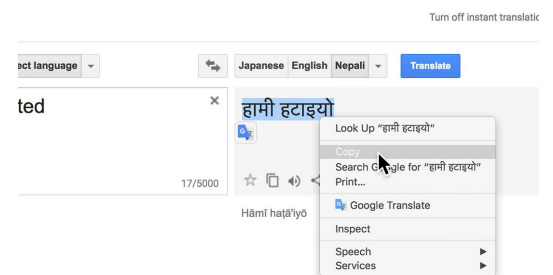
STEP 1 OF 3

Type in the phrase you want to search for.



STEP 2 OF 3

Translate the phrase and copy it.



STEP 3 OF 3

Paste it into your search to look for media that confirms your original source material.

हामी इटाइयो

चौदण्डीगढी उदयपुरका राजा रानी कस्ता थिए यी दुइ हामी दरब रहेका छन्
Nepon TV
3 months ago · 139 views
king & queen of chaudandi gadi udayapur Nepal.

खाली कप || Empty Cup || Comedy Jokes
Budha Subba Digital Pvt Ltd
1 month ago · 18,767 views
खाली कप || Empty Cup || Comedy Jokes Starring : Surbir Pa Samanya) Direction : Ratna Joshi Subscribe us ...

New Deuda Song ~पिरती फुल सारिदे कि
Raju Nepali
3 years ago · 8,218 views
पल पल टुळे पल पल रोए यस्तै रहेछ रित यहाँ, छाडी जाने निस्तुरीहन्के जि

Hamro Baa lai Deu Na || हाम्रो बा लाई देउन || Nepali C
Budha Subba Digital Pvt Ltd
1 month ago · 8,937 views
Hamro Baa lai Deu Na || हाम्रो बा लाई देउन || Nepali Comedy v youtube Channel ...

Congratulations!

You completed “Google Translate: Verify content in 100+ languages.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



5 min estimated time

YouTube: A storytelling tool

Find out how to cultivate and maintain a YouTube audience.

For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification

LESSON 08

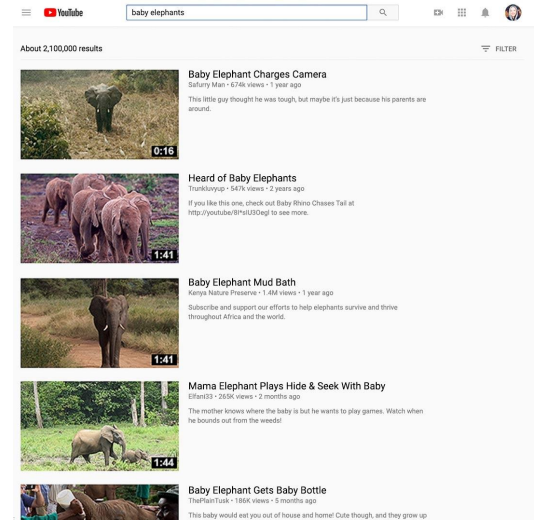
YouTube: A storytelling tool

Find out how to cultivate and maintain a YouTube audience.

Lesson overview

Using YouTube to source content.

YouTube can be a powerful source for discovering content that's relevant to stories you're reporting. Let's say you're writing about endangered species breeding programs and you're looking for footage of a baby elephant. After searching on YouTube, you'll see a results page with relevant videos, playlists and channels.



- 1 Filter and sort to find your ideal footage.
- 2 Crediting the content owner.

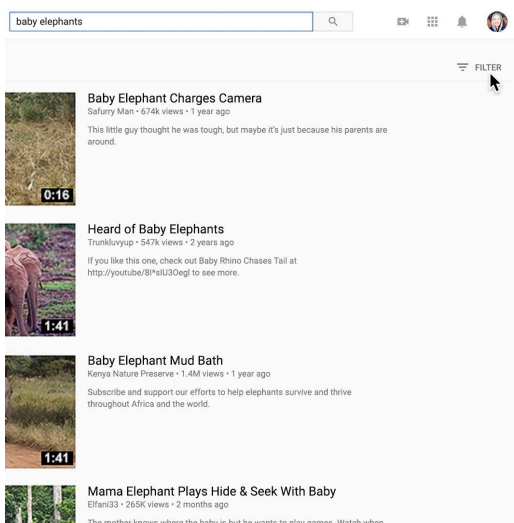
For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification

Filter and sort to find your ideal footage.

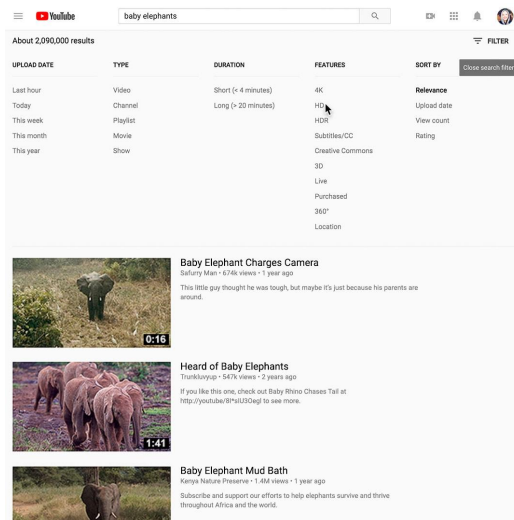
STEP 1 OF 2

By clicking **Filter** you can use advanced filtering and sorting techniques to quickly find what you're looking for.



STEP 2 OF 2

You can further refine your search by filtering for upload date, video length, HD content and more. Finally, you can sort by relevance, view count, rating and recency.

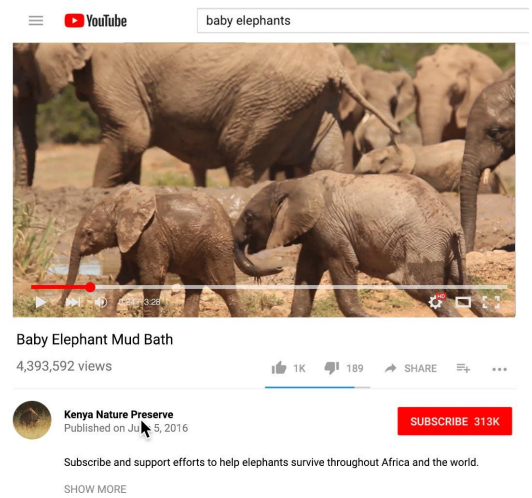


Crediting the content owner.

Now that you've found the footage you want, find out if it's available for use. Though YouTube has a license to distribute the video, it's the YouTube user who owns the content. We encourage you to reach out to users directly and to provide attribution by displaying the username or the real name of the individual, if you've obtained it.

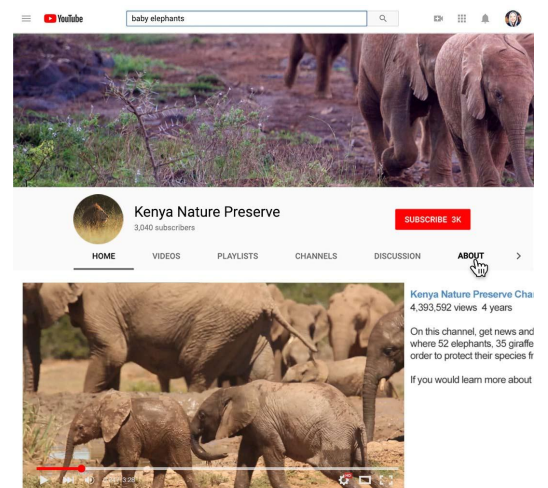
STEP 1 OF 4

To contact a YouTube user, click on their username to go to their channel.



STEP 2 OF 4

Then click **About**. Here you can see what personal information he or she has shared (name, website, location, etc.).



STEP 3 OF 4

You can also find out if they've shared their contact email and use that to reach out.

This screenshot shows the channel page for 'baby elephants' on YouTube. The navigation bar includes 'HOME', 'VIDEOS', 'PLAYLISTS', and 'COMMUNITY'. The 'Description' section states: 'Kenya Nature Preserve is located 35 miles outside of Nairobi. Established in 1998, the preserve has helped over 400 wild elephants, giraffes and lions.' The 'Stats' section shows 'Joined J' and '666,296'. The 'Details' section lists 'For business inquiries: KenyaPreserve@gmail.com' and 'Location: East Africa'. The 'Links' section includes 'Facebook', 'Twitter', 'iTunes', and 'Google+'.

STEP 4 OF 4

Once you have permission to use their footage, be sure to credit the source onscreen, in your video's description and by linking to their channel.

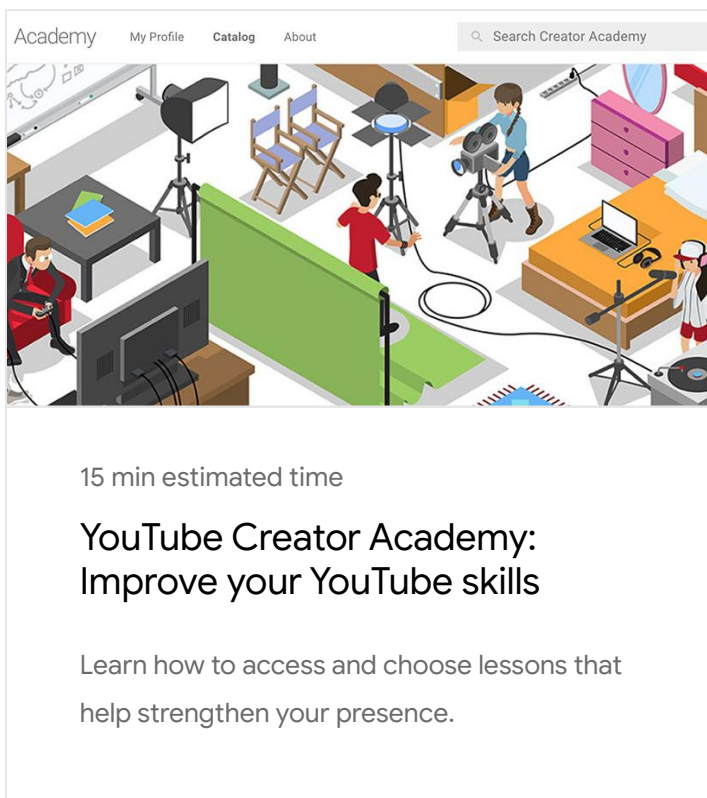
If you're broadcasting your YouTube video on television, please include on-screen and verbal attribution. Remember, since the YouTuber owns the video, attribution should be theirs, not "YouTube."

This screenshot shows a YouTube video player for 'Baby Elephant Mud Bath'. The video shows a herd of elephants, including several calves, near a body of water. The video has 4,393,592 views, 1K likes, and 189 comments. The channel is 'Kenya Nature Preserve', published on July 5, 2016, with 313K subscribers. A red 'SUBSCRIBE 313K' button is visible. Below the video, there is a description: 'Subscribe and support efforts to help elephants survive throughout Africa and the world.' and a 'SHOW MORE' link.

Congratulations!

You completed “YouTube: A storytelling tool.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson:



The image shows a screenshot of the YouTube Creator Academy website. At the top, there is a navigation bar with 'Academy', 'My Profile', 'Catalog', and 'About' links, along with a search bar labeled 'Search Creator Academy'. Below the navigation bar is a colorful illustration of a studio setup with people working on equipment. The main content area features a lesson card with the following text:

15 min estimated time

**YouTube Creator Academy:
Improve your YouTube skills**

Learn how to access and choose lessons that help strengthen your presence.

For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification

LESSON 09

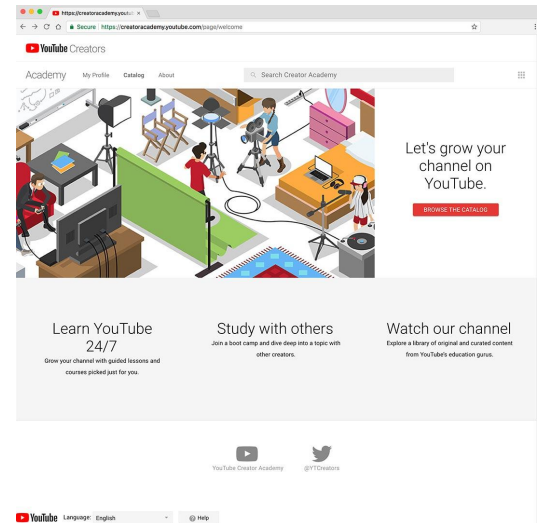
YouTube Creator Academy: Improve your YouTube skills

Learn how to access and choose lessons that help strengthen your presence.

Lesson overview

YouTube Creator Academy.

Whether you're new to YouTube or already have a news channel you want to take to the next level, there's always something to learn in the YouTube Creator Academy.



- 1 Searching and browsing by topic.
- 2 Begin with the basics.
- 3 Intermediate courses.
- 4 Advanced courses.
- 5 Review and enhance your skills.

For more Verification lessons, visit:

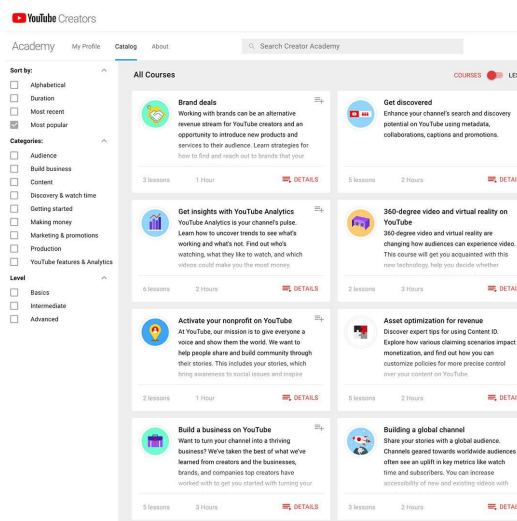
newsinitiative.withgoogle.com/training/course/verification

Searching and browsing by topic.

Each Creator Academy course consists of multiple lessons, practice exercises and quizzes centered around a useful topic. The curriculum features top YouTube Creators sharing tips and strategies that you can try yourself. There is a lot of content here, so we'll start by introducing you to popular courses for news organizations.

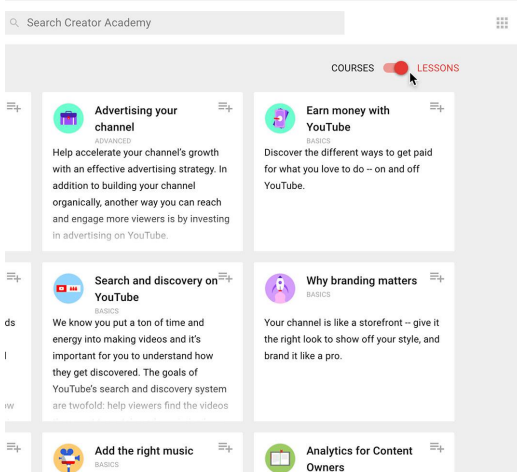
STEP 1 OF 2

For a full list of available courses click **Catalog**.



STEP 2 OF 2

To see all the lessons listed individually, switch the toggle in the upper righthand corner to “lesson” view.

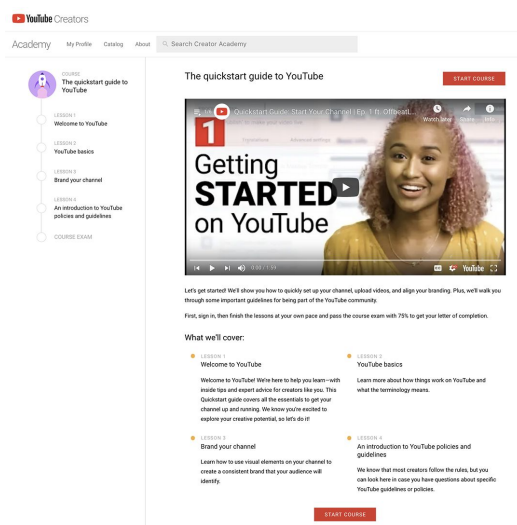


Begin with the basics.

If you're new to YouTube, we suggest that you use the search bar to find and take the following courses.

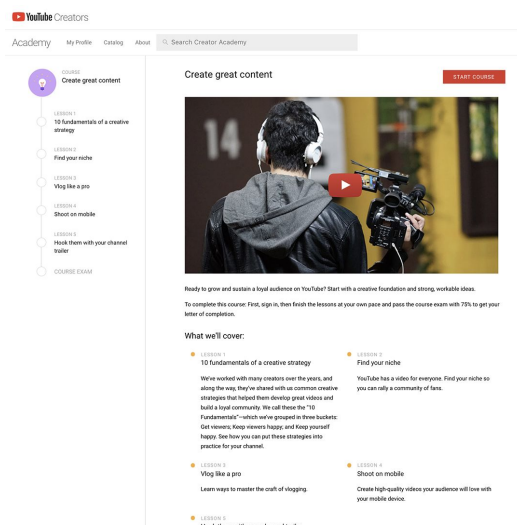
STEP 1 OF 2

[The quickstart guide to YouTube](#) - The fundamentals of YouTube and branding your channel.



STEP 2 OF 2

[Create great content](#) - Develop your creative strategy and production skills to attract loyal fans.



Intermediate courses.

Once you know the fundamentals, these courses can help you expand your audience.

STEP 1 OF 2

Get discovered - Package your videos to give them the best chance to get watched.

The screenshot shows the YouTube Creators Academy interface for the 'Get discovered' course. On the left, a vertical sidebar lists the course structure: COURSE: Get discovered, LESSON 1: Search and discovery on YouTube, LESSON 2: Make effective thumbnails and titles, LESSON 3: Write smart descriptions, LESSON 4: Let cards and end screens do the work, LESSON 5: Keep your channel fresh with uploads and playlists, and COURSE EXAM. The main content area features a video thumbnail of a group of people cheering, with a play button overlay. Below the thumbnail, the course title 'Get discovered' is displayed with a 'START COURSE' button. A brief description follows: 'Enhance your channel's search and discovery potential on YouTube using metadata, collaborations, captions and promotions.' The 'What we'll cover:' section lists four lessons with their respective topics and a short description of each.

YouTube Creators
Academy My Profile Catalog About Search Creator Academy

COURSE
Get discovered START COURSE

LESSON 1
Search and discovery on YouTube

LESSON 2
Make effective thumbnails and titles

LESSON 3
Write smart descriptions

LESSON 4
Let cards and end screens do the work

LESSON 5
Keep your channel fresh with uploads and playlists

COURSE EXAM

Get discovered START COURSE

Enhance your channel's search and discovery potential on YouTube using metadata, collaborations, captions and promotions.

What we'll cover:

- LESSON 1**
Search and discovery on YouTube
We know you put a ton of time and energy into making videos and it's important for you to understand how they get discovered. The goals of YouTube's search and discovery system are twofold: help viewers find the videos they want to watch, and maximize long-term viewer engagement and satisfaction. Get a better understanding of how the system works, where your content is surfaced, and what you can do to give your videos the best chance for success.
- LESSON 2**
Make effective thumbnails and titles
Thumbnails and titles act like billboards to help viewers decide to watch your videos. Well-designed thumbnails and titles can attract more fans to your channel, encourage viewers to watch through your videos because they know what to expect, and make your content appealing for a broad range of advertisers.
- LESSON 3**
Write smart descriptions
- LESSON 4**
Let cards and end screens do the work

STEP 2 OF 2

Grow your community - Build and engage your audience for long-term success.

The screenshot shows the YouTube Creators Academy interface for the 'Grow your community' course. On the left, a vertical sidebar lists the course structure: COURSE: Grow your community, LESSON 1: Build your community, LESSON 2: Connect with your community, LESSON 3: Reach beyond YouTube, LESSON 4: Foster a positive community, LESSON 5: Interact with your audience with new Community posts, and COURSE EXAM. The main content area features a video thumbnail of a large crowd of people at an event, with a play button overlay. Below the thumbnail, the course title 'Grow your community' is displayed with a 'START COURSE' button. A brief description follows: 'Find long-term success by building a loyal fanbase. Socially engage with your audience on and off YouTube to see results.' The 'What we'll cover:' section lists five lessons with their respective topics and a short description of each.

YouTube Creators
Academy My Profile Catalog About Search Creator Academy

COURSE
Grow your community START COURSE

LESSON 1
Build your community

LESSON 2
Connect with your community

LESSON 3
Reach beyond YouTube

LESSON 4
Foster a positive community

LESSON 5
Interact with your audience with new Community posts

COURSE EXAM

Grow your community START COURSE

Find long-term success by building a loyal fanbase. Socially engage with your audience on and off YouTube to see results.

What we'll cover:

- LESSON 1**
Build your community
Learn tips to help you foster a community on YouTube and have meaningful interactions with your audience.
- LESSON 2**
Connect with your community
There are more ways than ever to engage with your audience on YouTube and express creativity.
- LESSON 3**
Reach beyond YouTube
Reach beyond your channel to foster relationships on social media. Be innovative as you recruit new audiences.
- LESSON 4**
Foster a positive community
We want creators to have positive, productive conversations in their communities. Here are some tips to help you stay secure and protected on YouTube and beyond.
- LESSON 5**
Interact with your audience with new

Advanced courses.

These courses help you monetize your content and gauge its popularity:

STEP 1 OF 2

[Make money with YouTube](#) - Make money as your stories gain a following.

The screenshot shows the YouTube Creators Academy interface for the course "Make money with YouTube". On the left is a vertical navigation menu with icons for each lesson: 1. Make money with YouTube, 2. Earn money with YouTube, 3. Ads on YouTube, 4. Making advertiser-friendly content, 5. Launch your own merchandise, 6. Crowdfunding, 7. Earn extra money through sponsorship, and 8. COURSE EXAM. The main content area features a green line graph above a large green dollar bill icon. Below the graphic, the text reads: "Get the scoop on how monetization works on YouTube and ways you can make money on your videos. To complete this course: First, sign in, then finish the lessons at your own pace and pass the course exam with 75% to get your letter of completion." A "START COURSE" button is in the top right. Under "What we'll cover:", there are six lesson summaries: Lesson 1: Earn money with YouTube; Lesson 2: Ads on YouTube; Lesson 3: Making advertiser-friendly content; Lesson 4: Launch your own merchandise; Lesson 5: Crowdfunding; Lesson 6: Earn extra money through sponsorship.

STEP 2 OF 2

[Get insights with YouTube Analytics](#) - Measure your success and find out how you can improve.

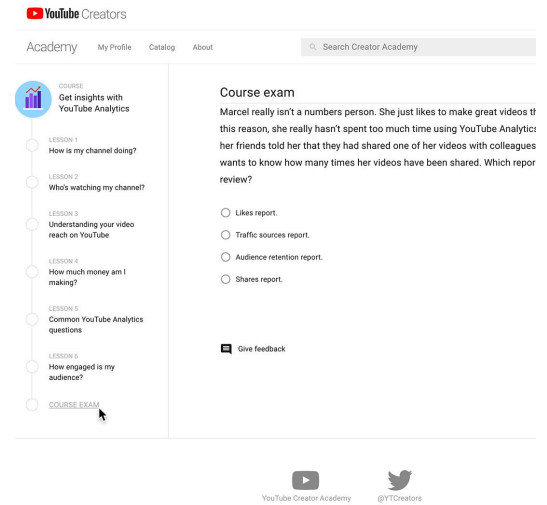
The screenshot shows the YouTube Creators Academy interface for the course "Get insights with YouTube Analytics". On the left is a vertical navigation menu with icons for each lesson: 1. Get insights with YouTube Analytics, 2. How is my channel doing?, 3. Who's watching my channel?, 4. Understanding your video reach on YouTube, 5. How much money am I making?, 6. Common YouTube Analytics questions, 7. How engaged is my audience?, and 8. COURSE EXAM. The main content area features a cartoon illustration of a man and a woman looking at a screen displaying a play button icon. Below the graphic, the text reads: "YouTube Analytics is your channel's pulse. Learn how to uncover trends to see what's working and what's not. Find out who's watching, what they like to watch, and which videos could make you the most money." A "START COURSE" button is in the top right. Under "What we'll cover:", there are six lesson summaries: Lesson 1: How is my channel doing?; Lesson 2: Who's watching my channel?; Lesson 3: Understanding your video reach on YouTube; Lesson 4: How much money am I making?; Lesson 5: Common YouTube Analytics questions; Lesson 6: How engaged is my audience?.

Review and enhance your skills.

SINGLE STEP

At the end of many lessons is a quick quiz to help review what you've learned. Spend some time in the Creator Academy, and soon you'll become a master of YouTube.

Visit youtube.com/creatoracademy



Congratulations!

You completed “YouTube Creator Academy: Improve your YouTube skills.”

To continue building your digital journalism skills and work toward Google News Initiative certification, go to our [Training Center](#) website and take another lesson.

For more Verification lessons, visit:

newsinitiative.withgoogle.com/training/course/verification