

<WRWeb 16.3 webtask * >

YouTube fame *

YouTube school

50 minutes
individual work

Introduction

YouTube has given birth to thousands of digital celebrities. But what does it take to become a successful YouTuber? And what should you do to become a YouTube star? What are YouTube Spaces and what does it take to get access? And, finally, how successful would you be as a YouTuber? Do this web task and find out.

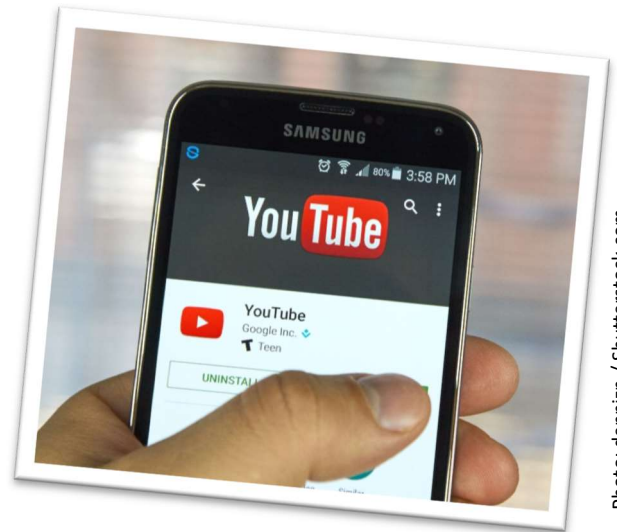


Photo: dennizn / Shutterstock.com

Exploration

A

A couple of successful creators share some of their tips, ideas, suggestions, and advice for how to best be successful on YouTube.

Watch the video on <https://www.youtube.com/watch?v=Au5IBMDDNaU> and listen carefully. Make notes.

<i>how to best be successful on YouTube according to ...</i>	<i>tips, ideas, suggestions, advice</i>
Roberto Blake	
Jared Mecham	
Wes and Nat	
Jeff Weiss	
Benji Travis	
Cullen	
The Skorys	
John Dahl	
James Chick	
Ashley Chick	
Angel Laketa Moore	
Patrick South	
Jeff Johnson	
Chris Pirillo	

B

What should you do to become a YouTube star? Read these tips on WikiHow (<https://www.wikihow.com/Be-a-YouTube-Star>) and decide whether the statements are *true* or *false*.

1	The first thing you need to do is set up a free basic account, even if you already have an account with Google.
2	If you really want to become a professional YouTuber, it pays off to buy a more expensive camera.
3	As a YouTuber, you should make use of all your qualities.
4	Before you start, you should know the current trends on YouTube.
5	You should stand out and find something that nobody else has done yet.
6	You should mention your favourite YouTubers in your videos.

C

Before you have a look at the YouTube Creators website, watch the promotional video 'Welcome to YouTube Creators' on <https://www.youtube.com/watch?v=uGMGRyik5JI>

Listen to the voice-over and fill in the missing words.

'How does it all begin? By being ... (1). By being ... (2). By being yourself. You are part of a very special ... (3). You come from ... (4). From all corners of the world. And you see the freedom to create. You create yourself. You create ... (5). You create ... (6). So, push us, ... (7) us and surprise us, by being creative, by being authentic. By being ... (8).'

D

Now go to the YouTube Creators website (<https://www.youtube.com/intl/nl/yt/creators/>) and answer the questions.

1	Go to 'Learn and connect'. What exactly is 'NextUp'. Can anyone apply?
2	What's your job as a YouTube ambassador?
3	Can anyone become a YouTube ambassador? Explain.
4	How many YouTube Spaces are there? Is there one in the Netherlands?
5	What are the 'Creator Benefit Levels' and what do they stand for?
6	What happens when you reach 1 million subscribers? And when you hit 10 million subscribers?
7	What is the aim of YouTube's 'Creators for Change'?
8	You are 16 and you have 10.000 subscribers. Can you apply for access to a YouTube Space? Explain.

E

'NextUp' winner Marcus Butler is an old hand at making YouTube videos. In 2010, he created his YouTube channel, 'Marcus Butler TV'. Nowadays, Marcus has more than 4 million subscribers. Go to <https://www.youtube.com/watch?v=pQT68o3sVXs> and watch one of Marcus' older videos 'How not to go shopping'. Answer the questions.

1	Why does Marcus like to go shopping?
2	Which three things does Marcus find annoying about shopping for clothes?
3	Does Marcus actually give you any advice about 'how not to go shopping'?

Final task

We all want to reach the dizzying heights on YouTube fame, let's be honest. Who wouldn't want to do a job they love, where you get to hang out with your friends all day, work with some of the biggest brands in the world, and build your entire empire at the same time?

But how successful would you be as a YouTuber? Go to <http://www.wetheunicorns.com/quizzes/build-youtube-channel/> , take this quiz and find out!

Discuss the results with a classmate (in English, of course).