

How to Connect Your YouTube Channel and Schedule a Video Post (for parishes and schools)

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You can now connect your YouTube channel to Catholic Social Media and schedule video posts directly from the Planner or Calendar. This makes it easier to publish video content across Facebook, Instagram, and YouTube from one place.

Connecting Your YouTube Channel

1. Log into Catholic Social Media.
2. Click your profile image or profile silhouette in the top right corner.
3. Click Social Media Accounts.
4. Find the Social Media account slot you want to update.
 - If you already have accounts connected, click Edit Social Media.
 - If this is a new connection, click Add Social Media.
5. A new Ayrshare window will open.
 - Ayrshare is the third-party connector Catholic Social Media uses to connect to social media platforms.
6. Click the YouTube logo.
7. Sign in with the Google account connected to the YouTube channel you want to use.
8. Select the YouTube channel you want to connect.
9. Click Continue when Google asks you to confirm access.
10. Select all permissions when prompted.
 - These permissions allow Catholic Social Media to connect to your channel through Ayrshare.
 - Catholic Social Media will not automatically post on your behalf. Posts are still scheduled and published by

you through the system.

11. Click Continue.
12. Once the channel is connected, you will see a green linked icon.
13. Click Close.

Your YouTube channel should now appear next to your selected Social Media account slot.

Connecting Multiple YouTube Channels

If you manage more than one YouTube channel, you can connect additional channels using another Social Media account slot.

1. Go back to Social Media Accounts.
2. Find another available Social Media account slot, such as Social Media 2.
3. Click Add Social Media or Edit Social Media.
4. Follow the same connection steps for the additional YouTube channel.

Scheduling a YouTube Post

1. Go to the Planner or Calendar.
2. Open the video post you want to schedule.
3. Review the post content.
4. Make any needed edits to the caption.
5. Select the platforms where you want the video to publish.
 - You can select YouTube by itself.
 - You can also select Facebook, Instagram, and YouTube together if the video should publish across multiple platforms.
6. When YouTube is selected, a Video Title field will appear.
7. Review or edit the YouTube video title.
 - YouTube Shorts and standard YouTube videos both require titles.
8. Click Next.

9. Catholic Social Media will validate the post to make sure the video and caption meet the requirements for each selected platform.
10. Choose the date and time you want the post to publish.
11. Review the final preview.
12. Click Publish to schedule the post.
 - You can also click Save as Draft if you are not ready to schedule it yet.

Once published, the post will appear on your Calendar with YouTube included as one of the scheduled platforms.

About YouTube Video Titles

When you select YouTube for a video post, Catholic Social Media will show a Video Title field.

Use this field to set the title that will appear on YouTube.

The video title can be edited before scheduling.

This applies to both:

- YouTube Shorts
- Standard YouTube videos

Best Practices

- Make sure you are signing into the correct Google account connected to your YouTube channel.
 - Select the correct YouTube channel if your Google account manages more than one channel.
 - Review the YouTube video title before scheduling.
 - Use clear, searchable titles that describe the video content.
 - Preview your post before publishing to make sure the caption, video, title, and selected platforms are correct.
 - Use the Planner or Calendar to schedule videos across Facebook, Instagram, and YouTube at the same time when appropriate.
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