YouTube metadata for customers

**Title**
Titles should prioritize information specific to the video, rather than listing series or department information first. - Descriptive, concise, catchy

**Good Examples**
Arctic climate change challenges and opportunities – Mini Science 2016
Taking risks in your life and career: MasterCard CEO Ajay Banga

**Bad Examples**
Mini Science 2 - Arctic climate change challenges and opportunities
MasterCard CEO Ajay Banga on Taking Risks in Your Life and Career

Note: YouTube has a title limit of 100 characters. Titles are truncated in most summary views at the first word break after 40 characters.

**Description**
The description should give users a clear idea of what the video contains, and allow interested viewers to easily find more information. Line breaks should be used to structure description information, especially in Part 2 of the description.

**Part 1**
Concrete Description of what users will see in the video. It should be engaging, easy to read and informative. Maximum length of 300 characters.

**Part 2**
Additional information including links to project or event, speaker bio, citations and additional information, and content source.