

Easy YouTube Integration into Your Blackboard Courses

YouTube.com, a video storage and streaming service owned and operated by Google, is a fantastic educational resource for instructors of all grade levels. The advantages of YouTube include its ease of use, popularity, and accessibility across multiple platforms and devices. If you are not using YouTube for your courses, you could be missing out on one of the most faculty- friendly pieces of education technology currently available on the internet!

“That is all fine and dandy, but how do I use YouTube in a practical way for my courses?”

When it comes to integrating YouTube videos into your Blackboard courses, you are limited only by your individual creativity, and your knowledge of how Blackboard and YouTube function together. Your creativity, I cannot assist you with; however, making sure you know everything there is to know about how YouTube and Blackboard function together in a practical way is something that I will seek to accomplish.

First, before we do anything, let’s setup a verified YouTube account with your **@su.edu** account as this will be important for accomplishing your desired goals with YouTube video integration.

Signing into YouTube:

- Go to YouTube.com
- In the top right corner of the screen click “Sign In”
 - Sign In with your SU Username and Password

[Here is a click-by-click album of the verification process](#)

Verifying your Account (if you do not do this you will not be able to upload videos over 15 minutes in length):

- Once signed in, click the “Upload” button in the center of the Youtube.com homepage
 - Click the “Increase Your Limit.” link under the “Select Files to Upload” area.
 - Select how you would like to receive your verification
 - Input the verification number that you receive and click submit
 - Congratulations, your YouTube account is now verified

Now that your YouTube account is setup and verified with your valid **@su.edu** email address, let’s discuss in what ways you can bring YouTube videos into your Blackboard courses:

There are two types of videos that you will most likely want to use for your courses, Videos that already exist on YouTube, and videos you have uploaded to YouTube. Additionally, YouTube videos have three levels of security that you can select.

- “Public”: A video that anybody can see by typing the name of the video in the YouTube search bar.
- “Unlisted”: A video that only people with the specific URL can view.
- “Private”: A video that nobody can view unless you manually input their usernames giving them specific access to the video.

If you upload a video to YouTube and set it’s visibility to “Private” the only way to share that video to your students is if you manually input the email addresses of those students who you would like to share the video with. Thus, listing a video as “Unlisted” is preferred as only a person with the appropriate link can view the video, and nobody else can see it.

If the students are savvy enough, any YouTube video they can view can also be downloaded through third party software (This is an uncommon thing to happen, and would also be the case for just about any video you show students over the internet).

[Here is a click-by-click album of the YouTube Mashup feature](#)

- Videos that already exist on YouTube and that are shared publicly can be brought into Blackboard by using the YouTube Mashup feature in the Content Editor. For example, if you would like to add [Psy’s Gangnam Style](#) to any area in Blackboard where you have access to the Content Editor you would simply take the following steps (these steps also work for videos you have made but have been listed as public):
- Go to the Content Editor and expand it
 - Locate and click the Mashup Button on the bottom row on the left side of the formatting options.
 - Locate and click the YouTube Video button in the drop down list that appears
 - Search for your desired video and hit Select once you have found it
 - Pay close attention to the available options locate and click “Submit”

[Here is a click-by-click album of the Video Everywhere feature](#)

- Videos that you have uploaded into your YouTube video manager and are unlisted can be brought into Blackboard using the Video Everywhere feature in the Content Area. Such videos might be tutorials, instructional videos, or assignment instructions that you have created or uploaded to YouTube. To integrate such videos into Blackboard, take the following steps:
 - Go to the Content Editor and expand it
 - Locate the “Video Everywhere” button in the bottom left corner of the Content Editor
 - Click the “Browse” tab in the window that appears and grant access to your YouTube Video Manager.

- Select your Desired Video and click “Insert”
 - Pay close attention to the available options (if you are concerned about an unlisted video’s URL being shared, simply click “no” to the “Show YouTube URL” and that should give you an added layer of difficulty for your unlisted videos to be viewed by none desired viewers)and click “Insert”

In the Video Everywhere feature, you can also hit the “Record” tab to directly record a video within the Blackboard Content Editor and have it uploaded into your Video Manager in YouTube; however, this feature is most often used by students when responding to Discussion Boards, Journals, or Blogs.