Songwriter Resources and Channel Strategy
01 Music Industry Resources

02 Curating a Channel

03 Creating Original Content
Music Industry Resources
YouTube For Artists: youtube.com/artists

- Music Resources
- News for Music Creators
- Music Charts and Insights
Best practices tailored to meet the needs of writers & their teams

Getting Started on YouTube
Learn the basics of creating and managing your channel, and start connecting with fans.

How Copyright Works
Learn about music copyright, cover songs, and YouTube's Content ID system for rights management.

Promote Your Music Through YouTube
Promote your tour, releases, and career milestones.

Connect With Fans
Interacting with fans is part of your day-to-day experience and you can do it on YouTube no matter where you are in the world.

Measure Your Success
Get information about how your fans find your music, and what keeps them engaged, with YouTube Analytics.

Make Money With Your Music On YouTube
When fans watch your content, you can get paid. Find out how to monetize your channel.

Showcase your Discography on YouTube
Create a visual and interactive portfolio of your credited work through playlist curation.

YouTube Official Artist Channels Playbook
We'll walk you through the basics of setting up an Official Artist Channel and how to use it effectively.
02
Curating a Channel
Ideas for content curation

- Songs in my catalog (Songs I wrote, co-wrote, produced, engineered)
- Live performances
- Interviews
- Recent songs to highlight
- Throwback songs to highlight
- Award Acceptances
- Fan curation (covers, dance videos)
- Songs I’m inspired by
- Collaborators (Artists I’ve worked with, Songwriters I’ve worked with, In the studio with...)
03
Creating Original Content
Ideas for content creation

- My version of a song made popular by artist
- Acoustic version of song made popular by artist
- Lyric Videos
- Live Shows
- Behind the Scenes
- Tutorials
- Samplers
- Fan or audience engagement
- Artist covers and remixes
- Fan Questions
SOME INSPIRATION!

Click here for examples of Songwriter + Producer channels for inspiration.