

# YouTube Shorts toolkit

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## Shorts in action

These example Shorts show simple ideas—see more ideas for Shorts [here](#):

[How I became a social worker](#)

[4 ways social workers help patient families](#)

[How to become a clinical social worker](#)

## What are YouTube Shorts?

**Short, vertical videos** (60 seconds or less) created on a smartphone for quick, authentic storytelling.

They can effectively reach younger audiences where they already spend time. **90% of Gen Z is on YouTube as of 2025.**

## Why post on YouTube Shorts ?



**Spreading awareness**



**Recruiting new professionals**



**Reach Gen Z**

## Who are we reaching, and why?

Analyze your audience carefully before creating Shorts. Who is your target demographic? What backgrounds might they have? What characteristics? Doing this will help you tailor your content to appeal to the right people.



## Did you know?

Gen Z is more likely to trust real, unpolished stories than polished ads.

# How to create a YouTube Short

## Step 1: Plan

Choose a simple message or hop on a current trend (e.g., "POV: Come with me to my job as a social worker").

Keep the audience in mind — think students, career changers, or local residents.

## Step 2: Record

Use a smartphone. Shoot vertically and position yourself in front of a window or outside for optimal lighting.

Speak naturally — authenticity matters more than following a polished script.

## Step 3: Edit & upload

Be sure to add captions, clear titles and descriptions, and use hashtags like **#SocialWork** or **#ChildWelfareCareers**

Post Shorts once every 2 weeks to start, then build frequency from there.



## Algorithm basics

Shorts succeed when they grab attention in the **first 3 seconds**.

This helps drive engagement through watch time, replays, and comments. **See more on page 4.**

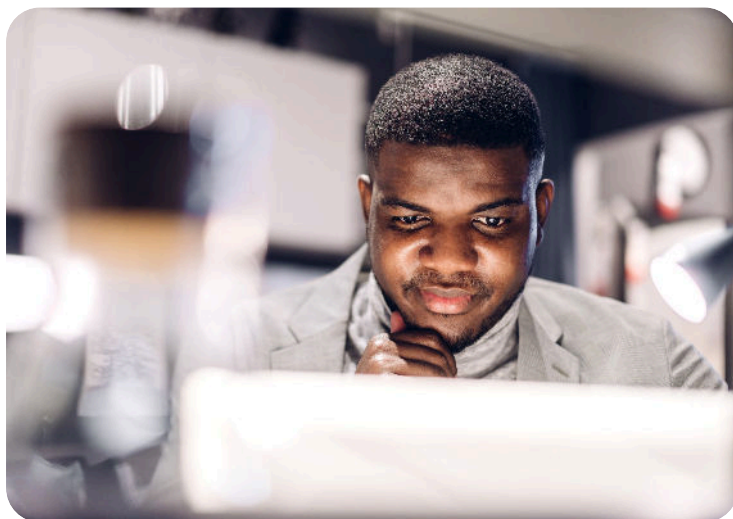
## Tips for growth

- Post regularly — even 1–2 posts each month can build growth. Aim for 1x every 2 weeks to start.
- Captions, keywords, and hashtags boost visibility. Make sure they're clear and descriptive.
- Use simple words and short sentences for captions. See [plainlanguage.gov](https://www.plainlanguage.gov) for tips.

## Content ideas & next steps

### Video ideas

- **Day in the life** → "Spend the day with me as a rural case manager."
- **Why I joined** → 4 quick reasons from your current team members.
- **Orientation moments** → Fun clips from team activities.
- **Logic model in action** → "Scholarships → Training → More Caseworkers → Stronger Families."
- **Your work counts** → "My child welfare hours count toward becoming a licensed clinical social worker."



### Next steps

- **Start small.** Try to post 1-2 Shorts per month and grow from there. Eventually, you can post 1x/week.
- **Collect content.** This can include content from a special events or normal day-to-day activities.
- **Monitor basic metrics.** Look at views, likes, comments, and shares to see what content is reaching your audience.
- **Build playlists.** As your channel grows, you'll want to keep it organized for easy navigation.



### Keep it fun!

The most engaging shorts feel natural, not corporate.

When possible, share the same content across platforms like Instagram and Facebook.

## Organize your Shorts

- Use playlists to organize your Shorts (e.g., "For social workers" or "For students").
- Organizing your content makes your channel easier to navigate.
- Playlists help the algorithm suggest your content.

# YouTube algorithm tips

## The algorithm

YouTube's algorithm helps audiences find Shorts they are most likely to enjoy by analyzing watch history and behaviors and placing content on a person's feed.

To help your Shorts show up in the right audience's feeds, **try to create content that:**

- **Keeps the viewer's interest** — We don't want them swiping away in the first few seconds. Try to engage someone within the first 3 seconds.
- **Stays under 1 minute** — One video might be 15 seconds, another up to 1 minute; just try not to go over this limit. Occasionally, it's okay to post a Short up to 3 minutes.
- **Is relevant** — We want content to reflect real-life people with real-life roles in child welfare.
- **Is frequent** — Posting consistently helps YouTube know you're an active account. Even posting once every couple of weeks is a good start.
- **Uses strong descriptions and hashtags** — Make sure these are precise and truthful.
- **Is getting engagement on other channels** — Look at similar channels and see what's trending in the child welfare space.

## Editing platforms

Popular editing platforms YouTubers use to create Shorts:

YouTube Studio	Free	The built-in editing feature in the YouTube phone app. Similar to Instagram and TikTok editing platforms.
Da Vinci Resolve	Free	Very popular among creators. There is a paid version, but the free version includes almost everything!
CapCut	Free	Also popular with creators, though the free version doesn't have access to all features.
Adobe Premiere Pro	\$23/mo.	Widely considered the most in-depth video editing platform.

## References & sources

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