



# STEP-BY-STEP YOUTUBE GUIDE

for LEGALSHIELD ASSOCIATES



## **BACKGROUND**

Did you know that video is one of the most viewed types of content online today? In fact, people spend more time watching video online than they spend doing anything else online, including using a social networking site like Facebook, online shopping, uploading photos, sending instant messages, playing online games, and more. Video consumption isn't going anywhere, as it has been increasing steadily each year.

Since people are already spending a lot of time on social media searching for content, watching videos, and sharing them with their networks, it is advisable that you provide your audience information about LegalShield in a video format.

To make information about LegalShield accessible via video, LegalShield Corporate has created many quick, simple videos that explain all of the LegalShield services, why they are important, how they work, and how they can help. We invite you to use these professional videos to share across your social networks!

### **Why Share Official LegalShield Videos on Your Social Channels?**

1. To provide your audience a quick, simple and professional explanation of who LegalShield is and what it does.
2. To establish your online presence as a legitimate, successful LegalShield Associate.
3. To help answer customers' questions about LegalShield services.
4. To get more people to engage with, "like," or follow your page.
5. Because people love to watch online videos!

### **How to NOT Use Online Videos**

LegalShield Associates are no longer permitted to create YouTube or online video social channels that use "LegalShield" or any form of the LegalShield brand (such as "LS" or "LS Associate") in the channel name or anywhere in the channel (including but not limited to the "About" section, video names, video content, video tags or descriptions, etc.). Therefore, Associates may not have any videos about LegalShield on YouTube or other online video social channels; this includes Associate-made videos and videos made by LegalShield Corporate. However, since videos are a great way to share information about LegalShield, Associates are encouraged to share the LegalShield Official YouTube videos on their other social channels (such as Facebook) and details on how to do so can be found below.

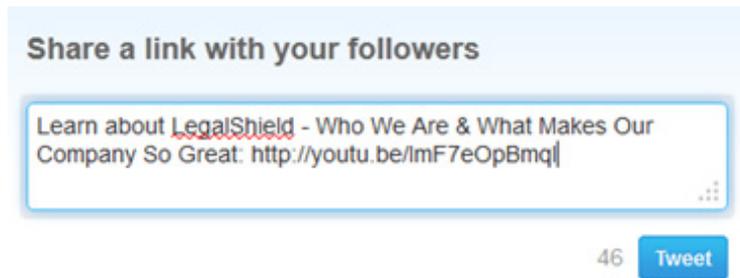
## How to Share LegalShield Official's Videos

As mentioned, sharing LegalShield Official's videos on your social channel has many positive benefits. In order to share videos online, please read below for instructions:

1. Visit [www.youtube.com/legalshieldvideo](http://www.youtube.com/legalshieldvideo).
2. Watch any video that you'd like to share.
3. Click the "Share" button (see image below).
4. Decide what social channel you'd like to share the video on and click that social icon (see image below).

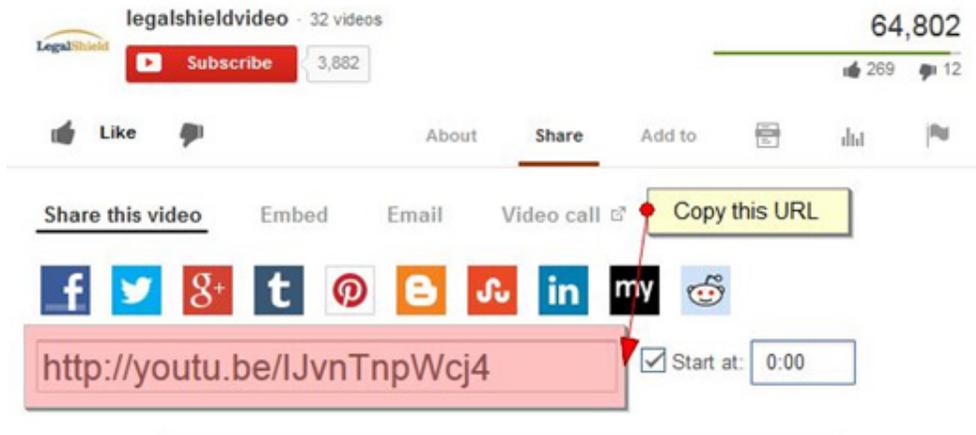


5. A pop-up will open. If you are not already logged into your social network, you will be prompted to do so. If you are already logged in, the video will auto-populate into your post. You will be able to write a status (message) to go with the video. See examples below.



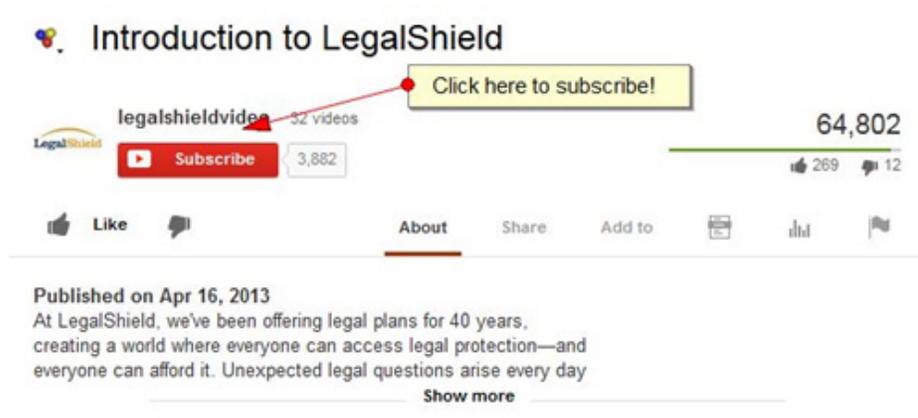
Note that using this method to share a video to Facebook only allows users to post to *personal* Facebook accounts (not your business page.) To share a video to

your Facebook *business* page, you will need to copy the provided video URL and paste it into a status update box on your business page. (See images below.)



**Commenting on LegalShield Official's Videos**—LegalShield Official's YouTube channel encourages comments and engagements on its channel's videos. However, it does not allow for any Independent Associate or third-party promotional comments. In other words, do not promote your LegalShield business. Any such comments will be taken down. Thank you for your understanding.

**Subscribe**—Be sure to subscribe to LegalShield Official’s YouTube channel to get the latest on new videos and information to share, and feel free to subscribe to other associate’s channels as well!



## What to Do If You See a Negative LegalShield Video.

If you see a negative video on YouTube, do not watch it more than once. By clicking on the video and watching it, the video generates more views and more popularity. This will make the video more likely to show up to others in the future, which we do not want. However, if you have watched it and feel that the video is false or misleading about LegalShield, please follow the steps below to report it to YouTube.

## How to Report a Negative, False or Misleading Video

If you see a video that may contain false or misleading information about LegalShield, please take the following actions:

1. Click the featured video
2. Watch the video **ONCE** to see if it contains false, inappropriate, or misleading information. If the video fits into any of those violations, click the flag button
3. Click the reason for flagging the video that best fits into the YouTube violations
4. Provide additional details to YouTube explaining why the video should be removed. Be sure to select the time the video portrays false information in the Timestamp selected section. (Not all videos will be removed from YouTube, so this step is very important)
5. Click the submit button after providing your reasoning for flagging the video

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