YouTube’s importance to Gen Z cannot be overstated.

In the following guide, we provide 15 ways to integrate YouTube into your course to help educate, engage, and challenge your students (and you as an educator).

1. **Show your human side.** Get to know your students through video introductions at the beginning of the school year.

2. **Flip the script (and your classroom).** Invite your students to watch class lectures beforehand and dedicate class time to hands-on learning.

3. **Provide real-world context.** Don’t just lecture about Greece (or whatever your area of expertise may be) — take students directly to the location to see the sites, experience the culture, and directly interact with other students across the globe.

4. **Create playlists.** YouTube playlists dive deeper into the subject and provide an alternative context/voice. By creating playlists of relevant videos you allow students to pursue their interests without wasting their time searching for information (or finding potentially unsuitable content).

"We are teaching the YouTube generation. When they have a question, they don’t necessarily go to the text, they go on YouTube. They’re very visual learners, but they want information that’s consumable in just a few minutes."

Karen Freberg
Associate Professor, University of Louisville
“Videos are powerful, not because of what they say, but because of what they offer inside the classroom — the chance to facilitate rather than tell.”

Keith Hughes
Adjunct Professor, Graduate School of Education,
University of Buffalo

5. A, B, or C? Forget the typical quiz format. Develop video quizzes to accompany assigned videos for immediate feedback.

6. Raise your hand. If students have questions, you’ve got the answers. Or, their classmates do! Recorded videos can be used to ask and answer class-related questions.

7. Beyond the textbook. Video tutorials supplement class discussions by providing additional insights.

8. Record and replay. Save time and effort by recording lectures now to use for future replay.

9. Live stream guest speakers. Bring in guest speakers from around the world with YouTube’s live stream feature. Students can ask questions and participate from anywhere, at anytime.

10. Live stream office hours. A quick way to use video (and get students to show up for sessions) is to host virtual, live-streamed office hours.

11. Archive class discussions/projects. This serves as a great resource for both current and future students.

12. Video flashcards. Help students study and retain knowledge. Video flashcards allow them to pause and replay.

13. Exam reviews. Post relevant exam materials on YouTube for students to review. If privacy is a concern, you can always set your channel to “private.”

14. Vlog it. Step up your blog game with a visual blog — a vlog. Record your thoughts and post away.

15. Do a gut check. How is your teaching measuring up? Recorded lecture videos give you an opportunity to review and improve upon your style.

Self-directed learning rules

70% of YouTube viewers use the platform to solve problems, and 86% regularly use YouTube to learn new information.

Hootsuite
Why use YouTube in your classroom?

- **Students can learn at their own pace.** Students can review, rewind, pause, or replay content.
- **Gen Z are visual learners.** YouTube provides a visual and audio means of learning which contributes to better understanding and retention.
- **Learning can happen anywhere, at anytime.** As long as there's internet access, students are able to learn from YouTube.
- **It’s shareable.** Easily share interesting finds with your class, and invite students to share amongst themselves.
- **It enhances the classroom experience.** Video serves as a channel to bring your topics alive.
- **Students are co-creators of content.** Students themselves can create original content and share their own expertise with viewers that range from your classroom to those around the world.
- **Expert content.** Cat videos aside, YouTube offers access to a wealth of expert resources.
- **It’s free, and easy to use.** Setting up a YouTube channel is simple, and loading a video is as easy as a click of the mouse.
- **Videos live forever.** Let’s be honest — papers get trashed.
- **It’s easily consumable.** Find a balance of short and long durations of video content to make tuning in engaging.

Start here

An important feature for educators is Google for Education. Here, students and teachers can access a broad range of educational videos, including lectures and speeches.

Dare to learn. Dare to change.

Digital learning removes limits and gives us the freedom to provide education anytime and anywhere, empowering us to overcome our most difficult challenges.