

Sure and Share Center launches a new YouTube channel to publish fact checking videos

Sure and Share Center is the fact checking arm of MCOT, Thailand's official news agency. The Center evolved from a TV program called "Sure and Share: Make Sure Before Sharing".

OPPORTUNITY

Sure and Share Center wanted to improve the quality of the fact checking videos it published and reach a broader audience. It saw an opportunity to create a dedicated YouTube channel for Sure and Share, as well as broaden the international appeal of its content by translating and adding English subtitles to its Thai language videos.

APPROACH

Sure and Care Center built up its production team to be more focused on digital video. The team added English subtitles to existing and ongoing videos, experimented with new formats and topics, then launched the new Sure and Share YouTube channel.

Building the team: Sure and Share Center restructured its existing business unit and highlighted five additional positions it needed to fill. The team looked for people who had previously worked with digital video, because experience producing and editing for TV does not necessarily translate to YouTube. The hiring process was challenging and took longer than anticipated.

Prepping existing videos for publication to YouTube: Staff started to select and transcribe 1K+ existing videos to make them ready for translation and subtitling in English. When the team later hired a translator, the videos were subtitled and checked for quality, then readied for publication.

Experimenting with new formats: Once they onboarded the new staff, the production team began to experiment with different digital video formats.

- **Infographic:** They combined graphics and images with video content to create video fact-checking infographics.
- **Long form video:** Sure and Share Center had rarely produced long-form videos, but understood that longer content (e.g., interviews) had the potential to drive engagement and growth.
- **Fact-check tutorial series:** This series was aimed at creating digital literacy around fact checking, and teaching people how to fact check content on their own.

Experimenting with new topics: In addition, the team began to experiment with new topics. For example, they tested a new cyberthreat series, which focused on personal risks on the internet such as cyberbilling, email phishing, etc.

Creating a new YouTube channel: Concurrent to video production and subtitle translation, the team established a new Sure and Share YouTube channel. Because it was a sub-channel under the MCOT brand, the new team worked closely with the digital team at MCOT to set up processes and workflows. A manager was appointed to cover the day-to-day running of the channel, new branding was designed (e.g., icon, cover, etc.), and existing videos were migrated across.

Learning on the go: The team gained skills and education on the go. For example, when they began working on infographics, the editor learned how to use After Effects. To make the most of the YouTube platform, the whole production team received additional training in digital video creation and YouTube best practices (e.g., learning about audiences, endscreens, techniques, etc.). They also changed their team structure when they saw that each of the new formats needed a dedicated content creator and producer in order to meet daily production goals. The team now has a YouTube-focused approach to digital video.

RESULTS

The Sure and Share Center team successfully launched a new YouTube channel, migrated existing videos over, and experimented with new formats. It is continuing to grow its content suite and audience.

- **Staff learned new skills** around digital video workflows and operations, and YouTube platform management.
- **Grew subscribers from just 500 to 7K** within a month after existing content was migrated to the new channel.
- **With over 1.3K videos subtitled in English**, the channel is growing international audiences and ads revenue.

LEARNINGS

Be short, concise, and to the point: This should be top-of-mind for creators making YouTube content. Sure and Share Center found that audiences responded best when topics were covered thoroughly but concisely. Video is a great way to do this because you can use a variety of ways to get the message across, such as graphics and images of on-screen citations, references, and links.

Create content for your audience: Don't fall into the trap of going down a data rabbit hole just because you think it's interesting. Make everything relevant for your audience – what do they want to see and learn about? Also, think about the benefits and learnings they'll get outside of just the topic you're presenting.

Timely topics resonate: Not every topic you cover is going to be a trending one, but audiences do respond well to topics that are relevant in the moment. With that in mind, it's useful to have a go-to format or process that you can use when breaking news occurs. Have sources lined up, quick-to-create graphics, and the equipment you need on hand. This way, you can have the story published at the time people are most interested in hearing about it.

YouTube is different to TV: Even if you have a skilled TV production team, it's important for everyone to learn about publishing on YouTube – that includes creators, editors, designers, managers, etc. Also, workflows and processes that worked for TV won't necessarily work for YouTube, so those should be redesigned to be faster and more efficient.

“ We've established an innovation mindset in our team and can creatively communicate with our audiences through digital video. We're now able to bring 'fact' and 'literacy' to more people. It's an enormous step. ”