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YouTUBE as a Business

My Suomi Finland's Channel

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<p>Description</p> <p>The reason for the thesis was to comprehend the variables and methodologies that make a YouTube video grow on the web. YouTube is the second biggest search engine in the world and video sharing has become the most important way of Social Media communication. The evolution of social media platforms have created new business models that benefit small companies and content creators and due to these phenomena new influencers are discovered every day.</p> <p>Exploring the different tools and strategies that can be used for starting a YouTube channel and engaging with the viewers is important when creating a YouTube channel. The study of this thesis was conducted by using My Suomi Finland's video blogs focusing on explaining Finnish topics and culture facts to foreigners.</p> <p>The length of the project was two years and it was a successful project that reached all the goals that were set. During the project its producer discovered that regardless of the different strategies that there are for making successful videos and successful social media campaigns the results will always be different with each project. The study also discovered that a good topic in a video can be as important as any good SEO (Search Engine Optimization) configuration, since creating conversation on a video where people are going to go back to engage in a new discussion can be as potentially popular as the one with a bigger investment in SEO or storytelling or with an education purpose.</p> <p>The conclusion states that great success can be achieved by using simple topics of interest and free Social Media platforms. My Suomi Finland accomplished more than expected during the creation of the project. In the future the channel will keep growing by itself as there is already a fair number of videos that keep themselves up and maintain the traffic.</p>		
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KEY CONCEPTS AND TERMINOLOGY

Influencer

An influencer is someone who has a large number of followers on several platforms with strong opinions which others base their opinions on. An influencer is a public figure on Social Media having thousands or millions of followers. (Chow 2012, 25)

YouTube creator

YouTube creators also known as Youtubers are persons creating content for the YouTube platform. The creators upload one or more videos per week and they focus most of their time on video content creation. Youtubers also create user generated content (UGC) for other social platforms especially in order to promote their YouTube work.

Video blog (Vlog)

A video blog, also known as Vlog, is a form of a blog recorded on a video format. Vlogs can be uploaded to different video sharing platforms like YouTube, Vimeo and Facebook among others. Most of the time a vlog contains different clips from someone's life or a video conversation about interesting topics.

Hashtag

Hashtag is a term for any word or phrase immediately preceded by the # symbol to create a label. The methodology behind it is that when one clicks on a hashtag, one will see other content that contains the same keyword or topic. A hashtag allows an electronic search to group and return all messages containing the keyword. The hashtag became a practice of writing style for Twitter in 2009 -2010 and ever since then other social platforms like Facebook, Instagram and YouTube have adapted it to their networks to classify the information.

1 INTRODUCTION

1.1 Research Background

Internet has become essential in our lives and since we can access it from our computers, tablets or smartphones, it has also become our daily source to look for information. Moreover, we are in constant search for reliable information whether it comes from a professional or from other people's experiences. Some of the places where such information can be found are blogs and video blogs created by people all around the world sharing their knowledge, experiences and opinions about different subjects. Blogs and video blogs have become so popular that some of them have more than million followers who come to visit their pages every week to watch or read more content.

The YouTube phenomenon has expanded all around the world and created new jobs, revolutionizing the way to make business. Consumers are increasingly making brand purchase decisions by relying on YouTube reviews and the reason behind this behaviour is the fact that people consume information that is easy to understand (Pixability 2014). YouTube is a site that appeals to a broad range of users, thanks to its diversity of content. Video sharing is the new trend and possibly the most important way of Social Media communication now and in the future. According to YouTube statistics of March 3rd 2015, the platform has more than 1 billion users, processes more than 3 billion searches in a month, 300 hours of video are uploaded every minute and Top YouTube creators were found to be more popular than mainstream celebrities among U.S teenagers. Furthermore, YouTube is localized in more than 70 Countries across the globe and the number of people subscribing to it daily has tripled since 2013. (YouTube Statics 2015). Video and video vlogs are in constant rise in a society where things happen more rapidly. Therefore, an increasing number of people is in constant search of faster and more effective ways to share information.

1.2 Objectives and Research Question

The purpose of the thesis was to explore and explain the methodology behind the creation of vlogs, brands and business in YouTube. The thesis also aims to explore the importance of video creation and storytelling on today's business world. Other types of Social Media platforms, such as supporting tools for the purpose of expanding content to create a successful channel, are explained as a secondary subject. However, YouTube remains a priority.

For research purposes the author of the thesis created a YouTube channel called "My Suomi Finland" where different videos and strategies were tested in order to understand how YouTube works. During the project no money was invested in the marketing or promotion of the YouTube channel, the project was carried out mainly with the assistance of free platforms. The decision of not investing any financial means was based on the theory that it is possible to create a brand and a community without any financial resources. The thesis can also be used as a manual by people that may be interested in starting their own YouTube channel as a business.

The research question of this study was: How to create a successful YouTube channel in Finland with no financial support? This question was raised since the YouTube phenomena started in Finland not long ago.

1.3 My Suomi Finland's YouTube Channel

My Suomi Finland was used as an experimental channel to answer the questions previously stated. No financial means were used to develop the project and the implementation of the project was done by using Social Media and free platforms. The video blog themes and topics go from National celebrations like "Runeberg's Day", "Penkkarit" and "Vappu" to daily life tasks, such as how to do grocery shopping in Finland, make Finnish food or recycle in Finland. The main goals of the video blog are to Educate, Entertain and Engage; such terms are described with further detail later in the thesis. The videos are categorized in separate sections for viewers to easily find what they want to learn about Finland. Some of the categories include Adventure time, Finnish your Food, Hello MSF Live chat, DIY Suomi, Made in Finland, The Sauna and Music Monday or Pop Perjantai.

2 THEORETICAL FOUNDATION

2.1 About Social Media

For this thesis it is important to understand the Social Media concept due to the fact that most of the supporting tools for the YouTube and YouTube itself are Social Media platforms. We live in a world that is deeply immersed on Social Media interaction for business, recreation and socialization. Therefore the subject cannot be ignored.

Social Media could be defined in one word “Storytelling”, but for many the name of Social Media can be quite confusing or hard to define. According to Kaplan and Haenlein, Social Media are “A group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content” (Kaplan and Haenlein 2010). The explanation of how Social Media work can be seen in Figure 1 below. A second definition according to Andrew Chow explains that “Social Media is a convergence of contents and means of conversation and bring together different communities by means of different technologies” (Chow 2012, 3).

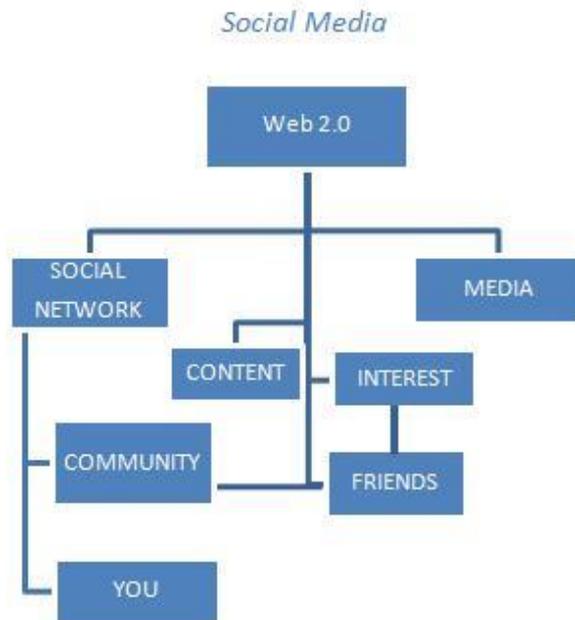


Figure 1. Social Media Mind Map. (Social Media 2.0)

There are many Social Media platforms, but the focus of this thesis was on creating content for YouTube and on how to take advantage of other Social Media tools to promote the YouTube channel content. Lon Safko and David K. state that video sharing is the easiest and fastest way to start building a Social Media portfolio (Safko and Brake 2009, 251). Video is the new rising phenomenon around the world for creating new multi-networks and innovative ways to create business. During the development of Social Media during the years, new terms have emerged and become essential for the description and understanding of Social Media. Some of the essential terms for the thesis are explained as follows:

2.2 About YouTube

YouTube is a video-sharing platform that was created in February 2005. The site allows users to upload, watch and share videos from all around the world on its platform. The available content on the platform can range from professional to amateur and the diversity of the videos goes from

TV clips to short films and other types of content, such as video blogging, tutorials and Educational videos. YouTube users can comment on and share other content and they can join communities and engage in conversations. YouTube is the second largest search engine in the world and it is transforming the way we discover information on the internet. (Brake & Safko 2009, 529).

YouTube is a site that appeals to a broad range of users, thanks to its diversity of content. Video sharing is the new trend and possibly the most important way of Social Media communication now and in the future. According to YouTube statistics of March 3rd 2015, the platform has more than 1 billion users, processes more than 3 billion searches in a month, 300 hours of video are uploaded every minute. An infographic representation about YouTube statistics can be seen in Figure 2. (YouTube Statics 2015)

YouTube and YouTube creators have clearly a significant influence over the market. Every day more people are buying and making decisions based on referrals and recommendations instead of general company advertisements (Chow 2012, 54). Video streaming plays an important referral role on the internet world and influencers can make a critical difference on a person's final decision to acquire a product or service. YouTube has revolutionized the way of doing business for several industries and, therefore, it is important to acknowledge this platform for the economic development of an industry, whether it is a start-up or an influential company trying to increase its market share.



Figure 2 The Youtube Ecosystem (Pixality Brands 2013)

According to Safko and Brake, “Video is almost always the best medium for communicating with your customers. Being able to share your expressions, inflections and body language builds much greater trust and conveys sincerity to your viewers. Watching someone deliver her or his message is powerful” (Barke & Safko 2009, 251).

During the last few years several industries have understood the power of video and joined the platform to increase customers and sales. The chart in Figure 3 made for a brand study by Pixability shows the most active industries on YouTube in the year 2013.

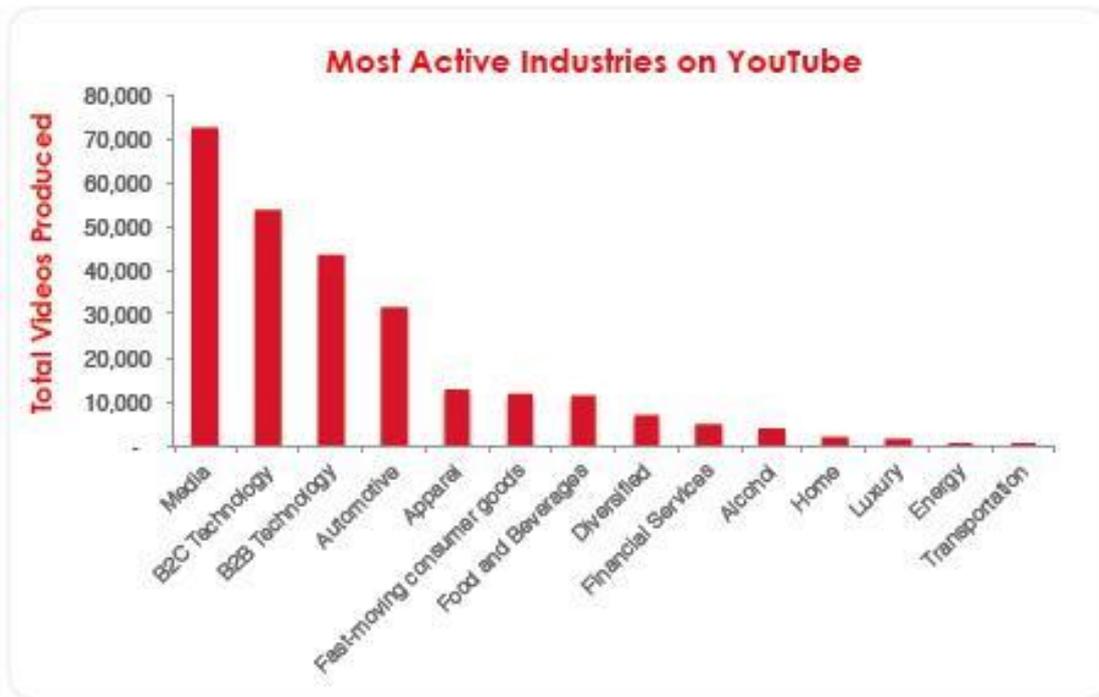


Figure 3 "The Most active industries on Youtube" (Pixability 2013)

Life span of a video

According to an article from Business Insider, a video on YouTube receives 50% of its views in the first 6 days on the site, according to data from an analytics firm TubeMogul. After 20 days, a YouTube video has had 75% of its total views. Business Insider considers that a really short lifespan for YouTube videos and they estimate that it will probably become shorter. During 2008, it took 14 days for a video to receive 50% of its views and 44 days to receive 75% of its views. The reason for the dramatic lifespan change is that now more videos are uploaded into YouTube making every video harder to find on the platform. The life span of a video is further explained in the graphic shown in Figure 4. (Angelova & Yarow 2010)

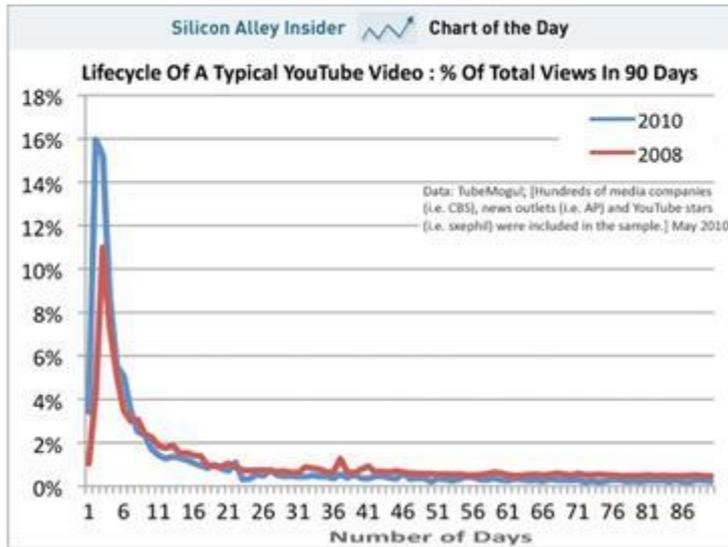


Figure 4 Lifespan of a YouTube video (Angelova and Yarow)

2.3 Types of content in YouTube

Vlogs

As it was mentioned before, a vlog is a form of a blog recorded on a video format. According to Miller, a vlog is a type of blogging in which one communicates via video instead of text. Miller states that “for many companies, a video blog (a vlog) is an essential part of their online marketing mix” (Miller 2009, 185).

A video blog does not need to be high quality, most of the vlogs can be recorded with a webcam or a cell phone, which does not mean that high quality videos are not possible. Nevertheless, the content is most important (Miller 2009, 185). The objective of a vlog is to create new content as frequently as possible for the followers. Miller states that “the goal of a video blog is to distribute your message on a regular basis to those interested parties who prefer to obtain their information visually”. (Miller 2009, 186)

Other types of vlogs consist of a vlog which contains different clips from someone’s life like a video diary or a video conversation about interesting topics. The majority of the YouTube celebrities have gained their popularity by doing and sharing vlogs, while others create extra channels to upload vlogs or mini clips of their daily life in order to gain fan engagement. Moreover Safko and

Brake state that vlogging is so appealing because it removes geographic boundaries and truly creates a global community through personal interaction (Barke & Safko 2009, 243).

Tutorials

Video Tutorials are the most frequently searched and watched videos in YouTube and those consist of step-by-step guided videos. Tutorials can also be divided in different categories, such as guided tours, instructions on how to videos and trainings. The popularity of tutorials in YouTube is growing every day thanks to their simple format and the excellent way to learn by following the tutorial that explains things one by one. The number of tutorials produced in 2014 can be seen in Figure 5.

According to Miller: “In this type of video, you create something truly useful for your target customer and then drive business by direct link from the instructional video.” Miller also mentions that “Each video exists unto itself, with the sole goal of providing practical information to the viewer.” (Miller 2009, 30)

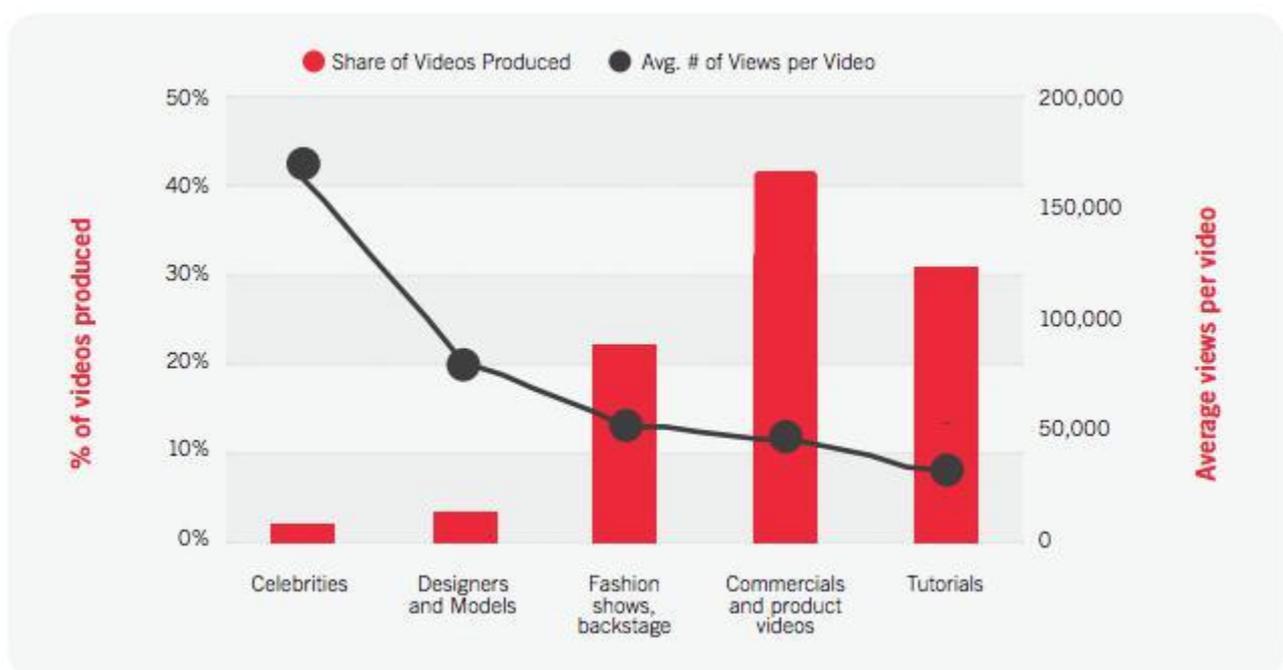


Figure 5 Percentage of views per video (Pixability 2014)

Reviews

Reviews usually consist of persons making critical analysis of products or services on their YouTube channel. Video Reviews have powerful impact on the electronic, tourism and beauty market since every day more people are buying and making decisions based on referrals and recommendations instead of general company advertisements.

According to a study made by Pixability, YouTube has become the primary destination for audiences to research consumer electronics products, discover new devices and watch reviews before making purchasing decisions. Pixability says that consumers using YouTube searches are primarily looking for product reviews, product comparisons and other informative or entertaining content.

2.4 Storytelling on YouTube

Chow states that “To succeed on social media, you need creativity for great content, consistency for great conversation and collaboration for great community”. Content is the key to a successful vlog, good content will attract people to come back to the site and look for new information. However what will really engage them and create a loyal connection is a good story. Just like with a brand, when one starts a channel on YouTube, one needs to have a good story. People are always looking for stories, especially stories that they can relate to and be inspired by. One of the ways to achieve a successful channel is by being aware of the power of storytelling and visual persuasion. (Chow 2012, 39). Pam Allyn states in an article of 2010 that stories are essential to all human beings and that they are something that bring us together.

Story connects us all. Children, adults, all of us everywhere can use the magic of story to find aspects of ourselves in others and of others in ourselves. Story reminds us that connectedness to the world does not always mean some have more and some have less, but that we all have stories and that is what bring us together. (Pam Allyn 2010)

Miller states that Digital storytelling is a narrative entertainment that reaches its audience via digital technology and media. One of its hallmarks is interactivity: back-and-forth communications between the audience and the narrative material. Moreover, digital information can be easily stored, accessed very quickly and it can also be transferred to a great variety of devices, thus it

becomes a viable content for the internet. (Miller, 2008)

According to Miller, “One of the things that distinguishes digital storytelling from classical storytelling is that members of the audience can become active players in the narrative and it can even have a direct impact on it.” During the twenty-first century, thanks to the development of technology, we have achieved new ways to communicate and to share stories with others, no matter the way we share knowledge or how we share the knowledge; the goal is just to share the knowledge. (Miller 2008, 5)

Carolyn Miller states that Storytelling is a magical and powerful craft. Not only can it transport the audience on a thrilling journey into an imaginary world, but it can also reveal the dark secrets of human behaviour or inspire the audience with the desire to do noble deeds. Storytelling can also be pressed into service for other human goals: to teach and train the young, for example or to convey important information. (Miller 2008, 4)

Jeremy Hsu wrote an article in 2008 entitled “The Secrets of storytelling: Why we love a Good Yarn” where he examines and explains the work of psychologists and neuroscientists that work on the field of studying storytelling. In his article he states that: “Storytelling is one of the few human traits that are truly universal across cultures and through all of known history”. According to Hsu “The best stories captivate their audience, whose emotions can be inextricably tied to those of the story characters.” (Hsu, J. 2008). This is the secret for a successful channel: if one emotionally engages the audience and inspires them, they will follow. A clear example of emotional engagement is the YouTube channel called “Soul Pancake”. On their videos they like to explore topics, such as philosophy, spirituality, creativity, arts and others. Subjects, such as those mentioned before with an elevated or emotional content and together with a good story can create a viral video.

In his article Hsu mentions a study from 2007 where it was found that a test audience responded more positively to advertisements that were told in a narrative form as compared with straightforward ads that encouraged viewers to think about the arguments for a product. He explains how studies like these suggest that people accept ideas more readily when their minds are in story mode as opposed to when they are in an analytical mind-set. (Hsu, J. 2008).

Nevertheless, a good story and a good video are conformed by different elements to create a

successful product. Michael Miller the author of YouTube for Business states that “The key is to offer a video that YouTube users actually want to watch. That means a video that has some sort of entertainment, educational or informational value” (Miller 2009, 12). The above-mentioned elements are further explained below.

Educate with Good Content

Miller states that “The key is to provide enough useful information to be of practical value to viewers and then make it easy for those viewers to click through to your site for more information or to purchase what you have for sale” (Miller 2009, 12). During the last few years YouTube tutorials have become more and more popular and is not a surprising phenomenon since no one knows it all and everybody needs some help once in a while with cooking, makeup or even with learning how to tie a tie. On YouTube it is possible to find tutorials for almost anything and the fastest growing markets for tutorials are the Fashion and Beauty industries. Michelle Phan is possibly the most popular YouTuber in the Beauty industry with over seven million subscribers on her channel. Michelle is a promising example on how people engage with YouTubers that have educative content just like the beauty and makeup tutorials that Michelle shares with her subscribers every week. Figure number 6 shows the comparison between the numbers of views on tutorials made by bloggers against views on tutorials made by brands. The key to success is to create videos that contain a good story and learning content. Human brains are wired to pay attention to and enjoy stories because storytelling is an ancient art that has been carried out for generations and by turning information into a visual story form it is possible to help the message to be heard.

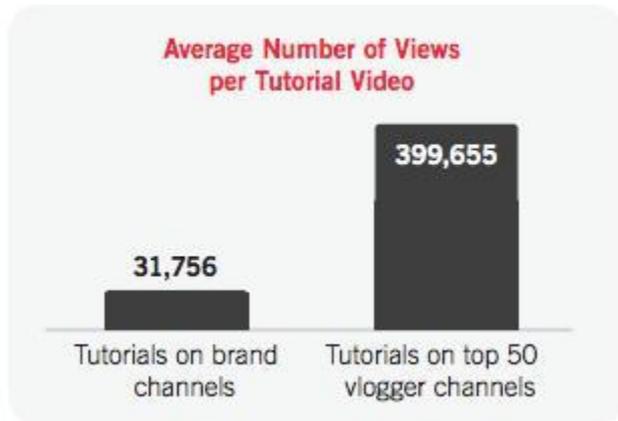


Figure 6 " Average number of views per brand tutorials, compared with vlogger tutorials". (Pixability 2014)

Entertain with Context

Miller states that "Informing and educating are important and will draw a fair number of YouTube viewers if you do it right. But everybody likes to be entertained, which is why pure entertainment videos typically show up at the top of YouTube list of most-viewed videos". (Miller 2009, 13)

Stories engage both sides of our brain by mixing information with emotion. Engaging both sides of the brain is the most powerful way to reach the audience. Customers are truly engaged with companies when they share a context about the brand with others in the community.

Michelle Phan's videos are not only informational, they are also entertaining. By looking at her videos one not only learns to put on makeup or do one's hair, one goes along with her on a creative journey of every story and makeup look that she creates in a very original way.

Engage with Contact

According to Miller, YouTube is a social networking platform and every uploaded video will receive more views if the creator fully participates in the YouTube community by interacting and responding to the comments of the YouTube fans. By doing so the fans will notice the creator's presence on the channel and will come back more frequently to be able to interact with him/her. Being an active viewer and commenting on other channels will also help to grow one's presence on the platform, interact and look for other channels that have similar content. This has a

consequence that more people will find the vlogger's channel. Engaging with the viewers takes time and effort but it will create loyalty and a long lasting relationship with the audience. (Miller 2009, 151) Furthermore, interactivity leads to the content creator to fully understand the audience, making it simpler to create content and share information that the audience wants to have. It creates a bond between the audience and the creator as miller explains.

Without interactivity, digital entertainment would simply be a duplicate of traditional entertainment, except that the medium, in which it is presented, such as video or audio, would be in a digital form rather than an analogue form. It is interactivity that makes digital media such a completely different animal from traditional storytelling forms, like movies, television and novels. Interactivity is a two-part word. The first part inter, a prefix means "between," implying a two-way exchange, a dialogue. The second part, active, means doing something, being involved or engaged, Thus the word as whole indicates an active relationship between two entities. (Miller 2008, 54)

Be Authentic

We have mentioned earlier that video is a great way to engage with the audience, as they can truly see the creator's expressions and reactions to different situations and those factors can help people to realize if one is honest or false. The importance of being authentic is that this will really engage people for who one is and not for whom they think one is. Once a creator becomes a personal brand, people will want to work with him/her.

The biggest YouTubers today have gained their popularity by being themselves and letting people relate to them. Different from the television, people on YouTube do not show themselves as perfect human beings and it is exactly because of their imperfections that the viewers identify with those personalities. To be noticed on YouTube one needs to be authentic and show one's sparkling personality.

3 METHOD

3.1 Overview of research methods

The purpose of this study was to understand the factors and strategies that make a YouTube video successful on the internet. Previous studies on the topic have been conducted by several companies, so the approach of My Suomi Finland is to put those strategies in use in order to discuss and reflect on the results of each successful video. A qualitative approach was selected so as to have a better understanding of the marketing and My Suomi Finland brand perception as well as the messages and responses related to each video. The chosen methods were observation, focus groups and online methods.

An observation study based on My Suomi Finland viewer's feedback was thus conducted using mostly the videos produced for the channel but also looking at the YouTube comment section of each video that would have written statements about the viewers' experiences on the platform with regard to the educational content produced by My Suomi Finland. The popularity and total views of each video were also considered important data for understanding the behaviour of the audience and their preference of content. Other types of data for the My Suomi Finland project were online surveys to the viewers of the channel, telephone interviews with the clients and face-to-face reactions to My Suomi Finland videos for students.

A focus group study was also conducted by sending online links with a standardized questionnaire in order to collect information about My Suomi Finland engagement. This questionnaire was sent to My Suomi Finland viewers allowing a quick and effective classification of data while giving space and time for respondents to think about their answers more carefully and privately. According to Poynter, "Online focus groups, also known as OLFs, are the equivalent of traditional offline focus groups, using specialized chat software to bring people to a designated website to conduct discussions" (Poynter 110).

A survey was created in order to research how My Suomi Finland had affected people and their lives. From the survey it was possible to see if the respondents believed My Suomi Finland to be helpful and how they rated the videos for their informational value. The survey with the answers

can be found in Chapter four.

The online research methods used were those of Google and Facebook analytics in order to compare the performance of the videos of which only a few were selected for comparison. The videos were divided into categories such as Pikku Tani Talks, "How to In Finland?" and Adventure time where just the top five videos from each category were analysed and compared according to the number of views and time period on the platform.

3.2 Case Implementation of My Suomi Finland

My Suomi Finland (MSF) was created in January 12th 2014. Soon after the creation of the channel, the social media of MSF also became active and now MSF is active in several different types of Social Media, such as Facebook, Twitter, Instagram and WordPress. Ever since, the channel has grown to have 1,736 YouTube subscribers to the date of April 22nd of 2015. On the same date the Facebook page reached 687 likes, 376 followers on Instagram and 914 followers between WordPress and Tumblr.

The YouTube channel My Suomi Finland is based in Finland, its purpose is to publish videos about the Finnish culture and traveling topics in the country while implementing storytelling methods to make the videos more entertaining. The video blog seeks to fill a gap left by travel guides and government organizations by teaching the visitors from different countries about life in Finland. My Suomi Finland was created by using YouTube as its main platform, afterwards other platforms were added for the promotion, distribution and monitoring of the videos. The video blog themes and topics go from national celebrations, such as "Runeberg's Day", "Penkkarit" and "Vappu" to daily life tasks, such as how to do grocery shopping, make Finnish food or recycle in Finland. The main goals of the video blog are to educate, entertain and engage; such terms were explained earlier in the thesis. The videos are categorized in separate sections for the viewers to easily find what they want to learn about Finland. Some of the categories include Adventure time, Finnish your Food, Hello MSF Live chat, DIY Suomi, Made in Finland and The Sauna.

Use of Social Media as Promotional Tools

Several social media platforms were used to work on the marketing and promotion of My Suomi

Finland project. Only few platforms were selected among the wide range of options. Chosen ones were selected as they had shown to fit better the customer base behaviour.

Facebook

Facebook is an online social network service where users can create a user profiles, add other users as friends, exchange messages, post status updates and photos. Facebook provides a platform for users to quickly connect with friends, family, co-workers and acquaintances in various network groups (Brake Safko 2009, 452). Users can also join groups that contain common interests organized by school, workplace cultural interest or other characteristics. The network also allows personalizing the profile based on personal preferences and share events, pictures, videos or experiences.

The motivation to use Facebook is due to the fact that it can be used in business environments for networking, locating business leads, finding the target audience by looking for specific groups or organizations. Due to its popularity Facebook is a great channel to promote new products, services and enhance communication between a brand and a customer. Facebook is an important Social Media platform for marketing, fan connection and engagement. However is not ideal to share your videos directly from YouTube because the appearance of video links shared in Facebook are not very attractive to other users, look at 6.1.4 WordPress to share videos on Facebook.

My Suomi Finland project uses two different functions of Facebook, profile and Facebook page. The Facebook page is where content is shared and people can easily follow new things from channel within Facebook. The Facebook profile is used for more flexible conversation with followers and sharing content within other pages, happenings and groups on Facebook. The Facebook page has reached 906 likes to the date of September 12th since its creation on 7th of April 2014. Facebook has been mostly used for the European and Finnish market as Facebook is one of the main Social Medias used on this area.

Twitter

Twitter is another social networking service that enables to share short messages of 140-characters that are called tweets". According to their own website Twitter describes a Tweet as an

“Expression of a moment or idea” these tweets can contain text, photos and most recently videos. (What is Twitter N.d.)

Twitter allows creating a user account where you can share information and follow other users to follow their tweets. At the moment when a user follows other user their tweets are visible on their timeline. (What is Twitter N.d.)

To promote your YouTube channel you can copy the link of your latest video and share it with a short message on your Twitter page. To gain major results is recommended to post your video at least 2 times per week for those subscribers that may have missed your post the first time. (What is Twitter N.d.)

My Suomi Finland uses Twitter mainly to connect with other users. The platform allows sending instantaneous tweets, engaging in conversations and trending topics. Through the use of twitter My Suomi Finland has been able to connect with some collaborators and engage with U.S.A fans. Twitter has reached 226 followers since September 2014. Twitter is used to reach the U.S.A audience as it is one of main social media platforms in that area.

Instagram

Safko and Brake ask that “If a picture is worth thousand words, what is the value of being able to sort, organize and share photos with colleagues and customers in your network?” (Brake Safko 2009, 493) The following network is a photo sharing social platform that allows users to take photos and share them instantly on the Instagram social network. The application allows the user to edit the picture and provides different types of filters to them. Additionally the photos can be share in other social networks like, Facebook, Twitter, Flickr and Foursquare.

Using Instagram helps spread your brand recognition among different users on the web. To promote your YouTube videos one can post a picture or short clips related to the latest video, however is best to do not over post about the new content or one may lose Instagram followers.

My Suomi Finland uses Instagram to capture moments around Finnish culture and nature to share for the followers, giving a piece of life at Finland at a time. Instagram has been useful connecting fans and My Suomi Finland through moments while sharing colourful and creative pictures of the

surroundings. Instagram is a global Social Media platform and it has reached 509 followers since it was created on October 2014.

WordPress

WordPress is a blog software that provides blog hosting services ranging from free blog accounts to premium blog accounts to limited VIP hosting. WordPress is open source and allows the inclusion of third-party applications to enhance the WordPress user experience. (Brake Safko 2009, 489). Word Press is a popular blog services used by millions of people, having knowledge of the importance and worldwide use of this platform, it makes sense to make it part of the promotion strategy to reach people that are still heavily engage on the Blog format of sharing information. (Brake Safko 2009, 490).

WordPress can be used to promote your YouTube videos and include some extra information that couldn't fit into the video. The way to do it is by embedding your YouTube video into your WordPress blog with a short blog post about the video subject. After you have published your post you can use the link and share it on the other social platforms, this method is much more attractive on the YouTube platform since it displays a bigger image of your video than the one you get from sharing your content straight from YouTube. (Brake Safko 2009, 490).

My Suomi Finland uses WordPress to make blog posts to write things that weren't mentioned on videos and give more details of the content. WordPress also helps sharing YouTube videos on Facebook, as the outlook is better when shared with WordPress blog. It also appeals to the people who rather read than watches videos. The WordPress is intended to be updated every time that a new video was released. WordPress has 14,804 views and 36 followers on the date 12th of September since its creation. Main source of views come from these counties, Finland, U.S.A, German, France, Spain and United Kingdoms. The reason to use WordPress is that it is global platform and will reach followers from countries that cannot follow My Suomi Finland on Facebook.

Optimization of the Channel

With thousands and millions of videos being uploaded every day into YouTube is hard to think how to create original content that people will engage to and relate in personal aspects. Some findings during the process of the thesis reveal that in order to create identity on YouTube some common factors affect the outcome of your channel's success. Those factors will help the creator to differentiate him or herself from others YouTubers around the platform. (Pixability, 2014)

As shown in figure 7, My Suomi Finland YouTube channel goals have been to create consistent videos every week, that were optimized with SEO and Metadata. These terms will be explained on the following chapters of the thesis. The content of the videos have been very diverse to reach audience of different interests and backgrounds.



Figure 7 YouTube Marketing (Pixability 2014)

SEO and Meta Data

SEO is incredibly important to any company, vlogger, startup or mainly anyone that is creating content and expecting it to be found. SEO stands for Search Engine Optimization and is the foundation of how search engines index work for websites. Websites have become such an important marketing tool in the twenty first century that many brands and companies work exclusively online through their website. Search Engine Optimization is a technique similar to Search Engine Marketing which purpose is to optimize your web pages, photos, videos and web content to maximize search engine rankings. (Brake Safko 2009, 357)

Safko and Brake state that “How well you have completed your SEO will determine your position on the search engine result pages. If you did a good job, you will rank high if not in the first position, then at least on the first page of the results.” (Brake Safko 2009, 356)

Optimizing your YouTube channel is similar to Search Engine Optimization and here are few things you should remember:

YouTube and Google can't watch or listen to your video, that is the reason why title tag information, Keywords in description tag and tags are important for the SEO, the more YouTube knows about your video, the higher the possibilities for your video to rank on the first search results. YouTube uses keywords in the description to rank you for super-long tail keywords. To gain maximum advantage for your video SEO you need to make sure your video descriptions are at least 200 words and before deciding on a keyword for your video, you should research some words to see if there are video results on the first page. If so, that's a keyword you should strongly consider because you can potentially get your video ranked in Google and YouTube. YouTube's algorithm focuses on user experience signals such as likes, comments and subscribers. (Brake Safko 2009, 357)

YouTube has a traffic source with almost limitless potential, the only problem is that more than 100 hours of video are uploaded to the site every minute, since YouTube is the second-largest search engine, video should be an integral part of your SEO strategy. Metadata is "information about information", the main purpose of metadata is to facilitate in the discovery of relevant information, more often classified as resource discovery. Metadata is particularly useful in video, where information about its contents is not directly understandable by a computer, but where

efficient search is desirable; that means that video depends heavily on the tags and text surrounding the video to understand your video's topic. Metadata can be created either by automated information processing or by manual work. (Brake Safko 2009, 362)

The main channels where SEO has been used with My Suomi Finland Project are YouTube, WordPress, Instagram and Twitter. The Metadata has been mainly used in YouTube and WordPress. On WordPress and Youtube this is maintained by having word "Finland" in all topics of videos and blogposts. In Twitter, Facebook and Instagram the optimization is done by using Hashtags, that is sort of Metadata that divides the pictures or the posts into categories.

Tags

"The most important criteria that a search engine examines are your keywords. These are the words that you (or your web programmer) have told the search engine are the best possible words to describe the content on your web page. These terms are placed into something called meta tags, which are the first thing you see when you look at the code for your web page." (Brake Safko 2009, 362)

The Tags are used mostly on Youtube and WordPress. To have better results on the SEO it was settle to use at least ten tags for each Blog post and YouTube video produced by My Suomi Finland. Optimal tags are searched using search bar of YouTube or Google to see trending topics in this case about Finland by writing a keyword to the search bar. In both social media platforms using too many tags that aren't related to video can confuse the search engine and could be harmful for the categorization of the metadata.

Description

"Content is King, the content of each of your web pages is critical. Evaluating that content and choosing the most appropriate words to describe it are an important part of SEO." Another option to optimize the video SEO for your channel is to organize your videos into tightly themed playlists; a keyword-rich playlist gives YouTube deeper information about your video's topic. The more description you add to your videos and your channel will provide better possibilities for your content to be found (Brake Safko 2009, 363).

Engagement on Social Media

In Social Media according to Chow “it is not important who is talking, what is important is who is listening” (Chow 2012, 19). In the current world is essential for a brand or a company to listen what their markets wants and needs, it is easy to talk about your product and advertise yourself but the real challenge in Social Media is to make others talk about your brand positively. Andrew says that “What is worse than having negative comments about your brand is not to have any comments at all” he says that negative comments posted on a page actually signify a willingness to be in a relationship with the brand. (Chow 2012, 20)

My Suomi Finland has grown to be recognized locally and internationally ever since its creation. Clear examples are those comments from the followers on YouTube, Facebook, Twitter and Instagram. The Fan base has grown substantially and with it the engagement between them and My Suomi Finland. Before the creation of the project My Suomi Finland had researched fan engagement on Social Media and had understood it as a way to make fans feel closer to the brand and let their opinions be heard. Anyhow during the time that My Suomi Finland has been working on Social Media engagement, the creator itself noticed an emocional engagement to the fans aswell. A mutual understanding took place, while the fans shared their opinions and the creator share content. With the time both of the parties became closer to each other by sharing common interests. My Suomi Finland followers not only comment on Social Media, most of the times they share their own stories and open their hearts to each other. That is one of the reasons why YouTube is called to be one distinguished community on the internet.

As seen in Figure 8, My Suomi Finland so far has no negative results and has reached some more influential people since the creation. Other thing to notice from the chart is that on 17th of August there was lot of positive comments about the brand My Suomi Finland, when there was collaboration with other YouTuber KatChatss.

This research was done by software from brand24 that helps bloggers and companies know more about their brand. It was done from second of August 2015 to first of September 2015. On figure 8 chart named “Number of mentions” that is done as discussion intensity chart. This figure is just an infographic about the full report done by same company.

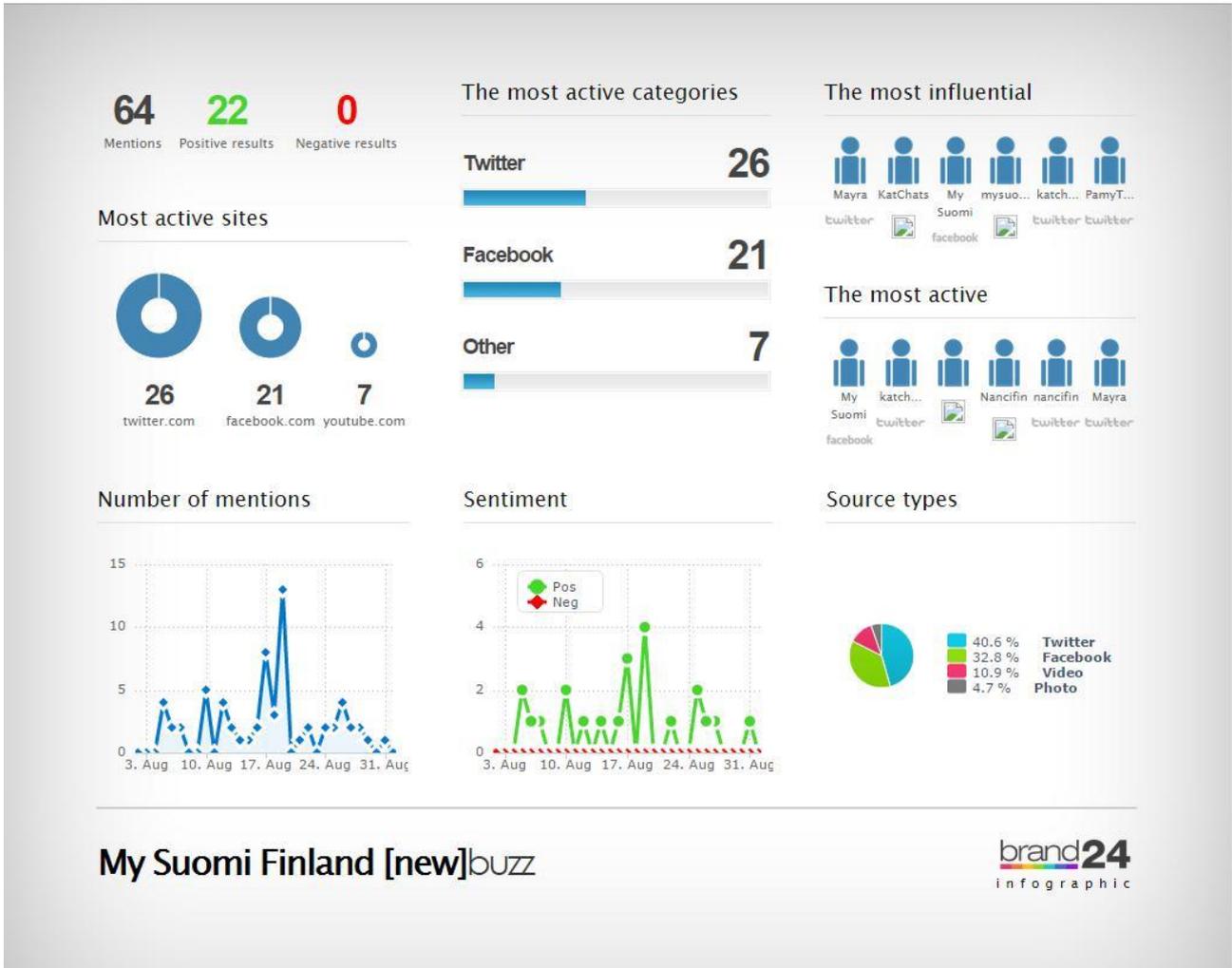


Figure 8 My Suomi Finland Buzz (Brand24 2015)

Google Hangouts

Google Hang Outs is a platform developed by Google to enhance communication through messages, video chat and SMS (Google Hangouts 2015). Google Hangouts is a great tool for Social Media creators, because it is a way to interact with their followers live time. Several YouTubers use this tool to organize Live Chats where their viewers can chat and ask questions on real time.

Google Hangouts is used to make live chats with followers so far there has been three live chats and the response of the live chats has been quite positive within the comments. Most of live chats have been live questions and answers (Q&A) sessions. The live chats realized by My Suomi Finland have been nice to do, however when there is a lack of participant following the event and

technical the event might be boring to look. Planning live chats beforehand is a good idea for entertaining and sharable events.

Personal Engagement

As part of personal engagement marketing My Suomi Finland visited Spark 14, Tubemiitti 2014 in Ku and Tubecon 2015 in Helsinki, to meet possible collaborators and fans within the event. My Suomi Finland has also visited several entrepreneur and network meetings to find possible collaborators for future videos for example Start-up Sauna in Espoo and HUB13.

Several times fans haveeeee also stop creator at street as they recognize her from the videos, in these events it is most important to create conversation.

3.3 Collaborations

Miller states that “Online videos are better at imparting brand awareness than are traditional TV ads. A Millward Brown study found that online viewing led to 82% brand awareness and 77% product recall, compared to just 54% brand awareness and 18% product recall for similar television ads.” (Miller 2009, 14)

Business and Marketing have grown on the YouTube platform, reaching their audience through the YouTube creators and vlogger stars. As the business models keep evolving these are some of the revenue models that can be used to grow a channel.

As My Suomi Finland has been growing the creator has tried to implement a business plan in to the channel to create good content without investing financially to the project. The following collaborations were done to enhance the content.

YouTuber Collaborations

Collaborations between YouTubers happen when several YouTube creators of different channels meet up and make a video together or a similar theme video together. Collaborations are one of the fastest ways to grow subscribers and are beneficial for both of the YouTubers. Creators who

have similar content on their channels often create collaborations to gain new subscribers from the other channel, anyhow these collaborations can be done with creators that focus on different content creating then very interesting and fun videos. My Suomi Finland had a collaboration with KatChatss, YouTube channel about Katya with 5000 subscribers.

Google AdSense Advertising

Google's AdSense program places content-targeted ads on your site and sell those ads to appropriate advertisers, monitors visitor click-through, tracks how much money you have coming and then pays you what you've earned. You make money anytime someone clicks the links in the ad. AdSense keeps track of all clicks and issues checks, or deposits to your bank account on a monthly basis (Miller 2008, 243).

Sponsor Collaboration

Marketing Collaborations are done between a YouTuber and a company that looks to promote their services or products in your videos. Such collaborations normally help both of the parties, as the company will brand exposure among the creator's channel on exchange for certain goods and the creator will gain extra visibility if such videos are shared among the company's marketing channels. Usually these type of collaborations results in low marketing investment for the company and a monetary or product reward for the YouTuber. The relationship between these collaborations can be long lasting if both of the parties work with respect and harmony.

YouTube Networks

YouTube Networks are groups usually managed by one or several YouTube creators who work together to grow their subscriber base by collaborating with each other and with selected brands. Joining a Network might mean that the creator will need to produce certain amount of videos per month to get certain amount of money from them. Another arrangement can be that the network will make deals with companies so the creator will produce content for them.

Partners and Collaborations during the Project

The development of the channel was slow, however the growth was always steady and it has not stopped growing ever since its creation. The channel started gaining attention and collaboration deals after its first year. Some of the My Suomi Finland collaborations have been done with the marketing team of “Visit Kemi”, the escape room “Mystery Experience” in Jyväskylä, Geocollectors, Särkänniemi Amusement Park and Color Obstacle Rush. The previous collaborations were mostly sponsored based where the channel received several goods like tickets for the park, a piece of Lapland or a night at the Snow Hotel; on exchange the companies gained exposure of their brand to their respective target audience that is similar to the one of My Suomi Finland.

Visit Kemi

The tourist board from Visit Kemi was My Suomi Finland’s First Collaboration. The tourist board offered a night at the Snow Castle, Olokolo ride, a dinner at the Ice Restaurant and a Reindeer Safari tour, on exchange My Suomi Finland created four videos which lately were shared on the Visit Kemi official Social Networks. Every year a considerable amount of tourists go to Kemi to visit the Snow Castle, making My Suomi Finland a great marketing channel for those international travellers that did not know about this place or may be considering visiting the place. The collaboration with Visit Kemi was successful anyhow the videos were recorded at the end of the winter and the castle was open for only one week more after the videos were posted. The videos only reached half of the expected views during the month, however considering that YouTube videos have undefined life on internet, the estimation is that next winter the views will considerably increase.

Geocollectors

Geocollectors is a Finnish company that buys large areas of different kinds of wilderness terrain from all over the world and makes them available for private Geocollecting. The idea is to divide the areas among thousands of owners, who may purchase one square meter plots from each area. By crowd sourcing valuable environments and interesting geographical locations while

making it very difficult for any other entity to purchase them back and exploit.

Geocollectors set a piece of land to My Suomi Finland to understand the concept and later on make a review of the service. The box arrived with a small token that represented the piece of Lapland that you had acquired followed by instructions on how to claim your piece of land. Afterwards My Suomi Finland made a video review about the service on a series called Made in Finland. The video got positive reviews and the product was mentioned several times on Social Media by sharing or retweeting the video, as well as Facebook mention.

Mystery Experience

The Escape Rooms in Finland arrived during the year 2015. Escape Rooms are a game concept where a group of people gather to solve different puzzles inside a room in order to find their way out in less than one hour. The Escape Room in Jyväskylä opened during the spring 2015 and wanted to have some video marketing for their business.

The video was recorded as an experimental project in order to protect the content of the room and the surprise elements on it. The video resulted on a camera hanging on a corner of the room and the participant voices on the background. The video received positive comments and proved to be useful on marketing the company, since many people did not know of the existence of this type of services in Finland before watching the video.

Color Obstacle Rush

Color Obstacle Rush is a popular run that includes obstacles and throwing color during the run. The Color Obstacle Rush is very popular during the spring and Summer time in Finland. The collaboration was very successful and the fan engagement on the video was positive. The communication with the partners was very brief however the results were effective during this collaboration. The contact with the partners was based on email and all the agreements were also done by email. The Color Obstacle Rush organization was very happy and satisfied with the video, their marketing strategy is to simply have videos from vloggers online however they never made

any mention of My Suomi Finland on their channels.

Särkänniemi

Särkänniemi is an amusement park close to Tampere city center. The park has attractions for adults, children and is the home for the Angry Birds Land and Dog Hill. My Suomi Finland was invited to make a video for Särkänniemi during the summer and the video was categorized under the Adventure Time series.

The video had a focus on showing the best parts of the amusement park while hosting a competition around different venues. The video was fun to make and fun to watch and received positive comments from the viewers. The Särkänniemi video was also the most share video from all the collaboration videos until that moment.

4 OUTCOME

Observation Study

Running a YouTube channel does not require financial investment, it requires time investment. Nevertheless, the content on YouTube can be infinite and any creative idea can become a profitable business. Being a YouTube creator does not mean sharing content on YouTube. In order to be successful and grow followers on the channel it is required that other Social Media tools are used and that the YouTube creator becomes a Digital Producer who creates content for different platforms.

One of the keys to a successful channel is to have consistency and to invest time in the production of content. The time invested in the channel will generate more traffic and more followers over time. Consequently, managing a YouTube channel can become a full time job and generate profitable income as in the case of My Suomi Finland. YouTube channels can evolve in terms of content, meaning that there is no need to have a specific focus all the time since there is a wide space for creativity and expansion of the platform. After collecting a fair amount of subscribers or

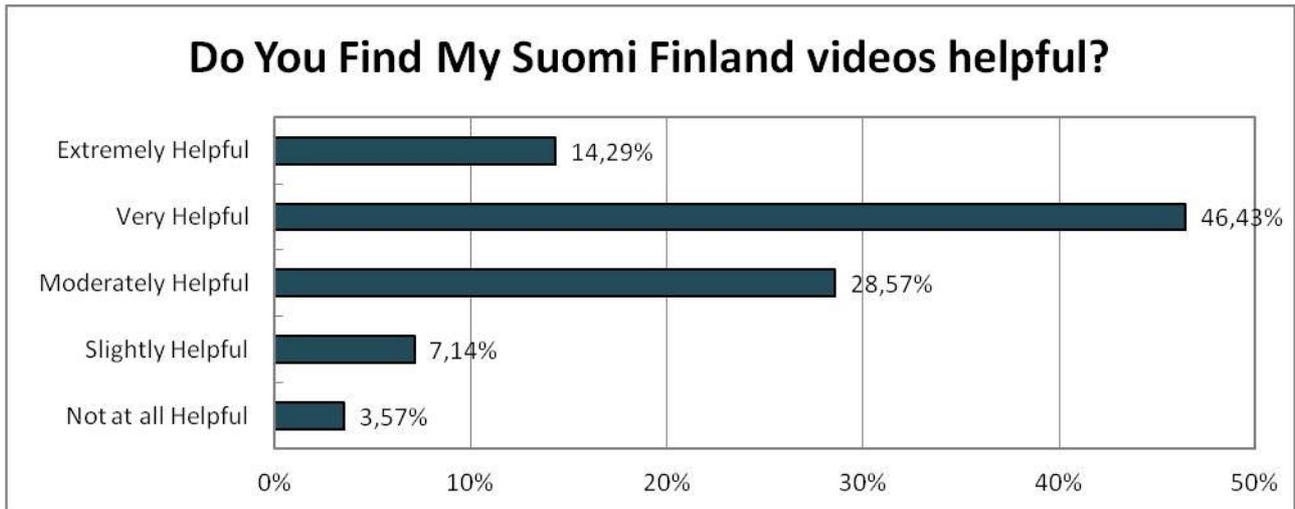
followers in Social Media, companies will be able to consider the channel for collaboration ventures and business deals that go with the concept of the channel. The options for growing a YouTube channel are limitless and any idea can be turned into a collaboration plan.

The goals that were set for My Suomi Finland at the beginning of its creation exceeded the expectations after its first year. Becoming a successful project, My Suomi Finland gained online recognition locally and internationally. These are clear examples on how anyone is capable of creating a brand and a business by only making use of the Social Media tools available. My Suomi Finland project will continue to grow as the number of videos posted on the internet is sufficient for the project to sustain itself. Nevertheless, content for the channel will be posted as long as there is someone to keep up the project.

Focus Group

A focus group study was conducted by sending online links with a standardized questionnaire in order to collect information about My Suomi Finland engagement. This questionnaire was sent to My Suomi Finland viewers allowing a quick and effective classification of data while giving space and time for the respondents to think about their answers more carefully and privately. The survey was online for a period of three weeks and it was answered by 28 followers of My Suomi Finland. The results of the survey are explained as follows.

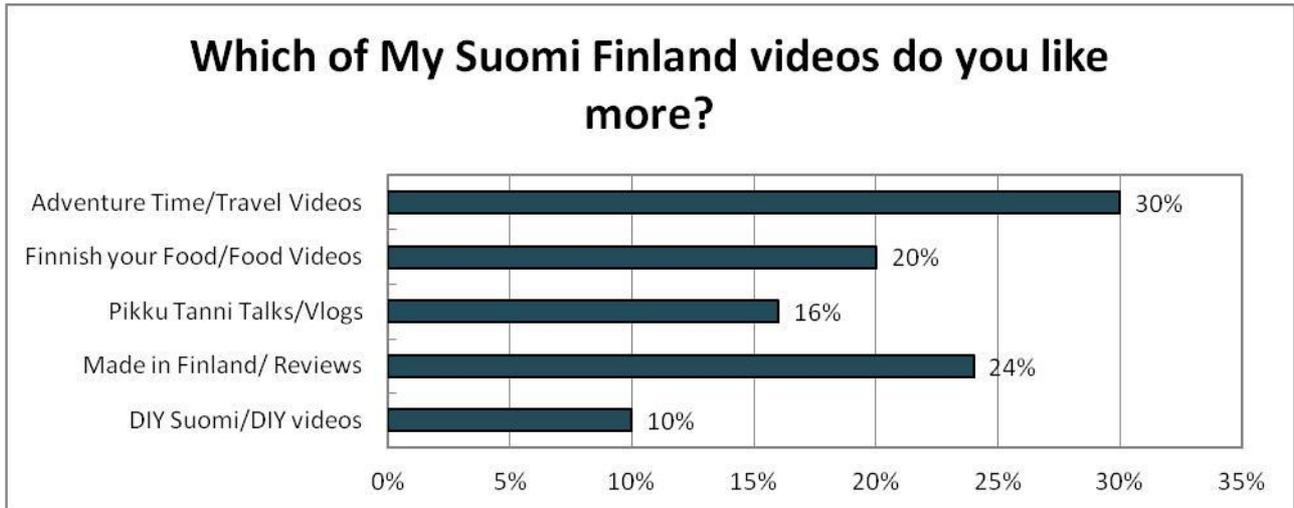
As seen in Graph number one, 46% of the followers thought that the videos were very helpful, while 29% felt that the videos were only moderately helpful and only 4% did not find them helpful.



Graph 1 Measurement of videos

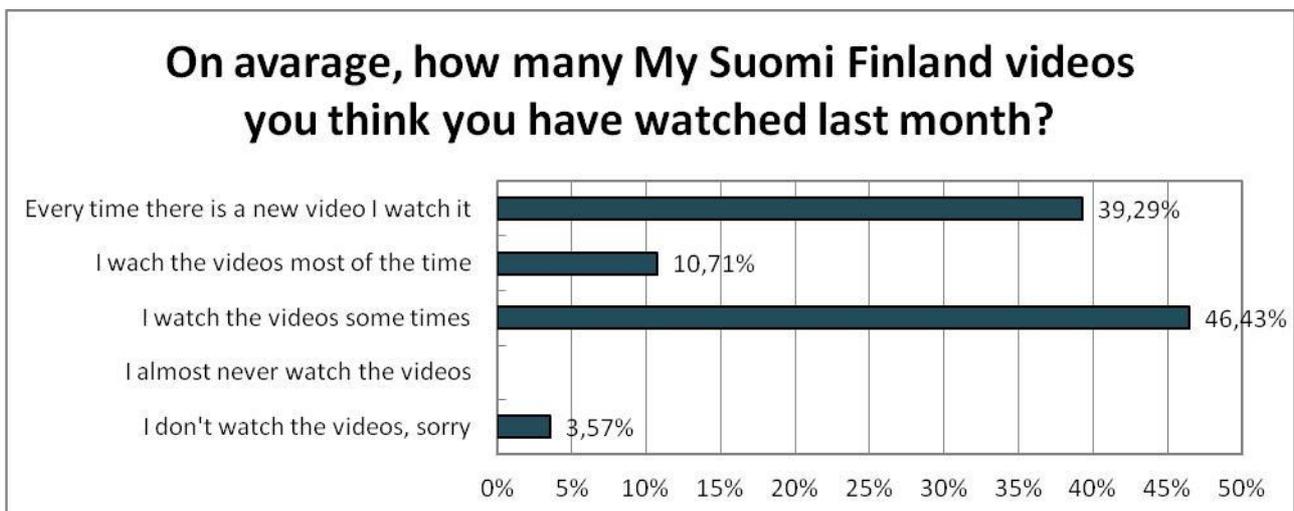
As seen in Graph 2 about the second question, the most popular videos were Adventure Time with 30% followed by Made in Finland with 24%. The next were Finnish your food with 20%, Pikku Tani Talks with 16% and DIY Suomi with 10%.

According to the survey, Adventure time was one of the favourites. However, Adventure time videos did not reach the top list of the popular videos on the Youtube channel. The most popular videos were those with the title Pikku Tani Talks. It could also be seen that most of the views to the channel came from non-subscribers. However, My Suomi Finland subscribers preferred the Adventure time content as in those videos the creator expresses her personality in a more open way, whereas the more popular videos have topics that interest people in general.



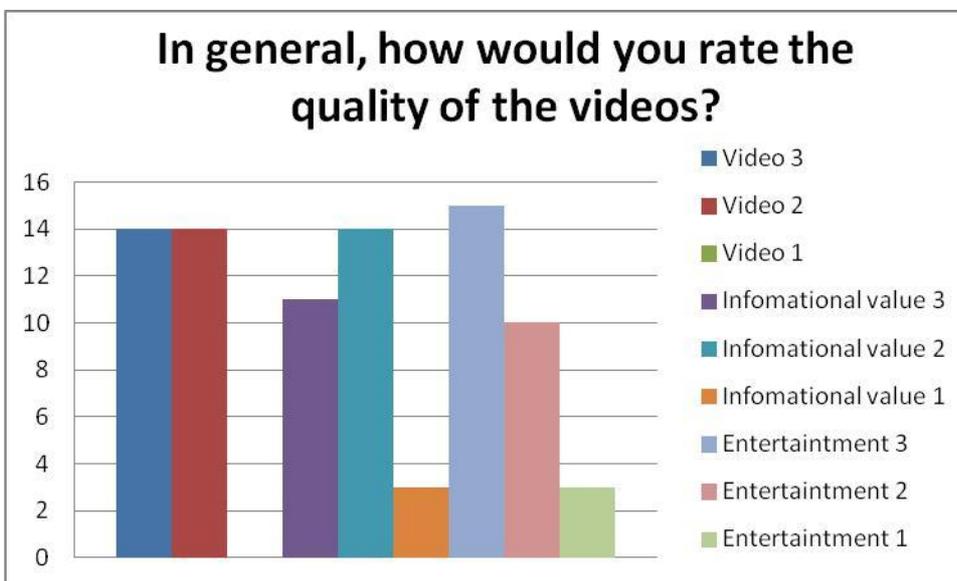
Graph 2 My Suomi Finland video likes

As seen in Graph 3, when asked about their watching behaviour on My Suomi Finland channel, 46% of the people answered that they watched the videos sometimes. 39% of the people answered that they watched videos as soon as there was new content on the platform. 11% of the respondents watched the videos most of the time and only 4% had not seen any videos. In the graph we can notice that My Suomi Finland subscribers are quite loyal and aware of the content on the channel and looking forward to new videos every week.



Graph 3 My Suomi Finland video watched

As seen in graph 4, the respondents found the videos quite entertaining because they found the videos either awesome or good. In terms of their informational value half of the respondents (50%) thought that the videos were good. 28% of the respondents found them awesome. Both in terms of informational value and entertainment there were three people who thought that the videos could have been done better.



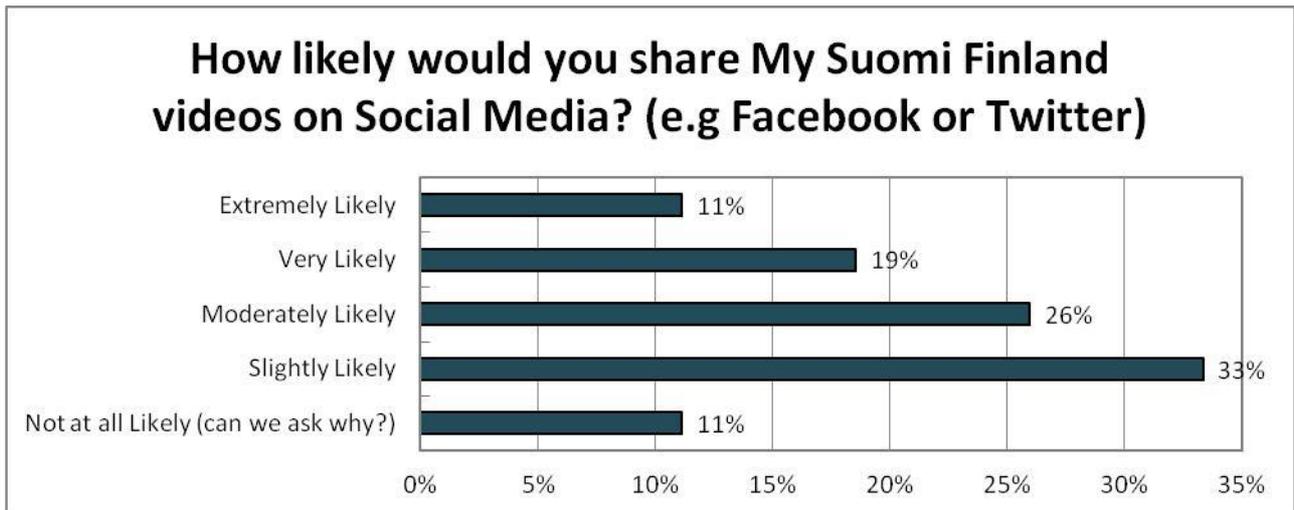
Graph 4 In graph 3 = Awesome, 2 = Good and 1 = It could be better

In the fifth question, as seen in Graph 5, it can be seen that the shareability of the content does not have a percentage among the followers. Only 11 % of the followers were extremely likely to share the videos, 19% were very likely to share the videos, 26% moderately likely to share the videos, 33 % of the followers are slightly likely to share the videos and 11% would not share them at all.

Some of the reasons for not sharing the videos were as follows:

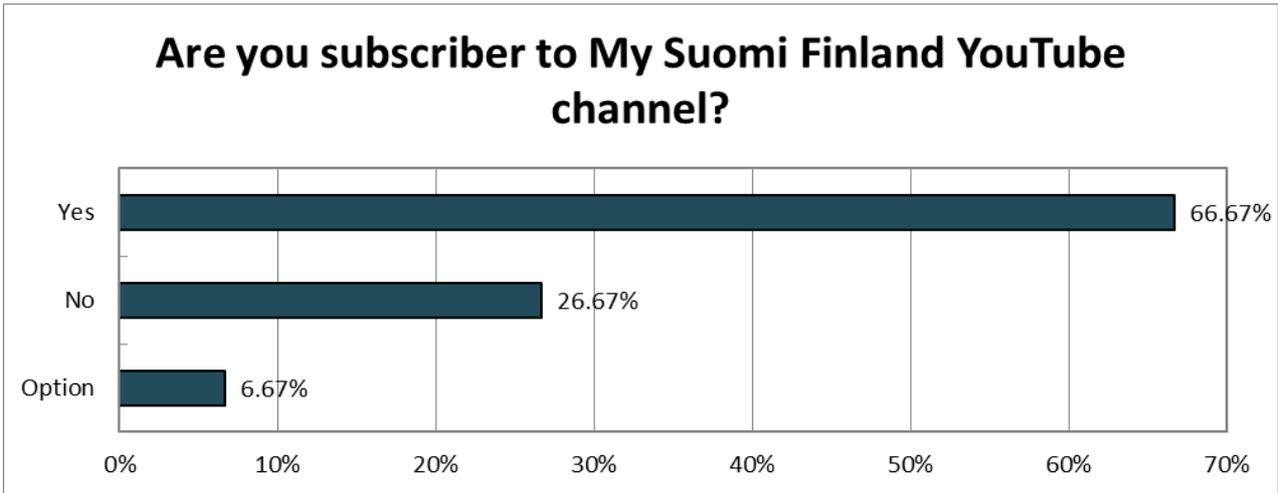
- In future I would be happy to share your videos with them

- My friends don't share this interest with me
- I don't find it funny or interesting



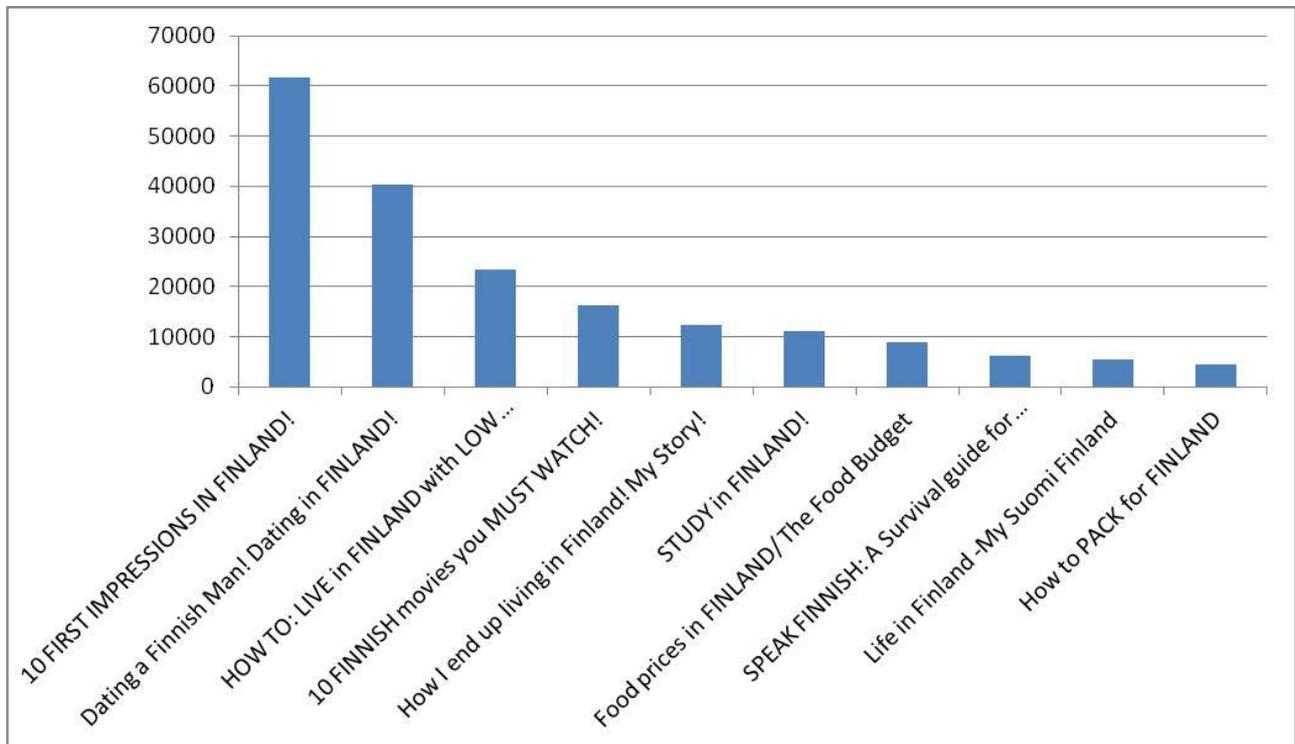
Graph 5 Sharability of content

In the final question, as shown in Graph 6, we can see that 67% of the people who answered this question were subscribers to the My Suomi Finland channel and that 27% were not subscribers. This graph shows the engagement that exists with the viewers, as they participated in the survey to also show their support to the My Suomi Finland Project.



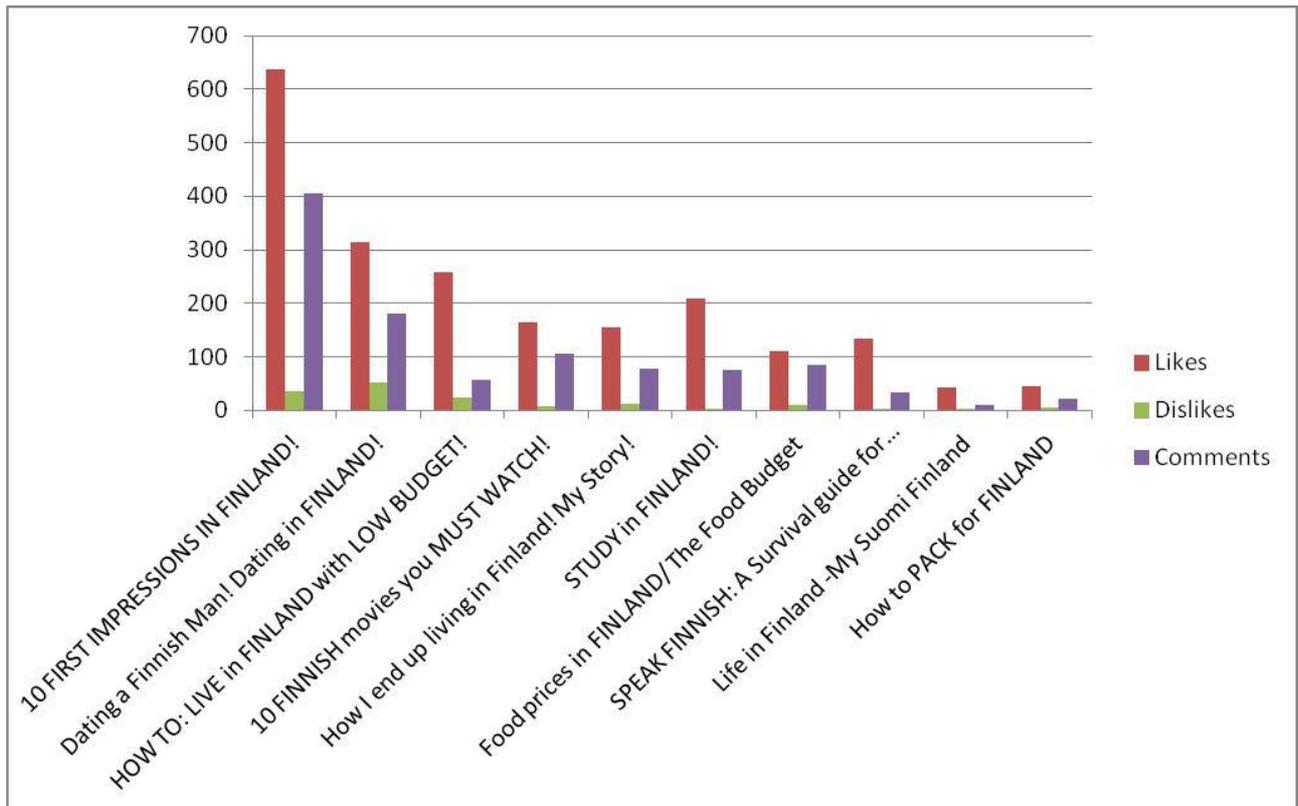
Graph 6 My Suomi Finland Subscribers

Online method



Graph 7 Views on 10 videos

The online method was carried out by comparing the amount of views and likes on the YouTube channel of My Suomi Finland and their respective videos. On Graph 7 on the first place we have "10 FIRST IMPRESSIONS IN FINLAND" and it has 61,711 views. On the second place we have "Dating a Finnish Man! Daring in FINLAND!" has 40,323 views and on the last place 4574 views.



Graph 8 Likes/Dislikes and comments on those videos

On the Graph 8 it can be seen that three of the top 10 videos reached over 100 comments, In Video on place one, we have 637 likes, 36 dislikes and 406 comments. When in the 10th place video has 44 likes, six dislikes and 22 comments

In the production of videos it was taken in consideration that the theoretical foundation for the most of the videos information was used. Technique of entertain engage and educate was used in some videos. In the video of "10 FIRST IMPRESSIONS IN FINLAND!" much of effort was not needed, production and edition of the video was quite easy. But still it became one of the most

popular videos on the channel in a short period. Not much effort was done for Metadata either, it only had 2 tags. Särkänieniemi video was one of most produced videos but didn't become that popular. Other videos that don't gain popularity are often videos that do not engage well with people, only educate, even if work is done with Metadata.

The My Suomi Finlands observation, was that these kinds of videos gain popularity as they raise conversation among the followers, because people comments and goes back to the videos when they get answered by other participants. These are normally subjects where everyone wants to share their own opinion. While in more educational videos people still has some interest on those, but they don't comment and therefore don't engage. Also How to videos that raise controversy often gain popularity.

4.1 Summary of Results

Focus group observation from videos and review with one collaborator was done to research the quality of videos and services. With small focus group we found out that subscribers are not always the same people who create views however subscribers do comeback every time that there is a new video posted on the YouTube channel.

The use of different methods of Storytelling and SEO strategy make the video pop out from the rest most of the times, but some other times is just enough to have a good topic and a camera to record a successful video that does not need a big production plan. On the process the researcher found out that the most popular videos are those videos that do entertain, engage and educate as these videos create conversation that makes people come back to watch the content and share it with their friends. From the video types the travel videos and reviews received the best ratings from the respondents.

5 CONCLUSION

The project of My Suomi Finland was an interesting project to create, having a lot of space for creativity and trying different techniques for online videos. The length of the project was two years and it was successful project. On the way the producer of the project discovered that every video is different and regardless from the different strategies that there are for making successful videos and successful social media campaigns the results will always be different with each project. One example is the “10 First impressions in Finland” where My Suomi Finland channel stated cultural differences that created a wide conversation. My Suomi Finland channel has found out that long description and SEO can help videos to be found better but they alone don’t make video popular. On a video experiment done one of My Suomi Finland’s most popular videos to the date, “10 FIRST IMPRESSIONS IN FINLAND!” doesn’t have a long description or many tags, yet it was popular. It is believed that this happened because this topic was interesting and created conversation within the viewers while the SEO was not so elaborated.

YouTube has proven that the way of doing Marketing and making Business can change dramatically over the time. Every day there are thousands of new creators making innovative content and revolutionizing the industry. As YouTube continuous to grow the ways of producing new content and new ways to share information are infinite. There will be new ideas, new social media tools and technology gadgets in the future to help create and optimize the creation of content.

The research showed that any company whether is new or a recognized brand that does not want to be left behind should be active on YouTube or other social Networks to maintain their online brand presence. Those companies that do not wish to create content themselves could involve themselves on collaborations with bloggers, YouTube creators or production companies. As a result having a Social Media presence is important for any Business. However it was proven that a good topic on a video can be as important as any good SEO configuration, since creating conversation on a video where people is going to go back and watch to generate further discussion can be as potentially popular as the one with bigger investment on SEO.

There is wide space for evolution and improving on YouTube and Social Networks. As the technologies evolve, new ways of sharing information will be created and the old methods of sharing content will have to be discarded or updated.

Future Opportunities

My Suomi Finland has already accomplished more than expected. In the future the channel will keep growing by itself as there is already a good amount of videos on the channel that can keep up the channel and maintain the traffic. It is expected that in the future the channel will create more collaborations with other Youtubers, companies and Networks.

There are limitless amount of videos still pending for creation since there are several things from Finnish culture that still need to be shared and new trends are constantly racing in this society. It has been planned that in the future My Suomi Finland channel will be transformed more into a community channel, where a team of people will find and record people telling their own experiences in Finland. A long term goal will be to grow My Suomi Finland brand without having Pikku Tani as the face of the channel and expand into a similar concept to “Humans of New York”.

My Suomi Finland is already a bridge between people who either wish to come to live in Finland, expats living in Finland and Finnish people who are interested about foreigner’s opinions about Finland. Anyhow in the Future the channel aims to grow into a community that opens conversation for a more diverse and more multicultural Finland.

APPENDICES

Appendix1. My Suomi Finland YouTube Channel

<https://www.youtube.com/channel/UCxxMfBbueVjm-vQNz6Qq2Hw>

2,515 subscribers | 263,158 views | Video Manager

My Suomi Finland | Life in Finland

Home | Videos | Playlists | Channels | Discussion | About

For returning subscribers | For new visitors

What to watch next

- Finnish Bad Words or Good Words? with KatChats** by My Suomi Finland | 260 views | 12 hours ago
- Finnish Amusement Park, Särkänniemi** by My Suomi Finland | 405 views | 5 days ago
- Pikku Tanny Vlogs 2** by My Suomi Finland | 342 views | 1 week ago
- Foreigner Response to Olli Immonen, Finland** by My Suomi Finland | 1,149 views | 2 weeks ago

Uploads

- Finnish Bad Words or Good Words? with KatChats** | 260 views | 12 hours ago
- Finnish Amusement Park, Särkänniemi** | 405 views | 5 days ago
- Pikku Tanny Vlogs 2** | 342 views | 1 week ago
- Foreigner Response to Olli Immonen, Finland** | 1,149 views | 2 weeks ago
- Q&A My Suomi Finland** | 1,157 views | 3 weeks ago

How to... in Finland!

- HOW TO: GET MONEY IN FINLAND / PANTTI Return €!** | 2,715 views | 1 year ago
- Recycling in Finland** | 2,029 views | 10 months ago
- HOW TO: PACK for FINLAND** | 4,394 views | 1 year ago
- HOW TO: TRAVEL in Finland LOW BUDGET!** | 3,848 views | 1 year ago
- Shopping for fruits in Finland** | 1,008 views | 6 months ago

Channel tips

- Drive fan engagement
- Make your metrics count
- Grow your channel

Canales destacados

- My Suomi Finland ... | Subscribed
- Pikku Tanny Vlogs | Subscribed

Related channels

- KatChats | Subscribed
- Thisislotta | Subscribed
- mmissas | Subscribed
- manikkika | Subscribed

Appendix 2. My Suomi Finland Facebook page

<https://www.facebook.com/yoursuomifinland/>

The screenshot displays the Facebook profile for 'My Suomi Finland'. The top navigation bar includes 'Página', 'Mensajes', 'Notificaciones', 'Estadísticas', 'Herramientas de publicación', 'Configuración', and 'Ayuda'. The cover photo features the 'My Suomi Finland' logo and a cartoon girl. The main content area shows a post titled '¿Qué estuviste haciendo?' and a video post titled 'Finnish Bad Words or Good Words? with KatChats'. The right sidebar displays 'Promocionar' options, 'ESTA SEMANA' statistics (576 reach, 69 interaction, 1 de 2 index, 43 minutos response time), and 'Reciente' dates (2015, 2014). The left sidebar shows 'Indice de respuesta: 50; tiempo de respuesta: 43 minutos', '882 Me gusta +8 esta semana', '576 personas alcanzadas esta semana', and 'Promocionar página'.

Appendix 3. My Suomi Finland Videos

Icecream

<https://youtu.be/wfSjgleLK6Q?list=PLdUyTqAcaOIAcUbZNIH9aisrlmVFzhjoe>

Peasoup

<https://youtu.be/ZZbP0BO4FDA?list=PLdUyTqAcaOIAcUbZNIH9aisrlmVFzhjoe>

Terva soda

<https://youtu.be/90awZJkT7eI?list=PLdUyTqAcaOIAcUbZNIH9aisrlmVFzhjoe>

Geocollectors

<https://youtu.be/bfg34OO1rsc?list=PLdUyTqAcaOICacw-zrbvWYoTgK5UnF7G9>

Fazer Popcorn

<https://youtu.be/OA77FInzhTA?list=PLdUyTqAcaOICacw-zrbvWYoTgK5UnF7G9>

Vappu

https://youtu.be/-udg7154jiA?list=PLdUyTqAcaOICXdvSEfpEa0ONWGMF_Bzzm

Dating

<https://youtu.be/drj4JO-UdEc?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Runeberg

<https://youtu.be/YyK3c06Ncr4?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Grill party

<https://youtu.be/91dUn8JWZDw?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Penkkarit

https://youtu.be/_HG6hUZldnI?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV

Lake Odyssey

<https://youtu.be/9Dr7-8z51j4?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Pre-Christmas

<https://youtu.be/OHjLOX8syBc?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

10 Finnish Movies

https://youtu.be/5g_GPI3DtKM?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV

Easter Market

<https://youtu.be/TrQw1BGIE3M?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Mämmi

<https://youtu.be/F-ORpqW0tZ0?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Vappu

<https://youtu.be/-udg7154jiA?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Dating

<https://youtu.be/drj4J0-UdEc?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Runeberg

<https://youtu.be/drj4J0-UdEc?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Grill Party

<https://youtu.be/YyK3c06Ncr4?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Penkkarit

https://youtu.be/_HG6hUZldnI?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV

Pre-Christmas season

<https://youtu.be/OHjLOX8syBc?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

10 Finnish movies

https://youtu.be/5g_GPI3DtKM?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV

Mämmi

<https://youtu.be/F-ORpqW0tZ0?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Vappu

<https://youtu.be/-udg7154jiA?list=PLdUyTqAcaOIBhBM7migVNkCWqb3Q0KxxV>

Live Chat 1

<https://youtu.be/6Fk5FNzaADU?list=PLdUyTqAcaOICEGmA3Whtsh8BfPIIJyF31>

Live Chat 2

https://youtu.be/njckZf_qsSk?list=PLdUyTqAcaOICEGmA3Whtsh8BfPIIJyF31

Live Chat Outside

<https://youtu.be/rTY4WhMmS9E?list=PLdUyTqAcaOICEGmA3Whtsh8BfPIIJyF31>

Pantti

<https://youtu.be/9nO9qMDnslA?list=PLdUyTqAcaOIBBmXE0kXvJ3sA44Kdm5zMp>

Recycling

<https://youtu.be/HvJgjlNdGA?list=PLdUyTqAcaOIBBmXE0kXvJ3sA44Kdm5zMp>

Packing

<https://youtu.be/S6jSpUT2D-I?list=PLdUyTqAcaOIBBmXE0kXvJ3sA44Kdm5zMp>

Travel

<https://youtu.be/Vnf9KL5RK4E?list=PLdUyTqAcaOIBBmXE0kXvJ3sA44Kdm5zMp>

Shopping fruits

<https://youtu.be/7xp2kxf-7WM?list=PLdUyTqAcaOIBBmXE0kXvJ3sA44Kdm5zMp>

Food Prices

<https://youtu.be/25eiwbiKISc?list=PLdUyTqAcaOIBBmXE0kXvJ3sA44Kdm5zMp>

Study in Finland

<https://youtu.be/CEKBTshGCiQ?list=PLdUyTqAcaOIBBmXE0kXvJ3sA44Kdm5zMp>

Angry Birds

<https://youtu.be/cWqgbJaQKu8?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph>

Kaljakellunta

<https://youtu.be/lHubmRMbbF8?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph>

Escape Room

<https://youtu.be/70kFD5DscM0?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph>

Color Obstacle Rush

https://youtu.be/sH5_GsaDi6o?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph

Kemi Snow Safari

<https://youtu.be/qXFYQGkX9fi?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph>

Kemi Snow Castle

https://youtu.be/-6024PVN_w?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph

Kemi Olokolo

<https://youtu.be/WB4oiFj-xMI?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph>

Grill Party

<https://youtu.be/91dUn8JWZDw?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph>

Penkkarit

https://youtu.be/_HG6hUZldnl?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph

Helsinki Prt 2

<https://youtu.be/xixvokHDMMk?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph>

Puppy at Beach

https://youtu.be/h06Es_8rleY?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph

Odyssey on Lake

<https://youtu.be/7CesgekUvFQ?list=PLdUyTqAcaOIAmnrHDEWrMbc77liy3U9ph>

Summer

https://youtu.be/9g_1HG9vOyY?list=PLdUyTqAcaOIAmnrHDEWrMbc77Iiy3U9ph

Life in Finland

<https://youtu.be/DcnptJWkouw?list=PLdUyTqAcaOIAmnrHDEWrMbc77Iiy3U9ph>

Picking up Mushrooms

<https://youtu.be/YAMxfD2SO2g?list=PLdUyTqAcaOIAmnrHDEWrMbc77Iiy3U9ph>

Housing tips

<https://youtu.be/O-1R6bEPKVw?list=PLdUyTqAcaOICGm8pXX9Qp8khwNNQZXM1>

Speak Finnish

https://youtu.be/p6KmrEXKOas?list=PLdUyTqAcaOICGm8pXX9Qp8_khwNNQZXM1

My Story

https://youtu.be/viDW3Rtc6Hc?list=PLdUyTqAcaOICGm8pXX9Qp8_khwNNQZXM1

Helsinki Transport

https://youtu.be/tK3oPI_0s5A?list=PLdUyTqAcaOICGm8pXX9Qp8_khwNNQZXM1

Gingerbread

<https://youtu.be/22jyyFMt704?list=PLdUyTqAcaOIBW2A6gjiMzlyQPBMKAOi3x>

Joulutorttu

<https://youtu.be/eVUI5kEyPrg?list=PLdUyTqAcaOIBW2A6gjiMzlyQPBMKAOi3x>

Oven pancake

<https://youtu.be/eVUI5kEyPrg?list=PLdUyTqAcaOIBW2A6gjiMzlyQPBMKAOi3x>

Leipäjuusto

<https://youtu.be/NBS4c4DZ7V4?list=PLdUyTqAcaOIBW2A6gjiMzlyQPBMKAOi3x>

Pulla 2

<https://youtu.be/c2N5NwVnmpI?list=PLdUyTqAcaOIBW2A6gjiMzlyQPBMKAOi3x>

Pulla 1

<https://youtu.be/KKvB8xf0mfs?list=PLdUyTqAcaOIBW2A6gjiMzlyQPBMKAOi3x>

Sima

<https://youtu.be/MSiBH7TrkvA?list=PLdUyTqAcaOIBW2A6gjiMzlyQPBMKAOi3x>

Winter

https://youtu.be/Nz_oxATaK2Q?list=PLdUyTqAcaOIBzXNddzArT5azFyfLdvLlm

Merry Xmas

<https://youtu.be/Hm-fLinBM6Q?list=PLdUyTqAcaOIBzXNddzArT5azFyfLdvLlm>

Summary 2014

<https://youtu.be/fO4CDtihUVI?list=PLdUyTqAcaOIBzXNddzArT5azFyfLdvLIm>

Viaje a Porvoo

<https://youtu.be/cTddOYDzQil>

Sauna basics

<https://youtu.be/00eKnNoqXCU>

Things not understood

<https://youtu.be/lJprLdpK5ql>

The Arla Sauna

<https://youtu.be/PgzT7OFXqyg>

Bad Words KatChats

<https://youtu.be/fhStRyODXX4>

Pikku Tani Vlog

<https://youtu.be/0kpVI5VGfpM>

Foreigner Response

<https://youtu.be/3oASmJbHMYy>

Boat Adventure

<https://youtu.be/tKhYj3rrjL4>

Vlog: Exercise

https://youtu.be/Mpa_680UyR8

Waterbed

<https://youtu.be/pb7QjYpwjoA>

To Helsinki

<https://youtu.be/ppMh1qUvqk0>

Changing lifestyle

<https://youtu.be/m0RTY10nwxE>

Channel updates

<https://youtu.be/nPpmMLsXiPw>

Snow Hotel

<https://youtu.be/qsB314cMEHQ>

Going to Mexico

<https://youtu.be/eM5g-MFkKis>

Mexico Lindo

<https://youtu.be/CTQZTUQukg0>

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