Good Views
Season 2, episode 3
"Thumbnailed It"

<BUBBA> Anyway, like I was sayin: You can use nails for just about anything: There's common nails, box nails, finishing nails, casing nails, roofing nails, masonry nails, flooring nails, ring nails, duplex nails...I guess that's about it.

<RON> what about thumbnails?

<BUBBA> What can you do with thumbnails?

<RON> Well, my mama always said, "As Goes The Thumbnail, So Goes The Video"

<BUBBA> (nodding) That makes sense

<RON> After all, if a picture is worth a thousand words, then a thumbnail for your video is worth..what would you say? <BUBBA SHRUGS>
So today, the almighty thumbnail. make it interesting, make it relevant, and make it appealing, and you're sure to get plenty of
<GOOD VIEWS OPEN>

When you upload a video to YouTube, the site looks at each frame and tries and find a few of the best to be your video's thumbnail. You get to pick between the ones it chooses, or you can upload your own. And while many YouTube creators opt for the latter option, those who aren't as dedicated usually just go with whatever frame the site chooses.

Your video is ABOUT something, so your thumbnail should depict it. For example, a close-up of a character, or a shot of the product. The sometimes random images that YouTube generates for you might be something completely different.

If you have mad Photoshop skills, great, knock yourself out. But if you don't, there are a few really nice graphic creator sites that you can use for free. I highly recommend CANVA. They even have a template for YouTube thumbnails. You can lay it out and decorate it however you want. And Custom Thumbnails can be branded. You can use them to showcase a video series, or make all of your videos look consistent. Once you have your custom thumbnail, whether it's for a new or an older video, You can upload, click save, and you're good to go. Your custom thumbnail image should be as large as possible, as the image will also be used as the preview image in the embedded player.

- (on screen) Have a resolution of 1280x720 (with minimum width of 640 pixels).

- Be uploaded in image formats such as .JPG, .GIF, .BMP, or .PNG.
- Remain under the 2MB limit.
- Try to use a 16:9 aspect ratio as it's the most used in YouTube players and previews.

Thumbnails matter no matter where you put your video. Even Facebook has a way to customize your thumbnails.

FOR FACEBOOK: things are a little different, but you can still use something custom.
lick on the edit link - if you're in the view with the white background you'll find it below, on the right - and it says: "Edit This Video" but if you're in the view with the black background you'll see it on the right, where comments are, and it just says: "Edit". Clicking on either of those will take you to a place where you can choose from 10 thumbnails. (Don't forget to save the change.) Personal page only, for business page: Pick video, edit (basic tab) look for the arrows on top of thumbnail to select another thumbnail or click on "custom" to upload an image

Don't neglect one of the most important tools for getting someone to click on and watch your video. Take care of your thumbnails, and keep them interesting

Add or change video thumbnail

1. Sign in to your YouTube account.
2. Go to **Creator Studio >** Video Manager.
3. Next to the video, click **Edit**.
4. On the left of the preview screen, choose a thumbnail.
5. Click **Save changes**.

You can also use the Creator Studio app to add thumbnail to a video.

Create custom video thumbnail

If your account is verified or you have live streaming access, you may have the ability to upload custom thumbnails for your video uploads.

New videos

1. Record or upload your video.
2. At the end of the video processing stage in the upload interface, you will see an option to choose a **Custom thumbnail** under the "Video thumbnails" section.

Uploaded videos

1. Go to **Creator Studio >** Video Manager.
2. Next to the video, click **Edit**.
3. On the right of the preview screen, click the **Custom thumbnail** button.
4. Upload a thumbnail.
5. Once the thumbnail is uploaded, click **Save changes**.

Your custom thumbnail image should be as large as possible, as the image will also be used as the preview image in the embedded player. We recommend your custom thumbnails:

- Have a resolution of 1280x720 (with minimum width of 640 pixels).
- Be uploaded in image formats such as .JPG, .GIF, .BMP, or .PNG.
- Remain under the 2MB limit.
- Try to use a 16:9 aspect ratio as it's the most used in YouTube players and previews.