

YouTube Shorts Creative Inspo & FAQs for Artists



Overview

YouTube Shorts is a way for anyone to turn an idea into a chance to connect with new audiences anywhere in the world.

This two-pager provides examples of how music artists used Shorts and hopefully inspires you to get started and utilise Shorts as promotional strategy for all your activities, on & off release cycle.

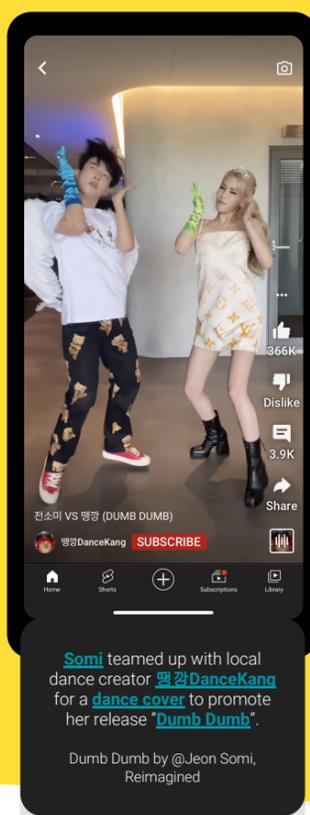
Examples and Inspiration

Covers



Amazing [drum cover](#) of GAYLE "abcdefu" by [Travis Barker](#).

abcdefu by @GAYLE, Reimagined.



[Somi](#) teamed up with local dance creator [DanceKang](#) for a [dance cover](#) to promote her release "[Dumb Dumb](#)".

Dumb Dumb by @Jeon Somi, Reimagined

Behind-The-Scenes

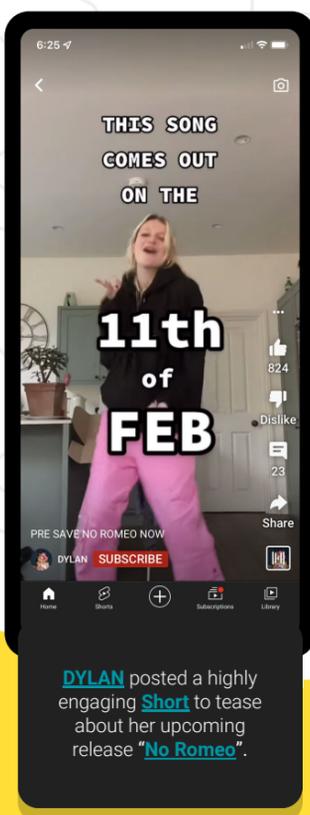


"[Expectation vs. Reality](#)" behind-the-scenes video by Indonesian [Noah](#) to promote his new music "[Mencari Cinta](#)".

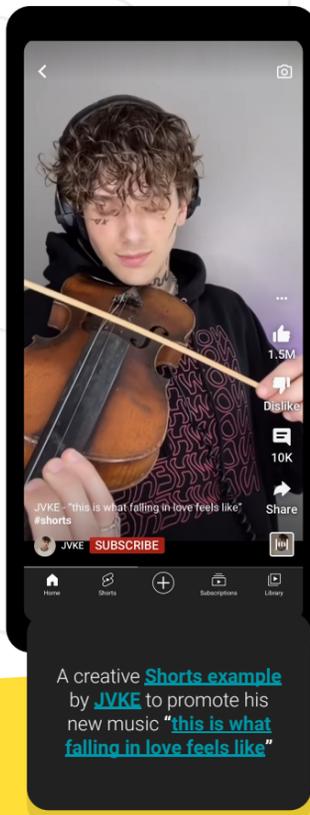


French rapper & singer [Keblack](#) utilised Shorts to show fans the [making of](#) new his single "[Pas Peris](#)".

Teasers



[Dylan](#) posted a highly engaging [Short](#) to tease about her upcoming release "[No Romeo](#)".

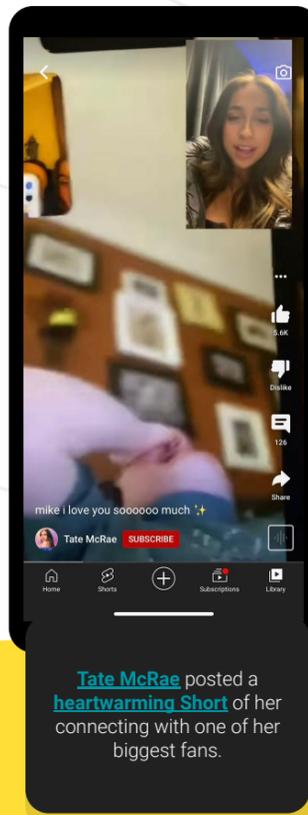


A creative [Shorts example](#) by [JVKE](#) to promote his new music "[this is what falling in love feels like](#)".

Lifestyle Content



Indonesian group [Putih Abu-Abu](#) has been keeping their channel active by posting localised [Shorts](#) focusing on fun games.



[Tate McRae](#) posted a [heartwarming Short](#) of her connecting with one of her biggest fans.

Release Support



[Ashe](#) wore "[Another Man's Jeans](#)" to promote her new single and video on #Shorts.

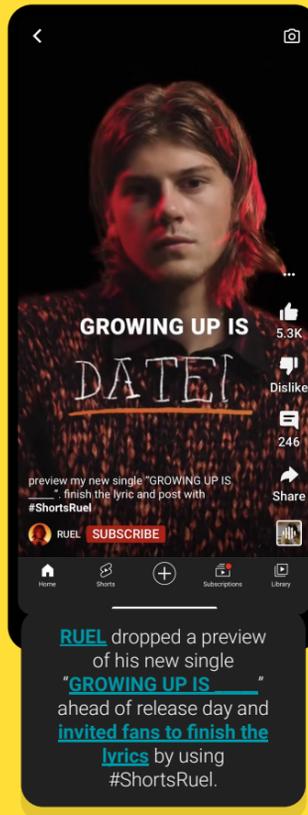


[San Holo](#) asked fans to [share their favourite tracks](#) from his latest album "[bb u ok?](#)".

Challenges



[BTS](#) invited the world to dance along with them to their track, "[Permission to Dance](#)", for the first-ever worldwide [dance challenge](#) on YouTube Shorts.



[Ruel](#) dropped a preview of his new single "[GROWING UP IS DATE!](#)" ahead of release day and [invited fans to finish the lyrics](#) by using #ShortsRuel.

Want More Resources on Shorts?

Check out the Shorts report!

A twice monthly source of Shorts inspiration, product updates and content tips aimed support you on your creation journey, regardless of your starting point.

Check out past Shorts reports [here](#) and then hit the subscribe button at the bottom of the post to get email notifications for each new report. For additional resources, check out this [introduction](#) to Shorts and the Shorts [creator hub](#).

Note: Examples above were captured between Feb 2022 - April 2022

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Frequently Asked Questions



Q I have a priority new release coming up, should I post about it on Shorts? If so - before, during, or after my release?

A Yes! We encourage you to incorporate Shorts in your **release strategy across all stages from pre-release to release day, and after your music is out.**

For example, you can play snippets of unreleased tracks in the background or share behind-the-scenes content to build anticipation; or post a release announcement with the new music from Shorts Audio Library on release day. Consistently posting Shorts will keep your channel active and can increase chances of your content being seen and easier for discoverability.

Q When will I be able to use more than 15 seconds of my own song?

A At this time **you can only use 15 seconds of music from the music picker** while creating with the Shorts camera. We will share updates if this changes in the future. If you select a song during the initial camera screen, you will be automatically defaulted to record a 15 second video.

Q Sometimes it's difficult to find my Shorts after I upload them. Any pointers?

A We're making it easier for users to recognize and watch Shorts on your YouTube Channel. We've added a **Shorts Shelf at the bottom of your channel** that will show up if you have at least one Shorts eligible video. If you don't like the feature, you can go into Creator Studio and change the Featured Sections under Channel Customizations. Also, you don't need to use the hashtag, but we recommend adding #Shorts to the title or description of your video, as this helps our system recommend your Shorts across YouTube.

Q My artist doesn't exactly consider themselves a creator and would prefer only to deliver content with high production quality, how should they lean into Shorts?

A While many artists view Shorts as a way to create easy on-the-go content, **artists can also use Shorts to deliver high quality content.** It is merely a short form vertical video format where you can upload either high quality content or more organic do-it-yourself content. A-list artists are getting involved in utilizing Shorts and seeing great engagement on their channels by using Shorts.

Q Since descriptions can't be seen anymore in the new layout, is it encouraged to add dynamic text on a video directly?

A You can **get creative with dynamic text that overlays your Shorts.** However, we encourage the use of writing a quick title. Use #'s as well. #Shorts is the most commonly used #hashtag.

Q Can we make clips of songs available in the music audio picker tool pre-release?

A Not at the moment but that's something we're considering in the future.

Q Can I find all of the Shorts creations made with a specific track?

A Not at the moment but that's something we're considering in the future.

Q Is it ok to repost TikTok videos or Insta reels on Shorts? With or without the watermark?

A Yes, you can reupload content you created on other platforms as long as the content does not violate [YouTube's Community Guidelines](#). We prefer videos without any distracting on-screen elements (like watermarks). If the video contains copyrighted material that you haven't cleared for use on YouTube - like a song or a sports clip - you may receive a [Content ID claim](#)

Q It looks like one of my songs is being heavily used on Shorts. What can I do to help amplify it?

A Engage! If you notice an increasing number of Shorts creations using your song via YouTube analytics, you can **amplify it by creating your own Shorts using the popular audio.** Be sure to include a call to action encouraging your subscribers to recreate the content, and share links to the Shorts on your social channels. Additionally, **liking and commenting on fan & user-generated content uploads within Shorts** will help build excitement and show fans that you see their creations.

Q Will posting Shorts on release day have any negative impact on the performance of my official music video?

A No, there won't be any negative impact as we look at each video independently. Uploading more content (including Shorts) can increase your chances of being seen and can increase engagement.

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