

YouTube Channel Frequently Asked Questions (FAQ)

What is a YouTube Channel?

Your YouTube channel is your homepage on YouTube. Your channel is **where you group the videos you make and upload, the videos you watch and like, and the playlists of videos you create**. Your channel will have a web address (URL) that you can promote on your website or marketing material.

A personal YouTube channel is available to everyone who joins YouTube as a member. The channel serves as the home page for the user's account, and you can have more than one YouTube channel.

After the user enters and approves the information, the channel shows the account name, a personal description, the public videos the member uploads, and any user information the member enters.

If you're a YouTube member, you can customize the background and color scheme of your personal channel and control some of the information that appears on it.

Businesses can also have channels. These channels are different from personal channels because they can have more than one owner or manager. A YouTube member can open a new business channel using a Brand Account.

What is the difference between YouTube account and YouTube channel?

The difference of having a standard YouTube channel and having a YouTube Brand Account is **that with the latter you have the option to change owners and managers** while a YouTube channel is always associated with a specific person and their email address.

Should I use my personal email for YouTube channel?

If you're creating a YouTube channel for your business or service, for example, don't use a personal email address when prompted for your current email address. ... **Use your business name as your username** or choose something that's clever and that your intended audience will identify with.

Should I use my personal Google account to start a YouTube channel or should I start it with a business account?

Do not use your personal Google/Gmail account. Create a separate Google account just for your business. That way, people can manage your business YouTube account (or any other Google products) without them accessing your personal emails.

Can I change my YouTube channel name without changing my Google name?

YouTube creators with **both personal accounts and brand accounts** can change the name of their channel without changing their Google account name. These changes can be made from either YouTube Studio on desktop or the YouTube mobile app. ... Click Edit to update your channel name.

How many times can we change our YouTube channel name?

You can only change your channel name **3 times every 90 days**. After changing your name, it may take a few days for the new name to update and display across your YouTube.