When Trash & YouTube Mix
Com-Post
Presupposition

- Food waste is a huge part of the consumer waste stream.
- Residuals are a big contamination issue.
- Organics are easiest for the consumer to divert for personal beneficial reuse.
What is YouTube?
User Preference
4th Wall Removed
Engaged Audience
Interpreting Analytics

- Which videos are succeeding?
- What videos do I make next?
- What keywords should I use?
- How should my videos perform?
- How do I build engagement?
Composting Videos
Worm Composting
Worm Composting
Worm Towers
In-Ground Composting
Rolling Composter
Concrete Screen
Crepe Myrtle
Soldier Fly Larvae
Composting Videos

- 19 videos in all
- Over 93,000 views in the last year
- Good engagement: comments, questions, conversation.
SEARCH TERM: composting

HIGHEST VIEWS: 808,870
AVG VIEWS: 157,773
ADDED LAST 7 DAYS: 1/20 CC: 8/20
AVG AGE: 2 YEARS
TIMES IN TITLE: 21/20
TIMES IN DESC: 13/20
TOP CREATOR: Learn Organic Gardening at GrowingYourGreens

Keyword Score

Search Volume: 10
Competition: 36
Overall: 37/100

Related Queries
- composting toilet: 100
- worm composting: 45

SEARCH TERM: compost

HIGHEST VIEWS: 1,023,142
AVG VIEWS: 178,510
ADDED LAST 7 DAYS: 1/20 CC: 9/20
AVG AGE: 2 YEARS
TIMES IN TITLE: 30/20
TIMES IN DESC: 25/20
TOP CREATOR: Learn Organic Gardening at GrowingYourGreens

Keyword Score

Search Volume: 28
Competition: 39
Overall: 45/100

Related Queries
- how to compost: 100
- compost bin: 50
How To Make A DIY Concrete Rocket Stove

Created: Jul 22, 2016  •  Duration: 26:24  •  Privacy setting: Public

Last 48 hours
Estimated views: 1,700

Last 60 minutes
Estimated views: 31
Conclusion

- Individual education and empowerment for micro-composting needs to be part of the equation.
- The preference data on YouTube points to the demand.
- My videos are available your use.
tom@greenshortz.com

YouTube:
GreenTomMills
GreenShortz DIY
GreenShortz + GreenHouse