

Video Policy and Procedures

The Office of College Communications maintains the College's YouTube Channel (<http://youtube.com/haverfordcollege>) and all Haverford.edu video will be delivered through it. In addition to appearing on our channel, video can also be added or embedded to the client's Haverford.edu website or blog.

The client is responsible for:

- video production e.g. editing down videos, adding soundtracks or transitions, etc.
- recording of video
- delivering video in a format that is the highest quality possible

College Communications is responsible for:

- Converting video into YouTube acceptable format if necessary (see guidelines below)
- Adding in official Haverford lower third graphics, if applicable (see requirements below)
- Uploading video to YouTube and adding appropriate meta data

If you are unable to record your own video, or lack the proper equipment, it is recommended that you contact AV services (<http://iits.haverford.edu/services/audio-visual/>), a student videographer or a professional videographer.

Video guidelines

1. Your video cannot contain copyrighted material and must comply with YouTube's Community Guidelines. http://www.youtube.com/t/community_guidelines
2. Provide the highest quality video available to you, such as original source materials. A DVD copy of your video is unacceptable—the result will be of poor quality and unsuitable for upload.
3. Via email to webmaster@haverford.edu provide the necessary meta data:
 1. Title: think of your title as a headline. If you want to include your brand name in the title, it should always go last. There is a 100 characters limit.
 2. Description: be as detailed as possible being mindful of the 5,000 characters limit.
4. If you would like to feature your video on your Haverford.edu site, please indicate to webmaster@haverford.edu where on the site you would like it to appear.

Disclaimer

- College Communications reserves the right to reject or edit a video based on content, audio/video quality or length.
- College Communications will work with the client to have their video added in a timely manner, but due to limited resources we request that the client give as much notice as possible, as we cannot guarantee immediate addition to the YouTube channel.

Lower Thirds

Haverford College uses a two-tier lower third to identify a person on screen. The person's name will appear on the first line, with his or her title or other identifying information appearing on the second line.

Not all videos require lower thirds. An appropriate example would be a public lecture with several speakers, while a musical performance would not require lower thirds.



The approved Haverford College lower third.

If you feel your video requires lower thirds, contact webmaster@haverford.edu. If it is determined your video qualifies, you must provide the following:

- The timecode of whenever a person requiring a lower third first appears.
- The full name and title of the person requiring a lower third. Please double check your spelling. Titles may be edited for length.

Tips for a Successful Video

Editing Tips

- Placing hours of video online is not always the best solution. Decide if an hour long presentation is really the best fit for your audience.
- Shorter videos traditionally do better, due to average online attention spans. 2-5 minutes is a good time to aim for, but you'll need to keep your target audience in mind when determining video length. For example:
 - if your intended audience is prospective students, they may be watching your video via their smart phone or tablet device, most likely with a limited window in which to watch.
 - if you're delivering content for academic peers, they may expect something that requires more thought and analysis and be dissatisfied with a 2-5 minute excerpt.

Recording Tips

- Avoid large zooms or fast pans. When compressed for online delivery these typically result in "digital blocking", the squares that will sometimes appear in online videos.
- Good audio quality is important. Remember to mic the speakers for best results.
- If there is a question and answer session involved and the questions are not being asked through a microphone, ask your moderators or the speaker to repeat the question prior to answering. Room microphones are insufficient for adequately recording the question, thus negating the value of this content to anyone watching the video. In this situation, we would typically remove the Q&A session.