1. Purpose and Scope
This procedure sets out the principles that govern the commissioning, creation and dissemination of video content across the University intended for external audiences. It is intended to set a framework for video production across the University. This procedure applies to all new public-facing video content identified as UNSW, created to promote the University. Videos featuring content created by academics for pedagogical use are subject to the Digital Media Policy.

2. Definitions

UNSW YouTube Partner channels: A summary term to describe the three partner channels provided by Google to the University under a partnership agreement. There are three official channels: News and Research, UNSW Community and UNSW ELearning.

UNSW websites: A summary term to describe any website, intranet or content published electronically within the unsw.edu.au domain.

UNSWTV: is the digital media management system for UNSW. It allows staff and students to upload, publish and manage content, including videos, audio and PDFs. It can send content directly to the official YouTube channels and the University’s official iTunesU channel.

Public-facing content: refers to openly available content created to promote the reputation of the University.

3. Procedure
The Vice-President, Advancement is responsible for significant decisions relating to UNSW’s external-facing video presence.

3.1 Developing digital media content
Development and commissioning of video content for external relations purposed must be undertaken in consultation with the UNSWTV Production Unit within Digital Services.

Appendix A contains a flow chart explaining how external-facing video content is developed.
3.2 Publishing video content

3.2.1 Using YouTube Community Channel
New video content intended for external audiences must be published through the YouTube Community Channel or the UNSWTV publishing system to retain the institutional impact of the University's presence and manage our copyright obligations.

Instructions for uploading can be found in Appendix B.

3.2.2 Branded video channel templates
Video can be managed through the YouTube Community Channel but also presented on the UNSW website via free, branded channel templates. This drives users back to the UNSW domain rather than to an external site, thus maintaining user traffic to or within the UNSW domain, rather than to external sites.

An example of a video channel template in use can be seen in Appendix C. Users have all the functionality and analytics of YouTube available to them but more control over how their videos are displayed.

3.2.3 Existing YouTube channels
Where faculties and schools have long-standing YouTube channels with existing subscribers, content should be published and managed through YouTube Community but added to mirrored playlists within faculty and school YouTube channels. This allows subscriptions to continue but ensures that the views are captured centrally and that UNSW's online rankings and SEO optimization are not diluted. New channels are discouraged under this Procedure.

3.3 Branding

3.3.1 Animated branding
Animated faculty branding is available within the UNSWTV publishing system, or through the Branding section of myUNSW. Use of these animations is optional but if used should follow the order in the document Using Branding Animations. The only compulsory inclusion on videos other than raw social media clips is the UNSW Australia logo.

3.3.2 Placement of UNSW Australia logo
The UNSW Australia logo should appear at the end of the video with the standard copyright line. Copyright, and front title templates, are available in the Branding section of myUNSW. The UNSWTV system will automatically add the logo at the end of the video if the material is published through that mechanism.

4. Review & History
This procedure will be reviewed every 12 months.

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Developing digital media content

Client calls or emails the UNSWTV Production Unit in Digital Media Services to notify of new video project. Contacts are listed below.

UNSWTV Production Unit provides creative advice and assists with distribution strategy.

Client is advised any existing resources that may avoid duplication and any existing publishing opportunities.

UNSWTV quotes on the job. If accepted suitable freelancers are engaged.

If using an alternative supplier, UNSWTV will advise the staff member commissioning the media to obtain best price and quality and assist with branding compliance requirements.

UNSWTV manages all work commissioned through the unit to ensure quality requirements/budgets/timelines adhered to.

Client approves and job delivered. Invoice submitted. Funds transferred to UNSWTV to pay contractors.

Client publishes media to their own account either through UNSWTV publishing system or direct to YouTube Community channel. See the publishing document for further details.

Contact UNSWTV
unswtv@unsw.edu.au
Phone: (02) 9385 2873 or (02) 9385 3164
UNSWTV Guidelines

Publishing a video

There are two ways to publish a video:

Method 1:

- Publishing through UNSWTV is the preferred method as the system automates several functions.
- It stitches on the official animated branding, copyright notices and logo in the correct places.
- It allows the user to send directly to UNSW’s You Tube channel and to iTunesU.
- Any staff member with a z number can publish through the UNSWTV system and manage their own media.
- Training and support for the UNSWTV publishing system is available via the IT Service Desk servicedesk@unsw.edu.au, phone 9385 1333.

Method 2:

- Publishing directly to the You Tube Community channels. Videos that have to be published when on a tight deadline are best published directly. To be placed on the register and given the log in details, please contact unswtv@unsw.edu.au.
- Only one registered uploader per faculty or school is allowed.
- The University discourages the creation of You Tube channels outside the official channels. However, it is understood that some faculties have long established You Tube channels and it not to the University’s advantage to close down such channels. The procedure in this case is to publish through You Tube community and add the videos to the playlists in the faculty or school channel. (See document Publishing to UNSW’s You Tube community channel.)
- When publishing directly to You Tube, the required branding elements must be added manually. These elements, and a manual for how they should be used, can be found on myunsw.
- All branding elements are not required on short clips destined for social media or videos for editorial use.
UNSW’s official channels are top-ranking educational channels. They are the only non-US or non-UK universities to sit in the Top 20 worldwide. It is important to maintain this prestigious position among You Tube EDU channels by capturing our views within the official channels: UNSW News and Research, UNSW Community and UNSW ELearning. Therefore, the Video Procedure requests that all video content is published through the official channels.

There are two ways to do this:

**Posting through UNSWTV**

THE UNSWTV publishing can transcode video and send it directly to both our official iTunesU channel and UNSW’s Community Channel.

This video link here steps you through the process.

Using the UNSWTV Publishing system

**Posting Direct To You Tube Community**

Some users will prefer to publish direct to You Tube Community.

The UNSWTV Production Unit maintains a database of those with the official log in. Only one person in each school or faculty will have admin access. To obtain the password please email unswtv@unsw.edu.au or call 9385 3673.

Once admin access is granted, you are free to create as many playlists as you wish. Having admin access also allows you to create customized thumbnail images for your video, rather than having to rely on the three choices You Tube offer.

For those faculties with long-established You Tube channels, the procedure is as follows:

1. Create playlists in You Tube community that mirror those on your channel.
2. Publish content in You Tube community first.
3. Once live, log into your faculty channel and look for the “Add To” function underneath the video. Choose the appropriate playlist on your channel.

Subscribers will still be sent the usual updates from your channel.
1. Animated branding intro

This is an optional element but if using would be the first animation that appears at the head of the video. You have the choice of a faculty specific branding intro or a generic intro.

2. Title card

If you don’t have specially designed titles for your video, use this title card in preference to Faculty powerpoints. You can insert an image from your video or use the text only version.

3. The video

Your video plays after the title card.

4. Copyright notice and UNSW Australia logo

The UNSWTV publishing system offers you a range of copyright options, depending on what rights you want to assign. The UNSW logo is the only mandatory item to appear on promotional videos.

- Branding is not always appropriate on videos. Short raw social clips and editorial videos are two such cases.
- When branding is used, the individual elements should be used in a particular order.
- The elements can be found in the UNSWTV publishing system and myunsw.