**YouTube Video Uploading**

**General Guidelines**

Types of videos that are generally uploaded on AUC’s YouTube channel:

1. Lectures
2. Panels/Dialogues/Forums
3. Classes/Seminars
4. Conferences
5. Speeches
6. Graduations
7. Promotional Videos
8. Student Projects
9. Performances/Concerts/Plays

As a general rule, AUC branding and editorial style guide should be applied to all videos.

All videos should have the AUC logo either in the beginning or at the end expect for lectures. Student-produced videos do not need to have the AUC logo. However, there should be an intro-slide that says that this is a video produced by AUC students.

“Special Thanks” slide should be placed at the end of the video if its necessary.

The Office of Communications must review all “promotional” videos, which portray the marketing messages of AUC. We have the right to edit, make amendments and approve the final video in order to publish it on YouTube channel.

To upload videos on YouTube Channel, the following rules must be followed:

**Video Recording Authorization**

Approval for videoing is the responsibility of the office/department/school creating the video. A video authorization form is to be signed by the speaker so that you have a written permission from them to use and publish the content in the video.

**Copyright Authentication**

All music, songs, sound tracks that are owned by a third party must be copyright free with no legal issues of usage on the University. (Famous music clips cannot be used on videos produced by AUC – the 20-second rule is a myth and has no legal basis. Therefore, it is very important to get copyright permission from the owner or remove the section from the video that has copyright issues.

Videos that are produced by a third party and include AUC related content such as a faculty interview on a TV channel in one of the famous programs, a written permission from the channel needs to be signed in order to use and publish the content.

Generic videos of Cairo, Egypt, or images are fine to use as long as there are no copyright issues and royalty payments.

All music and footage used should be attributed for at the end of the video if required by the original author/owner.

No pirated or demo versions of software/programs can be used to create the video. Watermarks of software or voiceover of copyrights are not permitted on AUC videos

**Video Specifications**

All videos need to be saved as .MPEG4

The size of the videos should not exceed 350 MB. If the video is heavy, please trim it into several parts.

Below are links that could be useful if you want to re-size, compress, encode, edit and combine videos:

[http://www.squared5.com/svideo/mpeg-streamclip-mac.html](http://www.squared5.com/svideo/mpeg-streamclip-mac.html%22%20%5Ct%20%22_blank)

And here is a guide on how to trim and combine videos using this program:

[http://ds106.us/handbook/tools/trimming-combining-mpegstreamclip/](http://ds106.us/handbook/tools/trimming-combining-mpegstreamclip/%22%20%5Ct%20%22_blank)

All videos should have the following details:

1. A clear title
2. A brief description
3. Tags or search words
4. Date of the event
5. Category

All videos need to be of a good quality. The resolution of the videos is of vital importance. Poor quality videos should not be uploaded on YouTube channel.