

UC ANR Video pipeline



Ensure your video
meets the needed
standards

Before you submit

Review your video to ensure technical correctness, proper branding, language level, logic of flow and practicality of the how-to content.

Use the following (developed by the Communications Advisory Board) to review:

Self-produced with informal colleague review – Tier 2 (review for style only):

Videos in this tier are reviewed for adherence to style standards, then posted on a UC ANR-managed platform. Finished and rendered videos are submitted via a survey with the completed production kit checklist attached.

The expectation is that videos in this category will be **primarily informational** (rather than promotional). Videos of this category are akin to popular or trade press articles, and we propose that they be considered as such for merit and promotion purposes. It is recommended that a non-destructive video editor be used to create Tier 2 videos. As long as the software can deliver a finished product that complies with the production kit guidelines, the creator can use any appropriate product.

Review the **quality assurance checklist** and **audio/video quality criteria**. Be sure to obtain signed model release forms for anyone who is in the video.

Videos for YouTube should be **ideally about 3 minutes long**; we will post quality how-to videos up to 15 minutes in length.

Submission pipeline

English-language videos:

- Develop a keyword-rich description for your video and a search-friendly title.
- Send your title, description and video file to Ray Lucas, who will upload it to the UCANR channel and mark it unlisted. He will notify Strat Comm when it's posted.
- Strat Comm will handle the keyword meta data on the back end, add a custom thumbnail if needed and make the video public (and share it on social media if appropriate). We will notify you when it's live.

Spanish-language videos:

- Develop a keyword-rich description for your video and a search-friendly title.
- Send your title, description and video file to Ricardo Vela, who will upload it to the UCANRSpanish channel.
- The NOS team will translate the description/title to Spanish if needed, handle the keyword meta data on the back end, add a custom thumbnail if needed and make the video public (and share it on social media if appropriate). We will notify you when it's live.

Please note: Programs with established YouTube Channels (IPM, MG) do not need to post on the UCANR channel, but are encouraged to notify Strat Comm at contentpipeline@ucanr.edu when new videos are posted so that we can promote them. We also encourage you to post promotional/news videos on the UCANR channel using the process above and to ask viewers to subscribe to your channel in the closing screen call-to-action. Please also be aware that our UCANRSpanish channel has 6k subscribers and continually gets heavy engagement.