

Upload Workflow to the Bates College YouTube

Goal: To outline a clear and consistent workflow for all Bates YouTube uploads

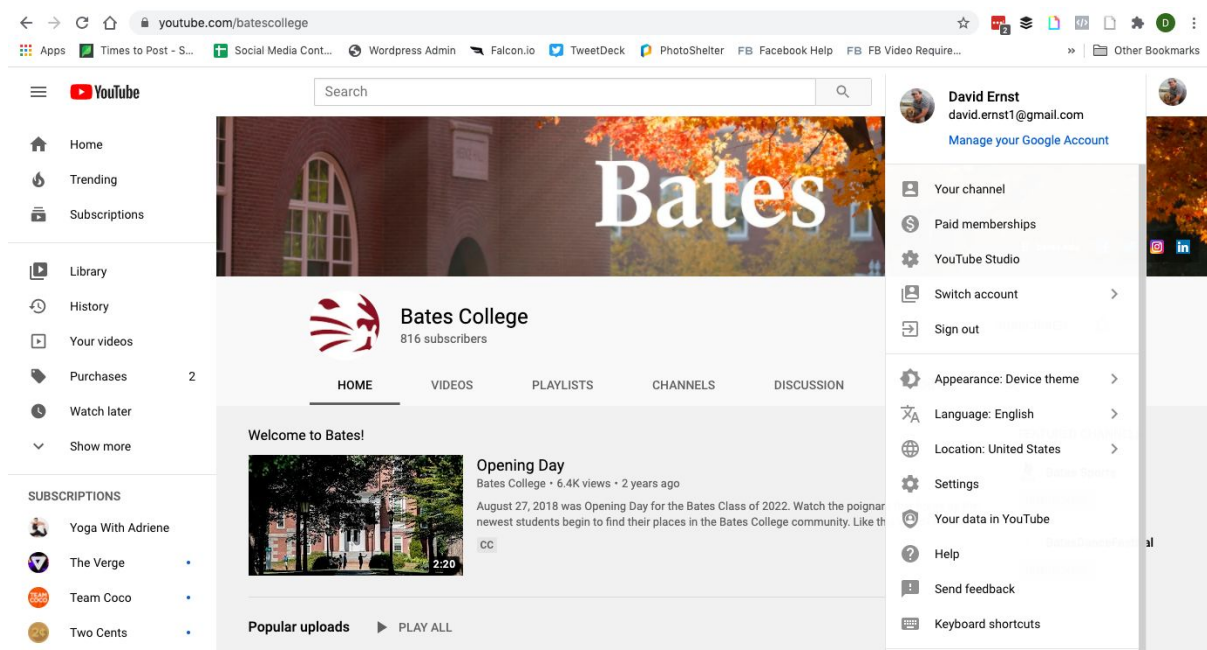
Channels: The college has two primary YouTube channels, one for the college at <https://www.youtube.com/batescollege> and one for Bates College Athletics at www.youtube.com/batesports

Access:

If you need access to upload to either YouTube channel, please e-mail your request along with some context as to why you are requesting access to webteam@bates.edu.

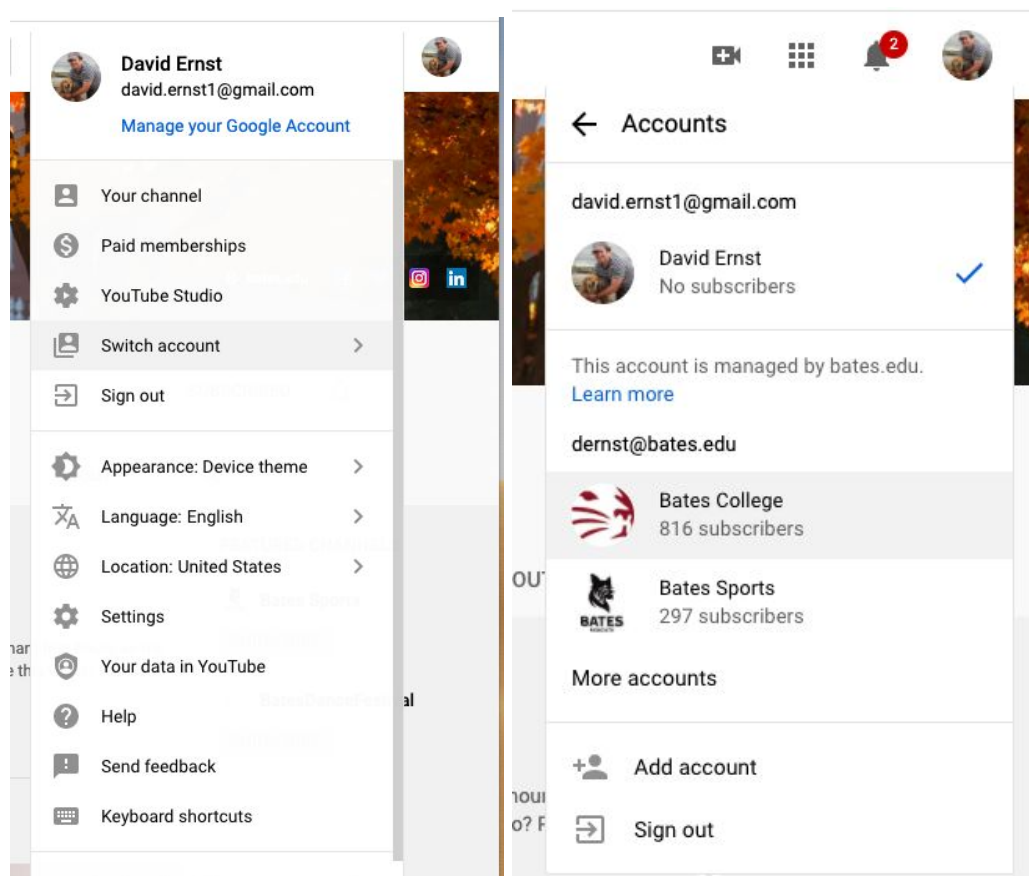
How to access:

Step 1: Visit the YouTube page and click on your Google account icon in the top right corner



The screenshot shows the YouTube channel page for Bates College. The browser address bar displays "youtube.com/batescollege". The page features a search bar at the top, a navigation menu on the left, and a main content area. The channel name "Bates College" is prominently displayed with a subscriber count of 816. Below the channel name, there are tabs for "HOME", "VIDEOS", "PLAYLISTS", "CHANNELS", and "DISCUSSION". The "HOME" tab is selected, showing a "Welcome to Bates!" message and a video titled "Opening Day" with 6.4K views, posted 2 years ago. The video description mentions "August 27, 2018 was Opening Day for the Bates Class of 2022." On the right side, a user profile for "David Ernst" is visible, along with a menu of options including "Your channel", "Paid memberships", "YouTube Studio", "Switch account", "Sign out", "Appearance: Device theme", "Language: English", "Location: United States", "Settings", "Your data in YouTube", "Help", "Send feedback", and "Keyboard shortcuts".

Step 2: Select the account you wish to manage



Guidelines for uploading:

YouTube is a video publishing platform. When videos are finished, approved, and ready to be shared publicly and broadly, or ready to be published unlisted and embedded on the web, they can be uploaded to YouTube with complete titles and descriptions.

All videos being uploaded to YouTube should be the FINAL CUT of your asset.

YouTube is not for asset review. If you believe there will be changes to your video, please use your Google Drive for file storage and playback.

It takes time for the asset metadata cache to refresh, which is why it is so critical to have your final file, title, post copy in hand, to avoid metadata delays with necessary updates.

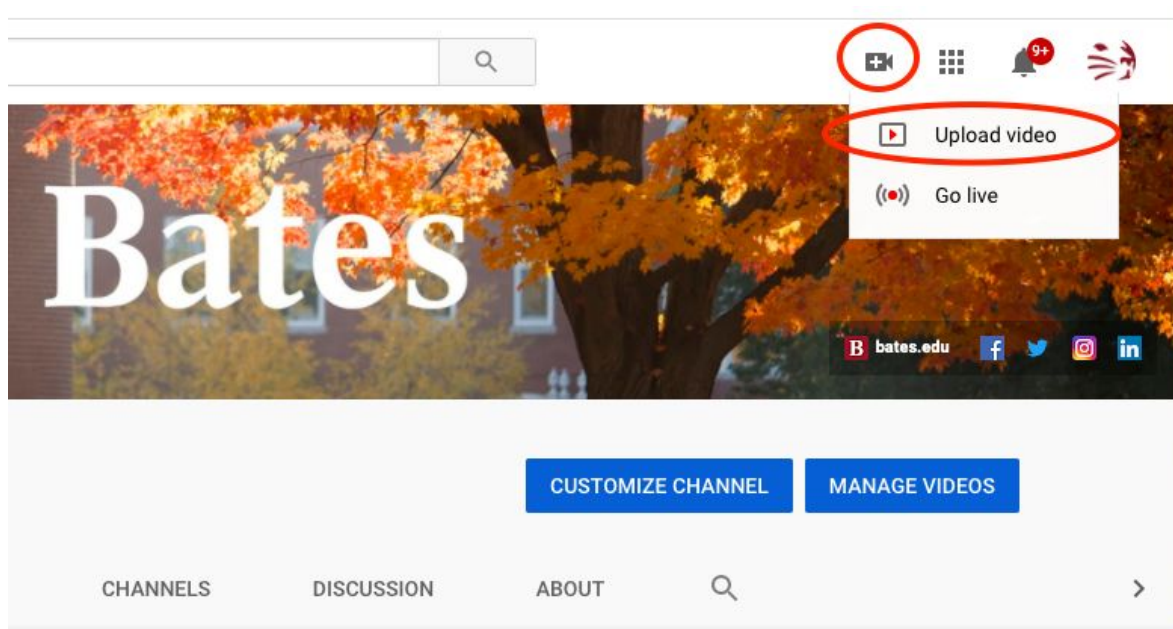
Items You Need For Upload:

*Please do not proceed unless you have the following elements. If the asset is made on behalf of a campus client, it is **the client's responsibility** to provide their best efforts on the title, post copy, and relevant links.*

- Video - Final Cut
- Video copy, including:
 - **Title** (max 70-100 characters)
 - **Short introduction** (max 180-240 characters) - think tweet-length
 - **Medium summary** for “below the fold”
- Clear high-resolution thumbnail
 - Must be JPG or PNG
 - Recommended aspect ratio 19:9 and height 1080P
 - < 2MB
- Links to related resources (Recommended)
 - YouTube videos on the Bates College channel
 - Related BatesNews story
 - Relevant Bates.edu website resource


How to upload:

Once logged in, click the camera + button in the upper right hand corner of the page and hit “Upload video”



Either click and select the file or you may “drag and drop” the file onto the upload window

Upload videos ! ×



Drag and drop video files to upload
Your videos will be private until you publish them.

[SELECT FILES](#)

By submitting your videos to YouTube, you acknowledge that you agree to YouTube's [Terms of Service](#) and [Community Guidelines](#).
Please be sure not to violate others' copyright or privacy rights. [Learn more](#)

Uploading and editing your content for publishing:

This is the Bates College template that will be available for you to edit. It should NOT be your final copy before publishing.

Star Wars Crawl - Private for Memo Training

Saved as draft



Details

Video elements

Visibility



Details

Title (required)

Star Wars Crawl - Private for Memo Training

Description ?

[tweet length description - fit on one line]

Like this video? Subscribe to our channel: <http://bit.ly/2ein9e6>

****More info & videos below****

For admission info, news, photos and videos check out

<http://www.bates.edu/>

[long description]

Be Social with Bates:

Facebook: <http://www.facebook.com/batescollege>

Twitter: <http://www.twitter.com/batescollege>

Instagram: <http://www.instagram.com/batescollege>

Snapchat: <http://www.snapchat.com/add/batescollege>

LinkedIn: <http://www.linkedin.com/edu/bates-college-19917>

Bates College in Lewiston, Maine, is one of the nation's leading liberal arts colleges. It is a welcoming community whose members care deeply about the rigorous, challenging, and rewarding life of ideas and principles, and value their exchange and examination.

789/5000



Video link

<https://youtu.be/rspZHCxoWcU>



Filename

Star Wars-crawl2 -Converted.mp4

Clarifying your audience:

No changes need to be made. Default selections are suitable almost always.

The default options for audiences automatically select that the content is not made for children and that the content does not need to be limited to users 18 and older.

It is very important to stress that Bates College's content **is not** "made for kids." In the U.S., on the Bates website, and [for Google](#), a "kid" is defined as a person/user under the age of 13.

This is a program by Google to clearly mark children's videos for a separate YouTube Kids platform as well as to protect them from the phenomenon of some adult users seeking videos that feature child subjects, regardless of the innocent nature of the video, and [potentially use it as child exploitation](#). Videos "made for kids" receive extra scrutiny by Google's artificial intelligence (AI) and human moderators, and rightly so.

In summary, please leave these items alone. In most, if not all, of our use cases, the standard selections will be correct. If you have content that is explicitly made for children, like someone reading a picture story book, please reach out to David Ernst at dernst@bates.edu to discuss.

Audience

Is this video made for kids? (required)

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

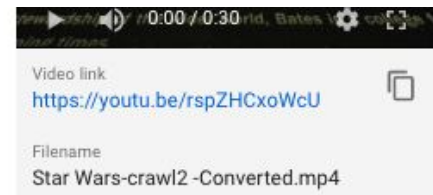
- Yes, it's made for kids
- No, it's not made for kids

^ Age restriction (advanced)

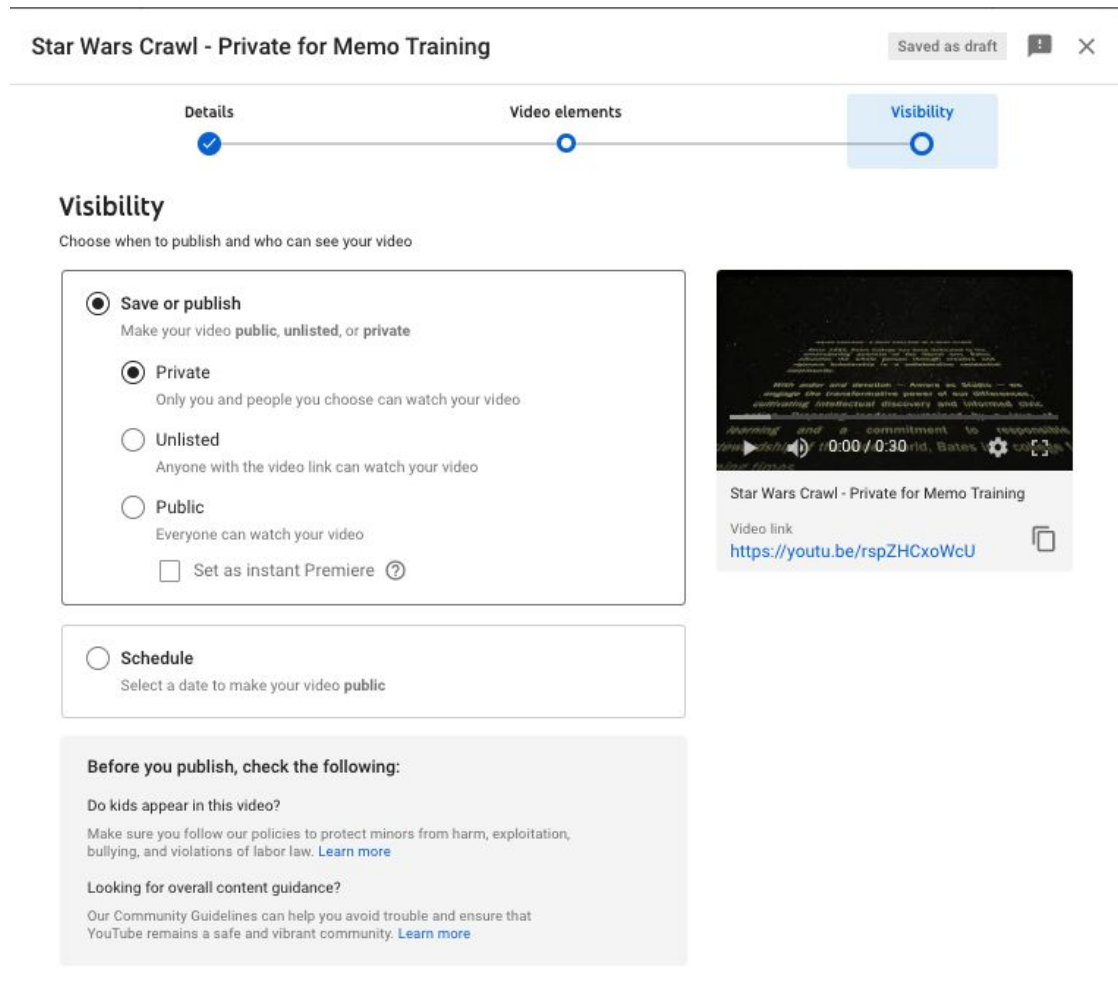
Do you want to restrict your video to an adult audience?

Age-restricted videos are not shown in certain areas of YouTube. These videos may have limited or no ads monetization. [Learn more](#)

- Yes, restrict my video to viewers over 18
- No, don't restrict my video to viewers over 18 only



Upon initial uploading, privacy settings should either be set to “Private” or “Unlisted”



The differences between privacy settings.

Private: Only users whose email address has been entered in the video’s watch settings can access the video.

Unlisted: This video has been technically published to the YouTube platform but the link has not been made available to search. Only users who you send the link to will be able to access the video. Please take care to send these links only to users who you can trust, as once the asset is “unlisted” any user who is in possession of the link can merely forward on the link to any user.

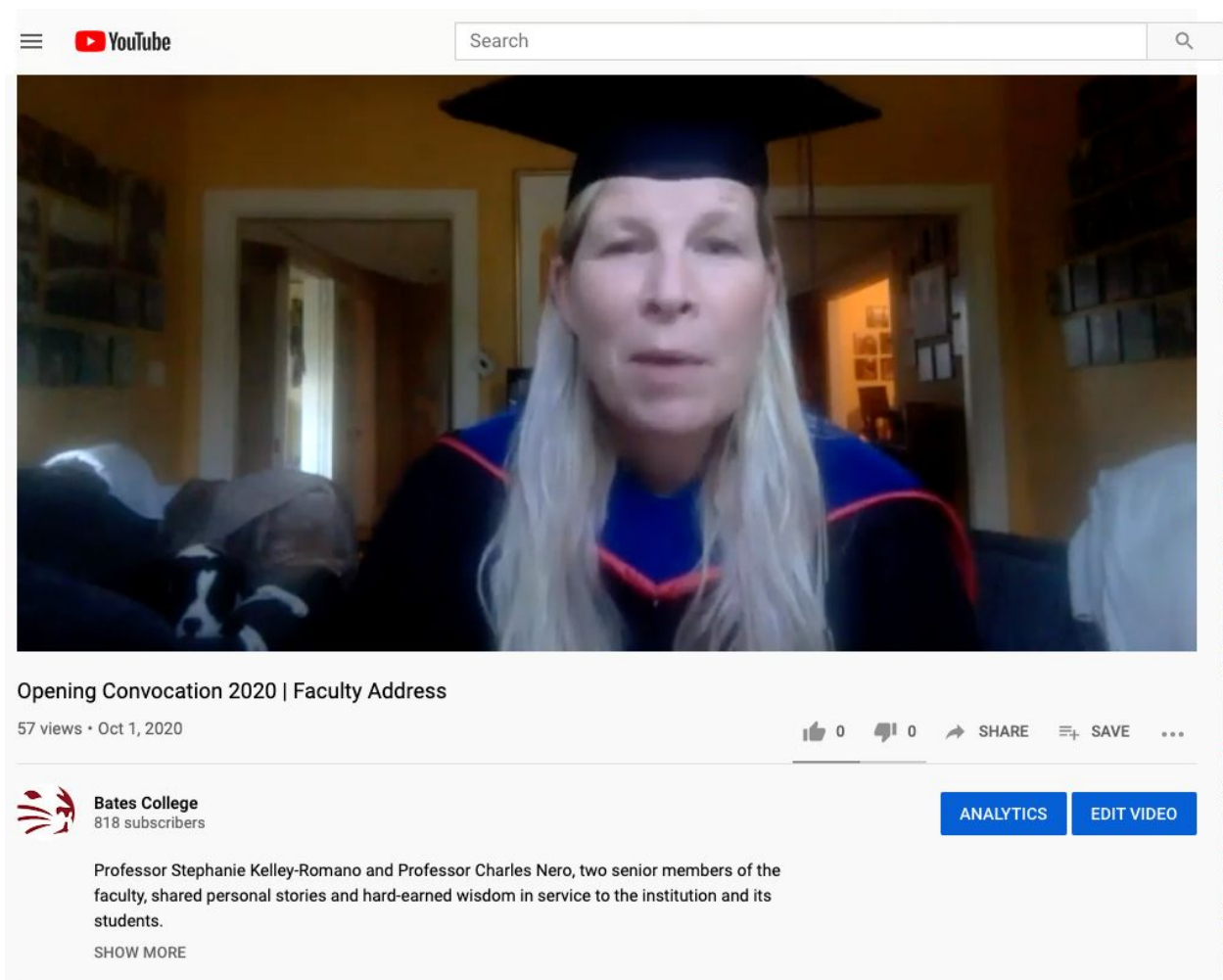
Public: This video is fully published to YouTube and to our channel. Everyone can watch the video the moment the video is made “public.” The video will be available in both YouTube’s search engine and Google’s search engine.

Additionally, an alert will also go out to our nearly 1,000 subscribers that the video is now available for them to watch.

This is a major reason why we require final videos and final copy. When videos go live, we do not want to see titles such as “FINE CUT” or DEAN_REESE_Rev2 being sent to our subscribers or for that to be the public face of our content workflow. It just looks sloppy.


After upload and processing:

With your short title and short intro, this is how your video should look “above the fold” once uploaded.



How your complete post should (roughly) look:

A polished YouTube post has a clear title, a short informational summary “above the fold,” final copy in all areas, and includes links to relevant videos and websites. The long description area can be shorter or even optional, but overall, you should aim to meet this structure.



Bates College
818 subscribers

[ANALYTICS](#) [EDIT VIDEO](#)

Professor Stephanie Kelley-Romano and Professor Charles Nero, two senior members of the faculty, shared personal stories and hard-earned wisdom in service to the institution and its students.

Like this video? Subscribe to our channel: <http://bit.ly/2ein9e6>

****More info & videos below****

Both members of the Department of Rhetoric, Film, and Screen Studies, Nero is the college's Benjamin E. Mays '20 Distinguished Professor who studies race and American cinema, queer studies, and African American literature. Kelley-Romano is an associate professor who studies television, conspiracy theories, and presidential campaign rhetoric.

Delivering a recorded Zoom-style talk (Nero from his Pettengill Hall office, Kelley-Romano from home), the pair spoke about the importance of being able to pivot in challenging times, “with adeptness or adroitness” said Kelley-Romano.

See more from Convocation 2020:
President Spencer's Welcome: <https://youtu.be/VwUBc1zerd0>
Co-Presidents, Bates College Student Government: <https://youtu.be/Gv3R8ZQ21do>
Benediction: <https://youtu.be/JYD810rCWIU>

For admission info, news, photos and videos check out <http://www.bates.edu/>

Read more about this year's Convocation: <https://www.bates.edu/news/2020/09/04...>

Be Social with Bates:
Facebook: <http://www.facebook.com/batescollege>
Twitter: <http://www.twitter.com/batescollege>
Instagram: <http://www.instagram.com/batescollege>
Snapchat: <http://www.snapchat.com/add/batescollege>
LinkedIn: <http://www.linkedin.com/edu/bates-col...>

Selecting a playlist:

In your video request form, please make a note about what playlist you think is the correct fit.

*The video's playlist should reflect your **content's subject matter**, not the person or department who is uploading it.*

Current Bates playlists:

News
Student Life
Faculty
Alumni
Purposeful Work
Voices from the Class of 20XX
Advancement

Examples:

BatesNews (BCO) is doing a story highlighting a recent grad '11 in their new job. In the video produced for the story, the student discusses how their Purposeful Work internship was essential to finding success in this new endeavor.

Answer:

- Purposeful Work
- and/or Alumni

Their new job is White House press secretary or something of note

- and/News

Advancement has produced a current student profile video '22, showcasing the many interests this student is pursuing at Bates and the impact that financial aid has had on their experience, which contains the student thanking other Bobcats for this opportunity, but contains no direct ask or call to action to donate.

Answer:

- Student Life

At the end of the video the student asks the audience directly to make a donation to the Bates Fund

- Advancement