

Colorado State University

YouTube Best Practices



What is YouTube and how can it be useful to my Organization?

- YouTube, at YouTube.com, is the most popular video-sharing social media site and provides a good platform to visually showcase your department or group, encourage participation, network, and build recognition. CSU encourages the use of YouTube to connect with prospective and current students, staff, faculty, partners, and alumni. The following guidelines are intended to help YouTube users conduct their online activities in a successful, productive, and legal manner.

Account/Channel Name

- Establish a name that resonates with users and the University.
- If your program has a lot of video content, consider creating a channel on YouTube. To create a channel, reserve a YouTube URL to match the name of your program, department, group, etc.
- When signing up for a YouTube account, the username becomes your YouTube URL. For example, "CSU Rams" would be <http://www.youtube.com/user/CSURams>.
- Limit the description of the channel mission statement to one paragraph.

Account/Channel Administrators

- Choose administrators who are directly affiliated with the CSU office/entity/organization that is being represented through the YouTube account.

Make sure at least two administrators are Colorado State University faculty/staff members.

Policies

- Include Colorado State University's social media disclaimer provided to when your application has been approved. Clearly state the social media disclaimer in the Description section in Channel Information.
- Follow YouTube's established terms and conditions.

Profile/Avatar image

- YouTube Channel users are able to use a large profile image (96x96 pixels or 88x88 pixels scaled).
- Use a program such as Irfanview to size images correctly and to scale.
- Refrain from using only the CSU word mark or Ram's Head logo as your account(s)'s profile image, as they tend to be overly used and lack individuality. The University encourages the creation of a profile image that reflects your CSU unit but allows for individuality as well.
- It is recommended to use a photo commonly associated with your organization as your profile picture. If desired, incorporate the CSU logo or your official CSU "unit identifier" into your profile picture. See [Tips for Creating Profile Images](#).
- Please see the [Communicator's Toolbox](#) for reference on using the CSU logo.
- Be careful not to stretch or distort the CSU logo or Ram's head in any way and do not modify the logo in any way.
- Ensure proper resolution of the logo.
- Green is the preferred color for the CSU logo or Ram's head, with black or white as an alternative.
- The CSU logo and Ram's head are trademarked materials. Any communication containing the CSU logo and/or Ram's Head must be approved by the Office of the Vice President of Public Affairs at 491-4179.
- If your unit is in need of an official unit identifier or if you would like help in creating an avatar/profile image for your social media accounts, please contact Natalie McCatty in CSU's Communications and Creative Services at (970) 491-4179 or Natalie.McCatty@colostate.edu.

Managing Account/Channel

- Use search engine optimization best practices when titling and describing uploaded videos.
- When embedding videos, turn off the display of related videos at the end of the video play.
- Keep videos short. YouTube only allows videos that are no longer than 10 minutes long or 1 GB in size, however videos that are 10 minutes long must have compelling content to keep audience attention.

- Have the last frame of the video contain your program's name and web address.
- Have the first frame of the video contain a title, program's name and web address.
- Select a dynamic image as the still frame image to attract viewers.
- Embed the videos in Facebook and other social networks to provide access to as wide of an audience as possible.

Engaging Members

- Thank subscribers with wall comments.
- Allow comments to be posted on your channel wall.

Promoting Account/Channel

- Generate subscribers to your channel by subscribing to other channels.
- Send Friend Requests on YouTube.
- Send Friend Requests to the Most Viewed channels.