

Standard Operating Procedure: Uploading Videos to VTTV's YouTube Channel

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Guidelines for Choosing A Video

These guidelines will help each department choose the best video for VTTV's YouTube channel.

Different departments within VTTV have very different audiences. This document explains which videos are best for which department (news, sports, and entertainment). In general, all departments should include theme music and a title graphic in their videos. Department directors should ensure that all videos stay under five minutes to maintain viewer interest.

- **News Department:** News staff should focus all videos from the two news shows, Tech Tonight and Weekly What's Up, on the most important news of the week. For example, Tech Tonight should focus on important local stories, highlighting any reporter packages available. Weekly What's Up should focus on the top national story of the week.
- **Sports Department:** Suggested videos for the sports department also vary depending on the show. For Tech Total Access (TTA), videos should be of field reports and should emphasize local news only. For both Listen Up and Technical Fowl, videos should focus on the most popular topic of the week.
- **Entertainment Department:** Videos for Hokie Happenings should be limited to feature reports from the show, such as a story on a local event. Videos for The Sketch should include skits and short films produced by the department.



Figure 1: VTTV's main YouTube page, displaying shows from each department.

How to Upload Your Video to YouTube

This task will show you how to upload your video to VTTV's YouTube channel. Before completing these steps, ensure that your video file is fully edited and exported as an .m4v file.

1. Log into YouTube using VTTV's username and password.

If you do not know the username and password, please contact the general manager, Alex Koma, at alexk92@vt.edu.

2. Select the "Upload" button at the top-middle of the screen.

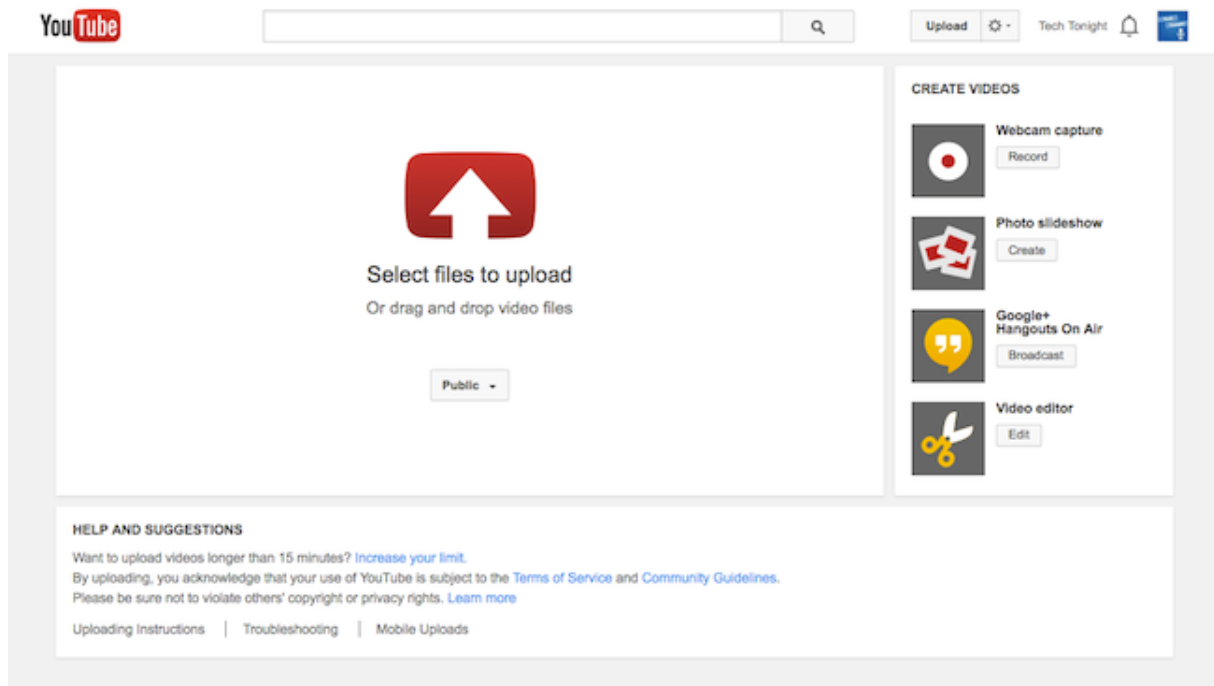


Figure 2: YouTube's uploading screen

3. Navigate to the .m4v file of the video you are exporting.

It is helpful if you save all of your videos in a department-specific folder, such as "News Videos."

4. Upload your file.

Customizing Your Video for VTTV's YouTube Channel

This document explains the importance of customizing your video when you upload it to VTTV's YouTube channel.

VTTV's YouTube channel has videos from the sports, news, and entertainment departments. It's important for each department to follow similar guidelines for customizing their videos in order to create a unified presence for VTTV on YouTube.

The tasks in this section discuss how to name, describe, and tag your videos in VTTV's standard format. Don't forget about the audience when you're customizing your video; all show names and descriptions should be interesting and concise to maintain viewer interest.

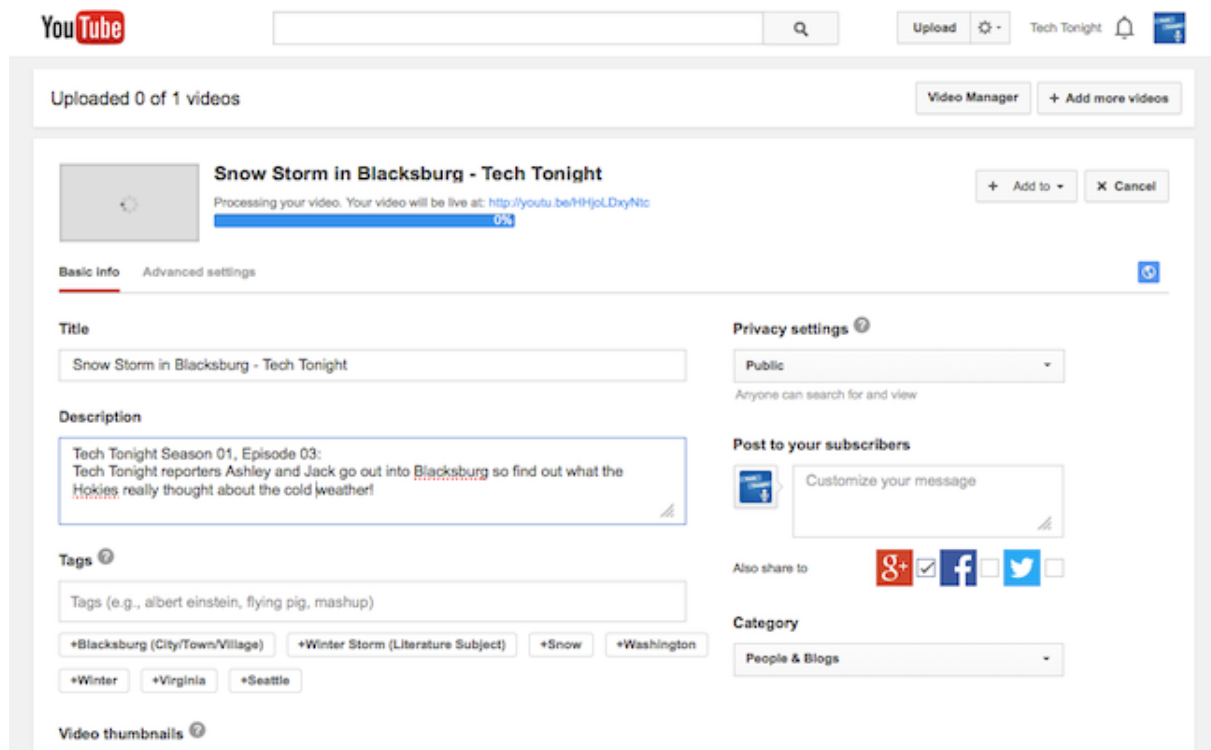


Figure 3: YouTube's uploading screen; use the title, description and tagging sections as references for the following tasks.

How to Name Your Video on YouTube

This task will help you correctly name your video based on VTTV's standard naming format.

1. Determine if your video is a full-length episode (more than five minutes) or a clip (less than five minutes).
Full-length episode titles should include the title of the show, the season number and the episode number (Example: Tech Tonight, Season 01, Episode 02). Clips should be in the form of "Description – Show Name."
2. Write a concise, interesting title based on the information in step 1.
3. Check for any grammatical errors in your title.
4. Move on to the next task: how to describe your videos on YouTube.

How to Describe Your Video on YouTube

This task will help you include important information in your video's description.

1. Write the season information for your video.
2. Write a short, interesting description of your video that relates to the video's content.
3. Include credits that recognize any reporters, anchors, producers, editors, or other members of VTTV involved in the creation of the video.
4. Move on to the next task: how to tag your video on YouTube.

How to Tag Your Video on YouTube

This task will show you how to tag your video based on its content, which will allow viewers to find and search for the video on YouTube.

You should begin tagging your video only after you have named and described your video.

1. Ensure that VTTV's generic tags have been applied to your video.
These tags, such as "Virginia Tech Television," are applied to all videos uploaded on VTTV's channel.
2. Create a genre tag for your video, such as "entertainment," "sports," or "news."
3. Create any additional tags that are relevant to the video's content.
4. Ensure that you do not misspell words or have punctuation errors in your tags.