# How To Upload a Video on one of USI's Official Channels

All videos uploaded on the central USI YouTube channel USI University must be submitted to the Media and Communication Service. The Media and Communication Service has the right to deny requests that do not match the quality guidelines or do not follow the University's general social media policies. All videos that are submitted must follow the guidelines mentioned below.

For uploads on other official USI YouTube channels, we kindly ask the administrators to respect the quality standards and the corporate identity criteria stated below.

Who is willing to set up a new official USI YouTube channel should first contact the Media and Communication Service.

**Supported formats**
3gp cell phones
AVI – Windows Media Video
MOV (Mac)
MP4 (Ipod/PSP)
MPEG
FLV (Adobe Flash)
MKV (H.264)

**Video Requirements**
The video should be in the original format, in the highest quality possible. Videos with too much re-encoding and therefore of poor quality cannot be uploaded. To achieve best results, the video should be interlaced. Audio and video lengths must be the same. The aspect ratio of the original source must be kept.

Please try to keep the highest video and audio quality possible while recording. Videos with video and audio noise and distortions cannot be uploaded. The music and soundtrack used in the video must be copyright free.

All videos have to be in accordance with USI's corporate identity criteria. Therefore, an official USI logo must appear throughout the whole video with the exception of bumpers, credits or intros. The font to be used for the graphics is Frutiger 45 light and Frutiger 65 bold according to the University's corporate guidelines http://www.press.usi.ch/corporate-design-font.htm. The Media and Communication Service can assist you in the right creation and usage of the logo. Furthermore, each video must have an official intro clearly linked to USI.

USI

**Video Description and Tags**

Each video has to be uploaded with a title and a brief description. Tags are not mandatory, but they increase the likeliness of your video to appear in more search results. Please use only tags that are really relevant with regard to the uploaded video. The more tags you enter, the higher the chances that your video will appear on the search engine. A quick advice for creating tags: think about the content of your video and try to anticipate the various keywords that users might search for in order to find that content. Keep in mind that the words in your title are automatically considered as tags.

**Restrictions and Copyrights**

The video content must be related to USI and its academic and cultural programs and activities.

The video content must follow the University's general social media policies. For other content issues and questions please refer to the YouTube community guidelines at: http://www.youtube.com/t/community_guidelines.

Copyrights: all videos, images and audio files must not violate copyright laws. Third party material will be posted only with permission. For further questions on copyright issues, please refer to: http://www.youtube.com/yt/copyright/index.html#yt-copyright-education.