

COLLEGE of CHARLESTON

OFFICE OF MEDIA RELATIONS

College of Charleston YouTube Channel Guidelines

Playlists

1. All videos will fall into one of six playlists. These playlists will not change and the number of playlists will not increase. In the playlist section, only six can be viewed without scrolling.
2. Playlists can be created and “hidden” using select videos from the College’s primary channel. The Division of Marketing and Communications can assist you in creating these playlists for your use.
3. Playlist categories: academics & research, news & events, athletics, campus life, faculty profiles, student videos

Organization of “Other” Videos

1. Any school, program, or user with more than 5 videos that directly relate to the College can make their own YouTube account that we will put in the Subscriptions box. This will take viewers directly to their page and generate views for their video. The account must have the school or department in the name.
2. Any school, program or user with less than five videos that directly relate to the College can ask that their videos be listed as a favorite. These videos must already be posted on YouTube from an account with College-appropriate content.
3. Only content directly generated or commissioned by the Division of Marketing and Communications will be uploaded by the College and onto the College’s primary channel to ensure consistency and quality. Videos must be of acceptable audio and video quality.
4. The Division of Marketing and Communications would be happy to help create YouTube pages for schools, departments and programs that want to directly place their content.

Subscribers

1. People with College of Charleston-related content will be emailed and asked to consider subscribing to the College’s page. This will help to boost views as each time a video is uploaded, all subscribers are notified.
2. At least 10 subscribers should be added each month.

For more information or questions, contact Melissa Whetzel at whetzelm@cofc.edu or 843.953.7752.