

CEDARS YouTube Channel

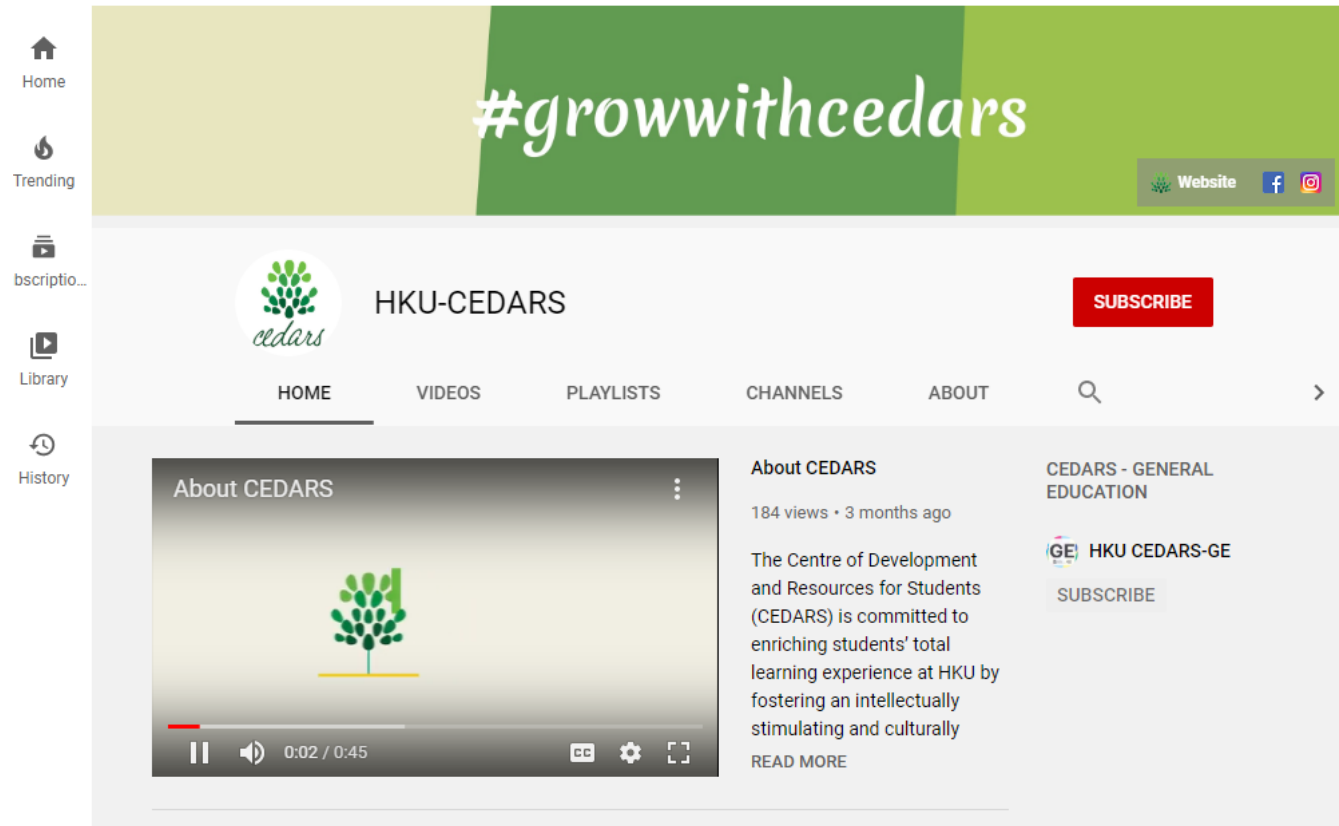
With Effect from 5 Dec 2021

Decommissioning of DMP

- DMP had been decommissioned from Jan, 2020
- Videos in DMP were either uploaded to CEDARS YouTube Channel (for videos in/after 2018) or saved as archive (for videos before 2018)

CEDARS YouTube Channel

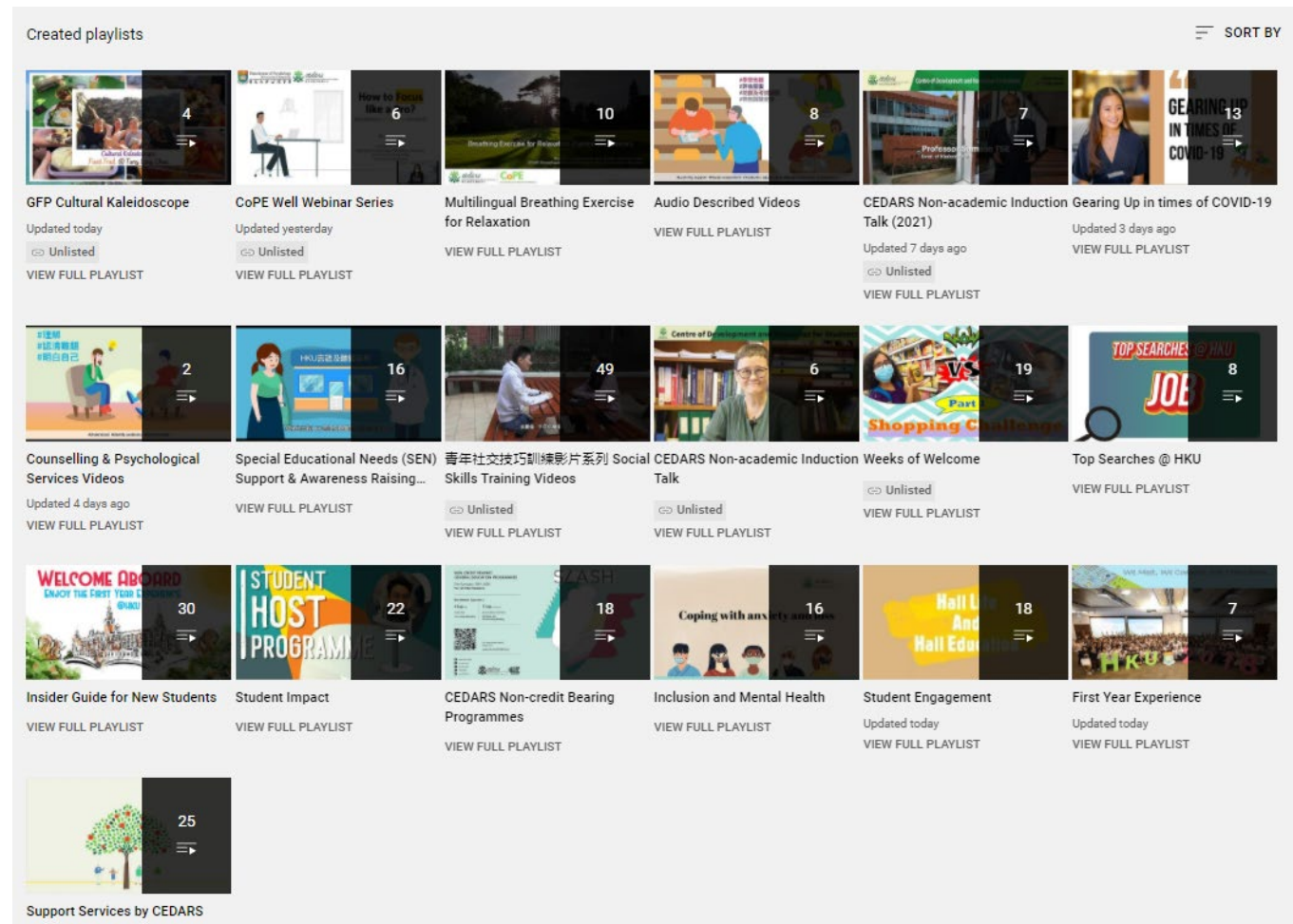
- Channel Name: HKU-CEDARS
- Current link (upon obtaining 100 subscribers for official launch):
<https://www.youtube.com/hku.cedars>



Updated in v2

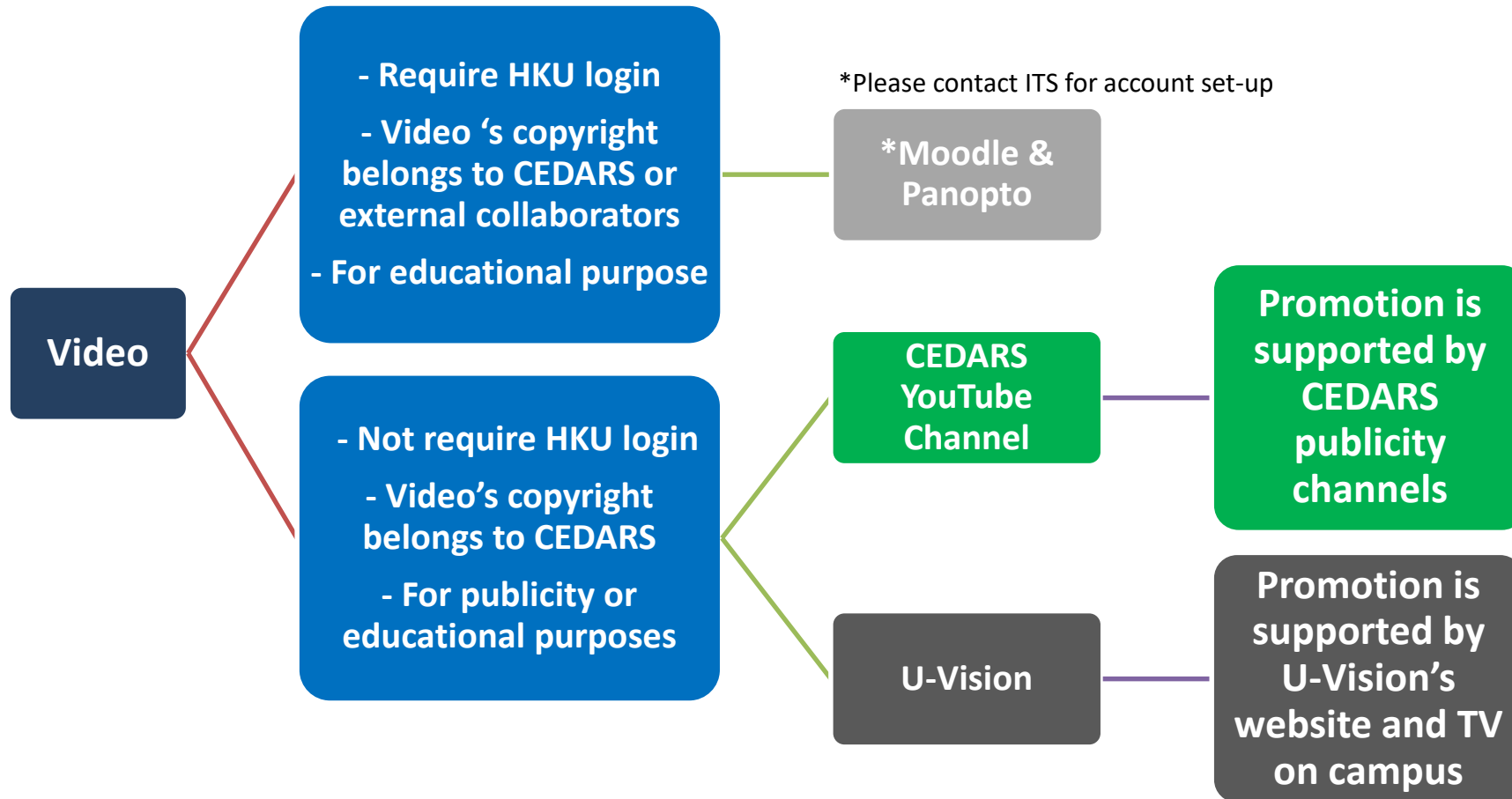
CEDARS YouTube Channel

- 10 Playlists + Programme Playlists



Updated in v2

Videos for YouTube Channel



Video Content/Format for YouTube Channel

- **Content:**
 - Programmes/ services promotion
 - Educational information / tips
 - Event highlights
 - Memorable moments of events
 - Behind-the-scenes of the events
 - Student stories
 - and so on...
- **Format:**
 - Video
 - Animation
 - Slide show

Videos Produced by CEDARS

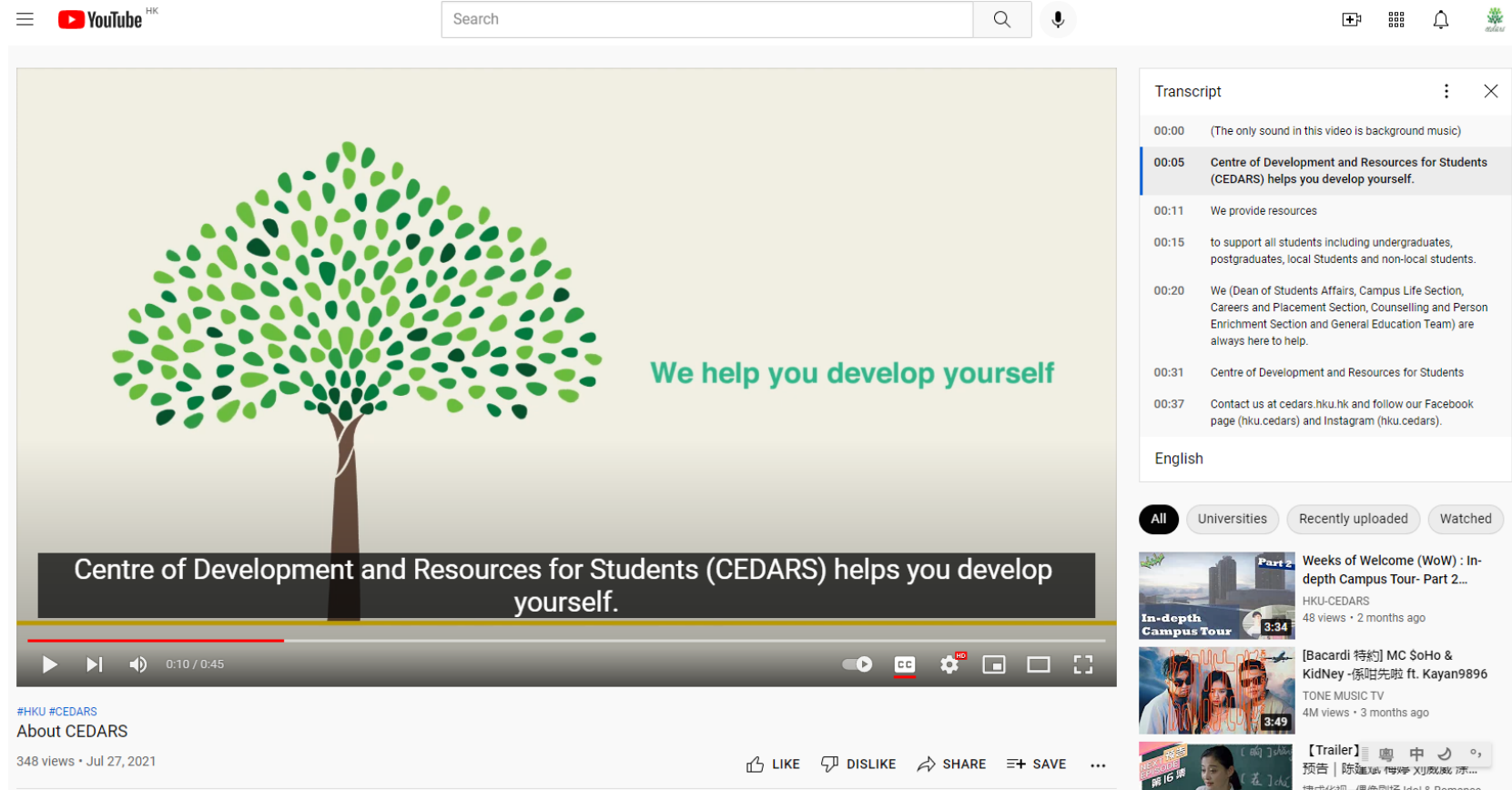
- Opening and Ending of CEDARS-produced videos are standardised
- Download the opening and ending videos at CEDARS Intranet (3g-(iii)e) <https://www.cedars.hku.hk/publicity#a6>

Subtitles/ Transcript Required

- All videos on CEDARS YouTube Channel **MUST** include subtitles or transcript as a Web Accessibility Requirement
- Subtitles should be submitted to Dean's Office in .srt or .doc with timestamps
- Open Captions are optional to include
- Auto-generated subtitles from YouTube is **NOT** accepted for videos under 5 minutes
- For videos with no voice over (VO) but the visual content does convey message, summary should be presented in a transcript format

Subtitles/ Transcript Required

- Include the statement: The only sound in this video is background music.



The screenshot shows a YouTube video player interface. The video content displays a stylized tree graphic with green leaves and a brown trunk. To the right of the tree, the text "We help you develop yourself" is written in green. Below the tree, a black banner contains the text "Centre of Development and Resources for Students (CEDARS) helps you develop yourself." in white. The video player controls at the bottom show a progress bar at 0:10 / 0:45. The transcript on the right side of the player is open and shows the following content:

Transcript

00:00 (The only sound in this video is background music)

00:05 Centre of Development and Resources for Students (CEDARS) helps you develop yourself.

00:11 We provide resources

00:15 to support all students including undergraduates, postgraduates, local Students and non-local students.

00:20 We (Dean of Students Affairs, Campus Life Section, Careers and Placement Section, Counselling and Person Enrichment Section and General Education Team) are always here to help.

00:31 Centre of Development and Resources for Students

00:37 Contact us at cedars.hku.hk and follow our Facebook page (hku.cedars) and Instagram (hku.cedars).

English

All Universities Recently uploaded Watched

Weeks of Welcome (WoW) : In-depth Campus Tour- Part 2...
HKU-CEDARS
48 views · 2 months ago

[Bacardi 特約] MC SoHo & Kidney -係咁先啦 ft. Kayan9896
TONE MUSIC TV
4M views · 3 months ago

【Trailer】粵中...
預告 | 陳慧琳 梅艷芳 劉嘉玲 陳...
神功化相 - 傅德盛 林利 & Romance

Updated in v2

Video File Submission Specification

- Recommended YouTube video dimensions: 240p (426 x 240), 360p (640 x 360), 480p (854 x 480), 720p (1280 x 720), 1080p (1920 x 1080), 1440p (2560 x 1440), 2160p (3840 x 2160)
- Minimum YouTube video size: 426 x 420p
- Maximum video size: 3840 x 2160p
- The correct aspect ratio: 16:9*
*You can upload a 4:3 video, a vertical ratio, but YouTube will add black bars on either side
- Maximum file size: 128GB
- Maximum video length: 12 hours
- Accepted YouTube video formats: .mov, .mpeg, .mp4, .avi, .wmv, .mpegps, .flv, webM, and 3GPP
- YouTube thumbnail : 1280x720 px (i.e. 16:9 ratio), image formats such as JPG, PNG, BMP and under 2MB limit.

General Settings for All Videos

- Category: Education
- Comments disabled
- Number of likes and dislikes hidden

Privacy Setting for YouTube Videos

	Public	Private	Unlisted
Who can see the video?	Anyone	Who are granted access (a max. of 50 users)	Who have the video link
Does my video show up in YouTube searches, related videos, and recommendations?	Yes	No	No
Will the video be posted on my YouTube channel?	Yes	No	No (*unless the video is shared in playlist)
Will my video show in subscriber feeds?	Yes	No	No
Do people need a YouTube account to see my video?	Yes	Yes	No
Can people watch my video if I send them the URL?	Yes	No	Yes
Can anyone see my YouTube video if it is embedded in a landing page?	Yes	No	Yes

Template of Video Description

Description: recommend less than 1,000 characters (with space)

Hashtags : **#HKU #CEDARS**
(Mandatory)

Find out more: **Programme/Event Website**

Connect with us:

Instagram: <https://www.instagram.com/hku.cedars>

Facebook: <https://www.facebook.com/hku.cedars>

Website: <https://www.cedars.hku.hk/>

Credit: (Student's Name if any)

Video End Screen for Promotion

– Sample 1

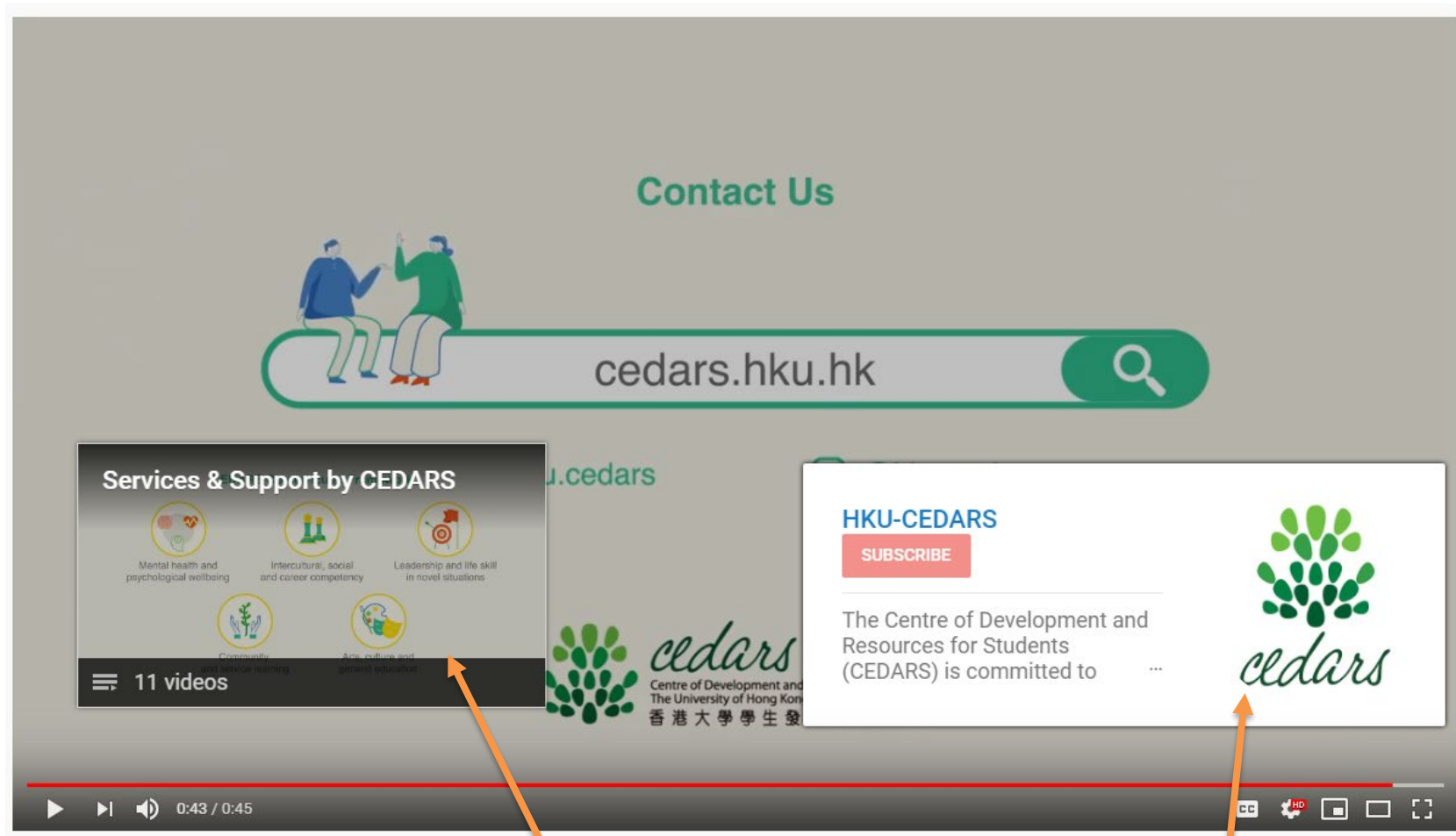


Choose specific 1 / 2 video(s) to promote in end screen

Apply to all videos to prompt audience to subscribe

Video End Screen for Promotion

– Sample 2



Choose specific playlist to promote in end screen

Apply to all videos to prompt audience to subscribe

Submission Frequency

ACTION BY SECTIONS/TEAMS

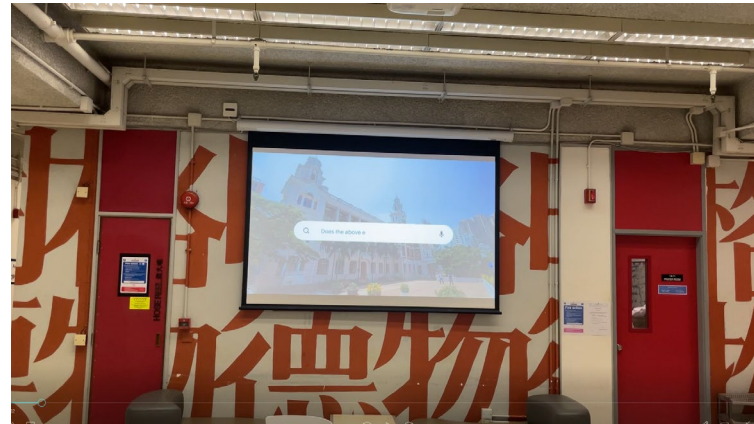
- Each Section/Team shall submit **at least 1 video per academic year.**
- There should be **NO** **copyright infringement** for all audio-visual content of the video.

Video Analytics

- Video analytics (within a specific period of time) can be provided to relevant Section/Team upon request
- Including :
 - No of Views
 - Traffic source
 - Average view duration
 - Others (if applicable)
- Requests should be made 5 working days in advance

Displaying Videos at FSCAC Coffee Lounge

- Projection with sound at FSCAC Coffee Lounge
- Projection in operation: From 16 Jan 2023 (Mon)
- A YouTube Video Playlist will be created for the projection
- Playlist will be updated as required
- Display period: Monday to Friday, from 12:00 – 15:00 (3 hours)
- No further notice will be made for a suspension less than 2 weeks



Updated in v3

Submission Flow

- Download and fill in the Copyright Declaration Form for Video Production at CEDARS Intranet (3g-(iii)d)
<https://www.cedars.hku.hk/publicity#a6>
*Signed Copyright Declaration Form should be kept by Section/Team only.
- Submit the [Online Publicity Request Form](#), with the share link to the video file, thumbnail and subtitles files included. Indicate and advise the display period if the video should be displayed at FSCAC Coffee Lounge.

Submission Flow

- Video will be uploaded onto YouTube and/or displayed at FSCAC Coffee Lounge within 5 working days or per Section/Team's suggested schedule
- For enquiries, please contact Dean's Office at deansoffice@cedars.hku.hk .