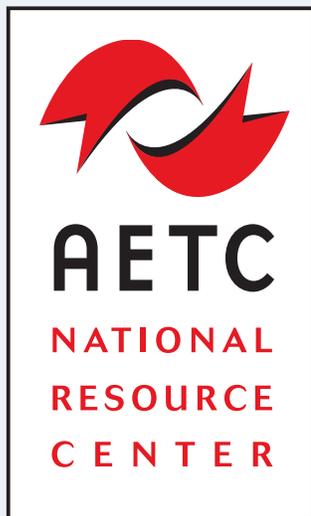


AETC NRC YouTube Guidelines

<http://www.youtube.com/user/AETCNRC>



Visit the TOPICS page on the NRC's website at <http://www.aids-ed.org/topics> for ideas on themes to focus on.

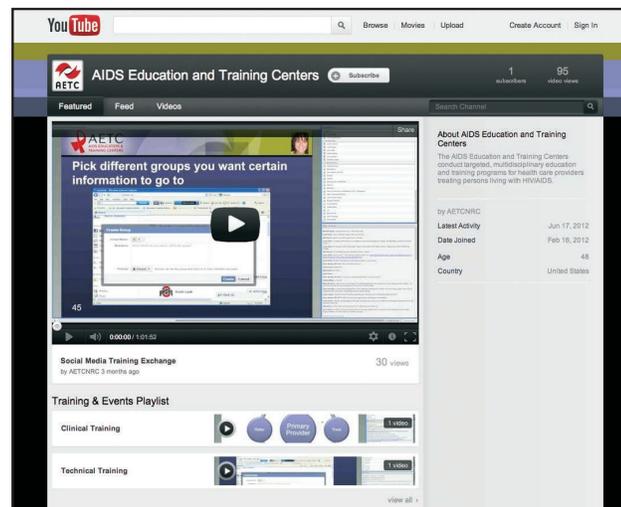
Once your video is posted, you will be able to track your viewers and share your material with colleagues via other social media accounts (Facebook, Twitter) using the simple "SHARE" tab located under the video screen. All videos will link back to their regional AETC source for viewers who would like more information.

For assistance and/or more information, please contact Judy Collins, *Program Coordinator—Social Media* at collinj3@sn.rutgers.edu or (973) 972-5528.



Revised Guidelines:

The AIDS Education and Training Center National Resource Center (AETC NRC) has expanded its social media presence to include the **AETC NRC YouTube Channel** to showcase short informational videos produced by the AETC community, its funders, partners and colleagues, which can be accessed and utilized at any time. The goal of the Channel is to provide evidence-based education and capacity building support in a High Definition (HD), mobile-friendly format to address the National HIV/AIDS Strategy and the HIV Care Continuum.



We need your help in building the library, and as we continue to do so, here are a few guidelines when considering material for review for posting on the Channel:

- Intended audience: clinician care providers, health profession students, health educators and other healthcare program staff. Please only send material that is targeted for these groups.
- Maximum file length/time per video is 30 minutes; however, we would like videos to be less than 20 minutes ([research shows that adults can only sustain attention for 20 minutes](#)). Consider breaking up longer videos into multiple files, e.g., Part I, Part II.
- Videos should be clear and have optimum sound quality without background/microphone interference. Think High Definition (HD). For a list of YouTube supported file formats, [click here](#). For tips on what to consider when planning to shoot video, [click here](#).
- Submit webinars with recording only - no chat room or additional features included. For instructions on how to remove the chat room from Adobe Connect recordings and convert to an FLV file, [click here](#).
- Your video must include an affiliation disclosure, and proper documentation should be submitted including: author, date, location (if recording is from a live event), and the source. This information will be posted along with the video.
- Do not include information on PIFs or CEUs with your videos. If PIFs and CEUs are required/offered, we will link back to your website for specifics on how to complete those forms.
- In addition to the documentation request above, please obtain consent to record and publish footage of your subject, or to use his/her name or likeness in the material. A copy of our [AETC Program Consent Form](#) can be adapted for any agency or program and is available for download via the AETC NRC website. Be sure to include a copy of the signed and completed form with your video submission.

