UNE WEBSITE VIDEO GUIDELINES

Videos must be submitted to the web team for review. Faculty and professional staff are encouraged to use the form to discuss producing video specific to a **une.edu** page. Please use the **website request form** for submissions and inquiries.

Guidelines for use of video on the website are as follows:

- Videos are a marketing tool and should be used to enhance information on a page, or to showcase specific parts of a program, department, or facility.
- Instructional videos may be accepted on a case-by-case basis.
- Video must be three minutes or less. This is the optimal time length for engagement.
- Taped livestreams, webinars, informational sessions and presentations may not be used on the website unless it is for a specific event.
- Any branding appearing in the video (such as the UNE logo, colors, fonts, etc) should follow the brand guidelines, which can be found in the **institutional brand manual**.
- Videos not owned by UNE cannot be put on the website.
- Please submit the original, highest resolution video and with a 16:9 aspect ratio in landscape orientation. Video should not be blurry or pixelated, or in portrait orientation.

The UNE web team reserves the right to refuse a video if the above guidelines are not followed.