Guidelines for Promotional Video Development & Review

Purpose: This document offers step-by-step instructions for creating, reviewing, posting, and distributing county promotional videos.

Steps for Finalizing and Sharing Promotional Videos:

Required Elements for All Promotional Videos:

Branding:

- Videos:
    - For free-standing videos, program branding must be included at the beginning and end of each video
        - Use this "intro clip" at the beginning
            - CFHL, UC
    - Funding, non-discrimination statements, and "And Justice for All" text/image should be included at the end of the video
        - Use this "outro clip" at the end
            - CFHL, UC
                - English
                - Spanish
    - If videos are embedded into a recorded PowerPoint presentation, there is no need include the intro/outro clip. Required elements will be included in the PowerPoint template.
- PowerPoint Presentations:
    - For PowerPoint presentations, use these templates:
        - CFHL, UC
            - Standard
            - Wide

Additional Guidelines for Creating Online Content:

- **Power Point Presentations:**
    Use the Recording a PowerPoint Presentation document for a step-by- step guide to recording PowerPoint presentations with narration

1. Ensure the document includes appropriate CFHL, UC branding, funding, and non-discrimination statements.
2. Check the document for ADA Compliance. Refer to the CalFresh Healthy Living ADA Compliance Policy and Procedure Program Directive for more information.

DOCUMENT2

a. For Microsoft Office documents (Word, PowerPoint, Publisher, etc.) use the Microsoft Accessibility Checker

b. For PDF documents, use the Adobe Accessibility Checker.

** Note- if you convert a Microsoft document to a PDF, you will need to update accessibility in Adobe as well.

CLOSED CAPTIONING:
- Include closed captioning in all videos
- For more information on adding closed captioning to YouTube videos, refer to the YouTube Uploading and Settings Guide

Copyrighted Images:
- Do not use any copyrighted images, music, etc. without express permission

   Refer to the Guidelines for Open Source Images and Music/Sound for more information

• SNAP-Ed Materials
- If the materials will be reproduced as is, nothing needs to be done. When changes or additions are made to the content or design of SNAP-Ed materials, or the name or logo of any organization or company is added to the document, the SNAP and USDA Logos must be removed

REVIEW PROCESS
1. **Use the Video Script as a template for the development of your video.**
2. Once your promotional video is complete. Please have your **Supervisor and Advisor review** the video before posting or using as part of a presentation.
3. If Supervisor or Advisor are unavailable please contact the State Office.