LINC Video Guidelines:
Proposing and Maintaining LINC Videos

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Purpose
These guidelines explain how LINC will manage the videos it publishes. LINC mandated screencasts are defined as videos pertaining to LINC core workshops, or other instruction-related videos approved and published by LINC. All video ideas and scripts are subject to committee approval. Guidelines for LINC Screencasts does not extend to any Library affiliated videos created outside of LINC; it is intended for members of LINC, anyone involved in creating LINC videos, and members of Library staff who are interested in creating or contesting a LINC video.

Glossary of Terms
For the purposes of this document, as well as future LINC documents about screencasts, the following language will be used to define different roles throughout the screencasting process.

Audio-Visual Creator: The person using the software to create the video.
This person, appointed by LINC, is a member of LINC who creates the video after the project and script have been approved by LINC. There will always be at least one member of LINC (either permanent or temporary staff) who is trained in the software and committed to making LINC screencasts.

Content Expert: The person identified as an expert on the content of a specific video.
The Content Expert may or may not be a LINC member but is considered to have in-depth knowledge on the subject of a particular video. The Content Expert is identified by the Initiator, or may be the Initiator her/himself depending on her/his knowledge of the subject. The content expert must approve all scripts prior to video creation and approve final videos prior to publishing. Since there can be more than one content expert in a given area, the content expert of a video may change over time.

Initiator: The person suggesting a video idea.
This person may or may not be a member of LINC. The Initiator identifies the need for an instructional video and presents the idea to the LINC committee as a screencast project. The Initiator is also responsible for identifying a Content Expert to be consulted for the project.

Script Writer: The person/people creating the video’s script.
This is typically the Initiator and/or the Audio-Visual Creator. Videos may have a number of Script Writers.

Video Coordinator: The person overseeing video creation and revision.
This person, appointed by LINC, is a member of LINC and a permanent member of Library staff. The person in this role manages video ideas, oversees the production of videos and maintains videos to ensure they are up to date, both in terms of content and in terms of screencast Best Practices.

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1 For an outline on how to create LINC mandated screencasts, please also review Creating Screencasts for LINC: Processes.
2 One person may perform several of these roles throughout the process, depending on their level of expertise.
Video Coordinator reports to the LINC Chair\textsuperscript{3}.

\textsuperscript{3} See Appendix A.
Presenting a Screencast Idea to LINC

Any Library staff member may propose an idea to LINC; this person is considered the Initiator.\(^4\)

The screencast must have an element of Library instruction, and must be determined by LINC to be an appropriate project for the committee to take on. Due to the wide variety of topics that can fall under this domain, LINC reserves the right to reject video ideas. The Video Coordinator (or LINC Chair if the Video Coordinator is unavailable) will consult with LINC members and respond within 5 business days with the committee’s decision.

If LINC approves the project, the Initiator is responsible for recruiting a Content Expert to be consulted throughout production of the screencast in order to ensure content accuracy. A screencast will not be initiated without a participating Content Expert. The Content Expert may be the Initiator or another staff member within the Library.

Once a Content Expert is identified, the Audio-Visual Creator will consult with the Initiator to determine who will be the Script Writer. The Script Writer will consult the Content Expert when composing the script. The Initiator is not responsible for video creation, but will be required to work with the Script Writer and Content Expert to identify the topic, approve the script, and approve the final video.

Publishing a LINC Screencast

LINC members and the Content Expert must approve videos before they are made public. If the committee grants approval, the Video Coordinator will forward all required documents\(^5\) to the Library staff member in charge of maintaining the Video Repository and the Library YouTube channel. Videos are not LINC-approved unless they have been forwarded by the Video Coordinator. LINC videos will have ownership and contact information publicly available so users may comment to the appropriate source.

Managing Screencasts

Ongoing Maintenance

The Video Coordinator will divide videos among LINC members for review every two years, beginning January 2014 and continuing every two years onwards. Over the course of the winter term, every video will be reviewed by one LINC member and a Content Expert\(^6\) to ensure information is current and accurate. The LINC member, in consultation with the Content Expert, will issue a report and recommendations to the Video Coordinator.

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\(^4\) If you have an idea for an instructional video that would be an appropriate project for LINC, send an email to libinstruct@library.uwaterloo.ca with your suggestion.

\(^5\) Refer to the Creating Screencasts for LINC: Processes document for a complete list of required documents.

\(^6\) The Content Expert does not necessarily have to be the same person originally consulted during the creation process of the video.
The Audio-Visual Creator is responsible for making necessary changes. The LINC member assigned to review the video will consult with the Audio-Visual Creator to determine who will re-write the script, if required. The Script Writer should then refer to the same Content Expert consulted during the review process.

If a problem with video content is brought to the attention of LINC outside of its review cycle, the Video Coordinator shall review the video within two business days.

**Contesting a Screencast**

Any Library staff member may contest a LINC video. The Video Coordinator will review the video within two business days, and notify the contesting person of further steps to be taken. The Video Coordinator will consult with appropriate personnel as required by the nature of the complaint.

Each situation will be determined on a case-by-case basis, and the person who contested the video will be notified of the review results at the end of the process. If a Content Expert is required and one is not available within the expected time frame, the video will be removed until a Content Expert can be consulted.

No LINC videos are to be removed from the University of Waterloo Library’s YouTube Channel or from the Online Tutorials page without approval from the Video Coordinator (or LINC Chair if the Video Coordinator is unavailable).

**Changes or Removal of Screencasts**

Once a decision has been made to change or remove a LINC video, the Video Coordinator is responsible for emailing all Library staff to notify them of the change and encourage them to update any webpages they are responsible for, accordingly. The Video Coordinator is also responsible for contacting the staff member in charge of maintaining the Library YouTube channel and the Video Repository, as well as the LINC member responsible for maintaining the Online Tutorials page, in order to update the videos.

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7 If you wish to contest a video, send an email detailing your concerns to libinstruct@library.uwaterloo.ca.

8 See Appendix B.
Appendix A

Summary of the Responsibilities of the Video Coordinator

The Video Coordinator:

- Must be a current member of LINC and a permanent member of Library staff.
- Must be familiar with the processes and software used to create a screencast for LINC.
- Consults with LINC regarding any screencast suggestions received by the committee and manages any ongoing screencast projects to ensure each role is addressed.
- Maintains records of who is involved and in what capacity for all videos currently in production.
- Initiates regular reviews of LINC videos to ensure content remains current and accurate.
- Manages any staff-identified disputes regarding LINC videos and oversees any decisions to remove or change videos, or leave them as is; this includes any decisions made from the biennial reviews.
- Is responsible for emailing all Library staff to inform them of any decisions to change or remove a LINC video and to advise staff to update any webpages for which they are currently responsible.

Appendix B

Determining a Course of Action for Contested Screencasts

Depending on the issue, the Video Coordinator may also need to consult with LINC committee members regarding the video concern. The Video Coordinator will make a final decision to:

1. Remove the video entirely.
2. Remove the video and fix the issue.
3. Leave the video on the website and replace it with a new video once the issue has been fixed.
4. Make no changes to the video.