LINC Video Guidelines:
Responsibilities of the LINC Video Coordinator

This document is intended to guide the Video Coordinator through the duties of their role. The contents of this document will evolve as the Video Coordinator gains more knowledge through practice.

As the LINC Video Coordinator you will:

• Manage video ideas
• Oversee video production
• Maintain videos to ensure they are up to date, for both content and screencast Best Practices
• Be familiar with the processes and software used to create a screencast for LINC
• Report to the LINC Chair

New Screencasts
A screencast is suggested by a Library staff member. As the LINC Video Coordinator your role is to:

• Consult with LINC on the appropriateness of the idea for LINC purposes
• Respond to the Initiator within 5 business days with the committee’s decision

In order for the video to move forward through the creation process, the content must be related to LINC’s mandate (i.e. Include library instruction).

Once the idea is accepted, you will:

• Manage the screencast process to ensure each role outlined in the Guidelines for LINC Screencasts document is fulfilled
• Maintain records of who is involved and in what capacity for all videos

The Initiator, Script Writer, Content Expert, and Audio-Visual Creator will collaborate to create the video and will contact the LINC Video Coordinator near the end of the project, once a proposed final project is ready to be viewed.

LINC members and the Content Expert must approve videos before they are made public. Once the committee grants video approval, you will forward all required documents to the Library staff member in charge of maintaining the Video Repository and the Library YouTube channel.

The required documents include:

• MP4 file
• SRT file
• PDF of the video script
• Keywords that describe your video and video title
• A short description of your video: this can be the same as the first sentence in the video script
• A document listing who was involved and in what role
• A list of webpages the video should be posted to for point-of-need access

**Maintaining Existing Videos**
As Video Coordinator, you will:

• initiate regular reviews of LINC videos
  o Every two years, videos will be reviewed in order to ensure content accuracy, and compliance with Best Practices
  o These bi-annual reviews will begin in January 2014 and continue every two years onwards
• assign each video to a LINC member, as well as identify a Content Expert, both will review selected video and send you recommendations
  o Depending on the issue(s) identified, the Video Coordinator may also need to consult with LINC committee members regarding the video concern

Once all recommendations have been gathered, you 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

**Contested Videos**
As Video Coordinator, you also manage any staff-identified disputes regarding LINC videos and oversee any decisions to remove or change videos. If a problem with video content is brought to the attention of LINC outside of its review cycle, you will:

• Review the video
• Consult with appropriate personnel as required by the nature of the complaint
• Notify the contesting person of further steps to be taken within two business days

The guidelines to review a contested video are the same as the guidelines to review existing videos, with the exception that the contesting person will be notified of review results.

**Changes or Revisions Made to Videos**
If a final decision is made following a scheduled biennial review or a staff-identified dispute that involves a removal or revision of the video, as the LINC Video Coordinator you will be responsible for contacting Library staff members to update their web content. You will:

• email 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
• contact the staff member in charge of maintaining the Library YouTube channel and the Video Repository, in order to update videos
• contact the LINC member responsible for maintaining the Online Tutorials page, in order to update the videos

No LINC videos are to be removed from the University of Waterloo Library's YouTube Channel or from the Online Tutorials page without your approval, or that of the LINC Chair if you are unavailable.