OCM VIDEO STRATEGY

AUBURN

SOCIETY VIEW ON VIDEO

Average Minutes Per Day Consuming Video

■ Broadcast ■ Digital
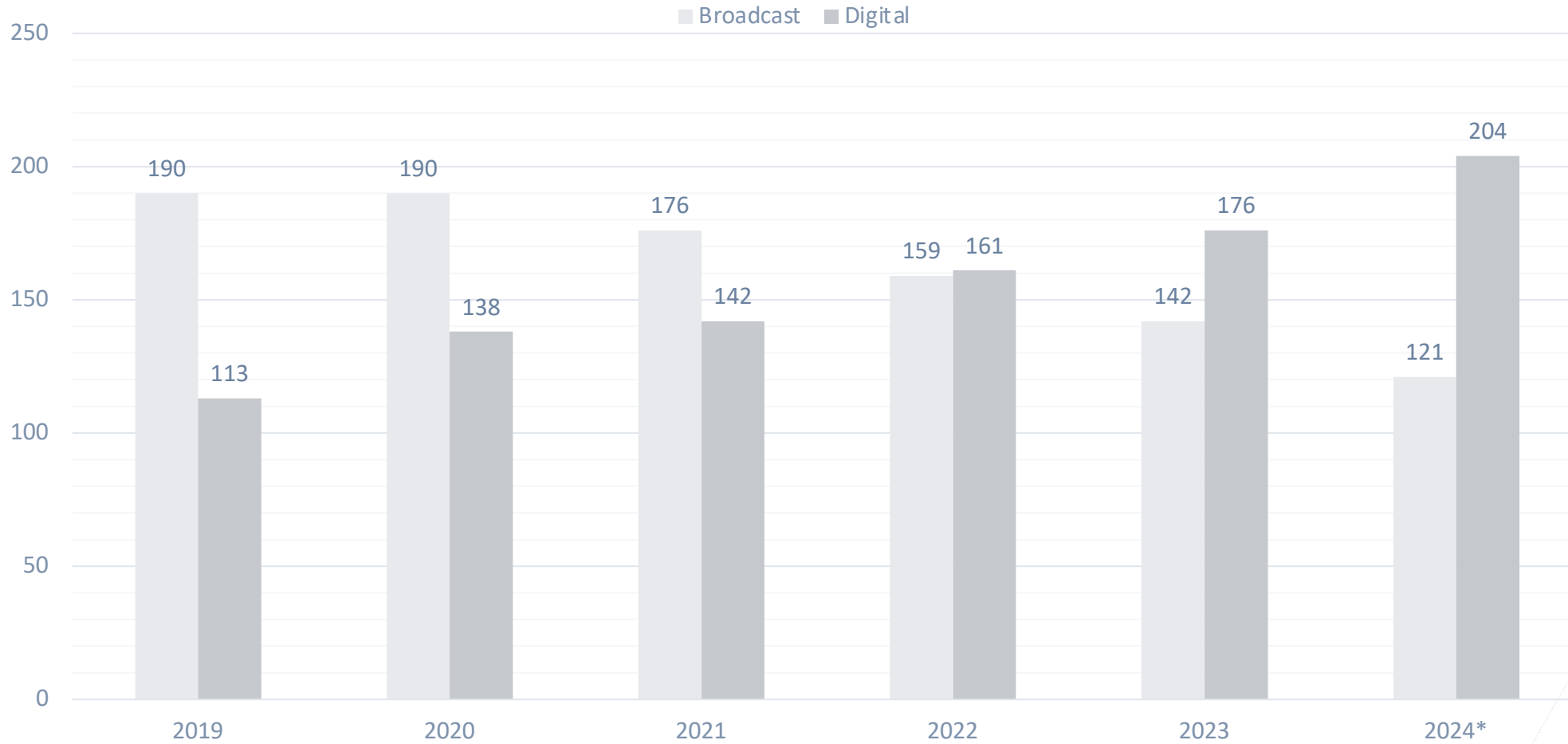
GOALS AND THEMES

- Increase brand visibility and value through the video format

- Key themes to focus on

  - Improving Health and Health Care

  - Advancing Intelligent Solutions

  - Creating a More Secure World

  - Building Resilient Communities

  - Student-Centered Experiences

  - Culture of Innovation and Excellence

KEY TERMS AND DEFINITIONS

- Video Lengths
  - Short
    - 90 seconds or less
    - Vertical and Horizonal
  - Medium
    - 90 seconds – 5 min
    - Vertical and Horizontal
  - Long
    - 5 min + (with accompanying short promotional piece for support on social)
    - Horizontal

- Storytelling
  - Beginning – Middle – End
  - Conflict and resolution

THE "SPECIAL" THINGS
(THINGS WE WILL STILL PRODUCE, BUT EXIST OUTSIDE OF THE MAIN STRATEGY)

- National PSA

- Campaign Work

- Cell phone social content

- Presidential messaging

- Crisis communications

- Podcasting

5 PILLARS OF VIDEO CONTENT

PILLAR 1: WE BELIEVE IN EDUCATION

A STRONG EDUCATION WILL FOREVER CHANGE YOUR LIFE

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WE BELIEVE IN EDUCATION
A LIFE-CHANGING EDUCATION – BELIEF

- Current student success
- Alumni making a difference
- Student resources
  - Tours (Campus and Buildings)
  - FAQs
- Campus updates

- Tone
  - Always optimistic / conversational Informal
- Length and style
  - Short to medium
  - Social and student focus
- Audience
  - Students (all levels former, current and prospective)

PILLAR 2: WE BELIEVE IN A CURIOUS MIND

A CURIOUS MIND MOVES INDUSTRIES FORWARD

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WE BELIEVE IN A CURIOUS MIND
RESEARCH – CURIOSITY

- Industry - changing research

- How are our graduate students and professors are changing the world

- Showing the real world impact

- Showcasing our faculty as experts and leaders

- Tone

  – Academic and more formal

- Length and style

  – Medium

  – Reputation builder as a leader in the world of academia

- Audience

  – Industry professionals

  – Faculty

PILLAR 3: WE BELIEVE IN HARD WORK

HARD WORK IS WHAT IT TAKES TO MAKE OUR WORLD A BETTER PLACE

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WE BELIEVE IN HARD WORK
OUTREACH AND EXTENSION- WORK

- How are we improving and building a resilient community

- Fulfillment of our land - grant charge

- Making the world a better place

- Doing the right but may not be the easy thing

- Tone
  – Community focused
  – A helping hand
- Length and style
  – Short to medium
  – Self promotional
- Audience
  – Communities
  – Extension workforce and outreach professionals

PILLAR 4: WE BELIEVE IN FAMILY

A FAMILY TOGETHER MOVES FORWARD TOGETHER

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WE BELIEVE IN FAMILY
EVENT COVERAGE – FAMILY

- Showing the Auburn Family together
- Why this event is important
- Telling the story of why the gathering
- Live streams

- Tone
  - Mimicking the mood of the event
- Length and style
  - Short
  - Very social focused
  - Timed to coincide with event
  - Document the event
- Audience
  - Students, alumni, faculty, staff, admin and Community

PILLAR 5: WE BELIEVE IN A SPIRIT THAT IS NOT AFRAID

A SPIRIT THAT IS NOT AFRAID CANNOT BE STOPPED BY ANYTHING

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WE BELIEVE IN A SPIRIT THAT IS NOT AFRAID
STORYTELLING – A SPIRIT THAT IS NOT AFRAID

- Emotion and story driven content

- Auburn takes place as a supporting role rather than a primary position

- Must have conflict and resolution

- Tone
  - Documentary dependent on subject matter
- Length and style
  - Long
  - Teaser trailers for social
  - Impactful and evergreen story
- Audience
  - Entire Auburn Family

HOW DOES THIS FRAME OUR APPROACH

- How do we frame each project?
  - Tone
  - Length
  - Feel
  - Music choice
  - Does it fit the theme?

- What questions do we ask?
- How can we amend requests to ensure a better fit our pillars?
- Is this something our intended audience wants to watch?

- 5 different playlists (libraries) on YouTube
- Subtle different branding look between the 5 to differentiate
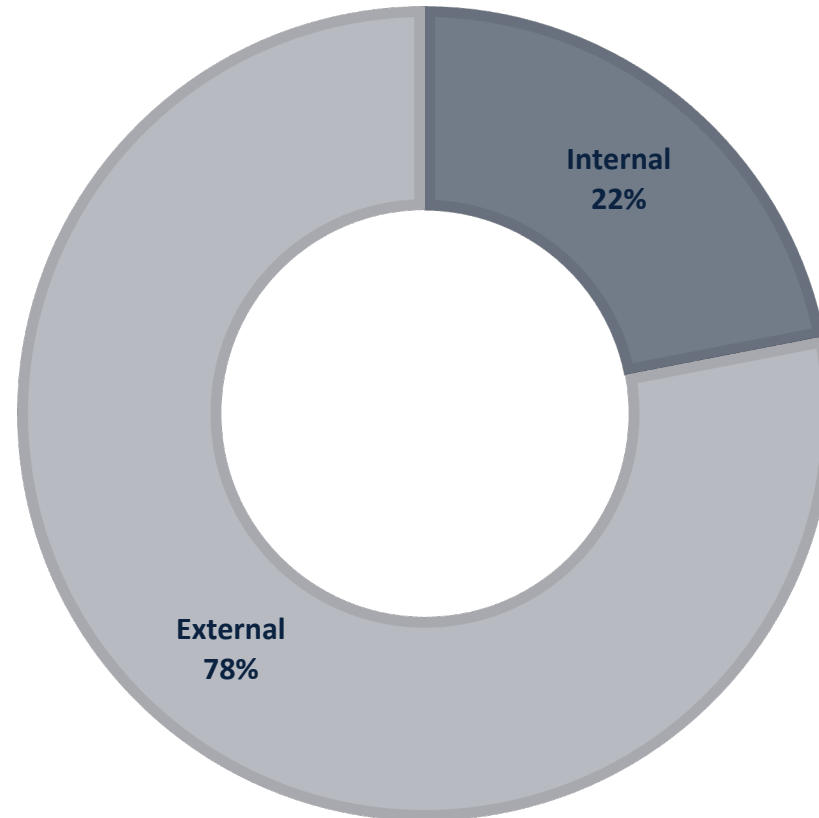
- Decision making matrix

WHERE ARE WE NOW?

5 PILLARS OF VIDEO CONTENT BREAKDOWN

Storytelling 14%

Event 12%

Education 54%

Outreach 10%

Research 10%
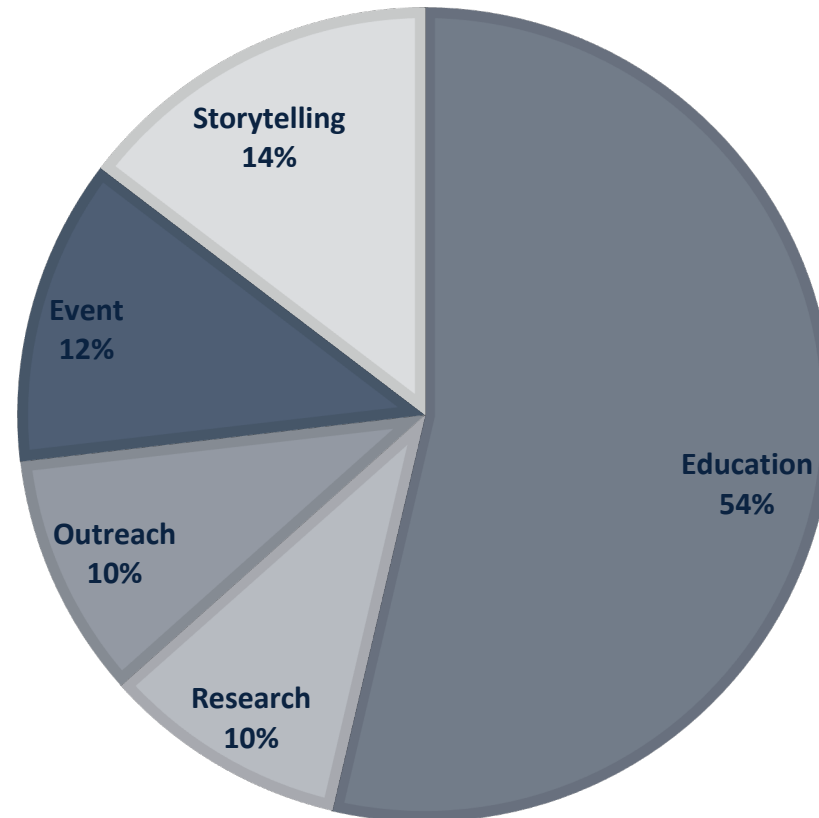
WHO WE ARE WORKING FOR

Internal
22%

External
78%

WHERE DO OUR VIDEOS LIVE?

VIDEO LOCATIONS

- All university videos live on YouTube categorized by our 5 pillar playlists

- Podcasts will live in the podcasting tab on YouTube as well as respective podcasting platforms

- Videos will either reside on YouTube or have a shortened social version to drive audience to full version

  - Ex. 30 second vertical teaser for 5 minute video on YouTube

VIDEOGRAPHY
QUICK REFERENCE GUIDE

Last updated April 2023.

AUBURN

VIDEOGRAPHY CREATION

Auburn University engages video to tell engaging stories aligned to the core pillars of our mission, life-changing education, research and outreach. The best videos share compelling content, have a defined purpose and scope, and are technically well produced. All videos produced for the University should aim to follow these technical and stylistic guidelines.

AUBURN BRAND APPLICATION:
Appropriate Auburn University branding should appear in all videos through use of proper logos, lower thirds and transitions. The below resources are available for video producers to incorporate.

• Link to AU Outro alpha
• Link to AU lower thirds
   – Lower thirds should be displayed for a minimum 5-7 seconds to allow time to read the title.
   – Titles should be listed before departments or majors i.e. "Professor, School of Kinesiology" or "Senior, Graphic Design"
   – Lower thirds should only appear the first time a subject is on camera, not every time.
• Link to AU After Effects transitions
• Link to fonts/colors/logos (Brand Center)

Additionally, incorporation of approved, branded motion graphics elements is strongly encouraged if the video content is a good fit for the motion grahpics, e.g. it would enhance the impact of the content. All videos are reviewed by OCM Creative Services and our team can provide assistance with access to branded motion graphics elements available in the Brand Center to the University's videography professionals.

VIDEO FOR SOCIAL MEDIA:
Videos for use on social media typically perform better if they are short and have a strong attention-getter at the beginning of the video.

ACCESSIBILITY REQUIREMENTS:
Per ADA legal requirements, videos produced by the University should meet accessibility guidelines, which most often refers to closed captioning. Videos posted to YouTube and social media should include closed captioning, which can be formatted as a .SRT file or created directly in the platform. When working with an outside video vendor, be sure to establish who is responsible for transcription services.

STYLISTIC TIPS:
• When possible, unnecessary filler words such as "umm" and "like" or any long pauses should be edited out for a cleaner audio track.
• When shooting interviews, use the rule of thirds to frame interview subjects in a more natural positioning. The subject should not be looking at the camera, except in rare circumstances.
• B-roll video should be stable and have interesting action. Consider filming a variety of angles, distances and people. Try to avoid footage of backs of heads and bodies, as faces are much more engaging.
• Videos should be made in good lighting. Consider using natural light and avoid placing subjects directly in front of windows.
• Work to have clear, understandable audio. Consider filming interviews in quiet settings and use microphones to help with background noise cancellation.

VIDEOGRAPHY SERVICES

The Video Services team offers full-service video development including concept development, location shooting, editing and post-production for the campus community. All productions are filmed in full high definition for the best representation of students, faculty and staff, and the work they do. We provide support to local news stations, networks and other outside producers for productions on campus or about the univerisity.

We help facilitate campus visits for production crews and contacts with various professors.

Campus file footage is available for news or public relations purposes, and in some cases, arrangements can be made for audio or video recordings of univeristy personnel.

We also incorporate the Audio-Visual Services department at The Hotel at Auburn University and Dixon Conference Center for presentations and client-specific programs.

SERVICES AVAILABLE TO CAMPUS:
- Consultations
- Project management
- Broadcast-quality production capabilities
- Adobe Premiere Pro and After Effects motion graphics
- Multiple-source format conversion

CONTACT:
Campus partners can request help with a video project by submitting a New Project Request via the **Brand Center**.
External vendors, **email Video Services** or call (334) 844-9999.