

**UNO COMMUNICATORS TOOLKIT**

# VIDEO PROJECT GUIDELINES

The Office of Strategic Marketing and Communications (MarComm) team takes pride in producing high-quality video content that aligns with the university's mission and goals. When receiving video requests outside of our established priorities, we use the following guidelines to determine whether we can take on a project.

Please note: Even if a video request meets these guidelines, it may still be declined due to workload or scheduling conflicts.

## OVERVIEW

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## 1. VIDEO PROJECT REQUIREMENTS:

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To be considered, a video must:

- **Advance the University's Reputation:** The content should serve a greater purpose that positively enhances the overall reputation of the university.
- **Align with Editorial and Marketing Goals:** The project must meet pre-determined objectives that align with our strategic editorial and marketing goals.
- **Provide Visual Value:** The video should offer a variety of visuals that can benefit our marketing materials and contribute to our visual archive.
- **Follow a Minimum Timeline:** Requests must be submitted at least three months prior to the desired completion date to allow adequate time for planning and production.
- **Be Evergreen:** The content should have long-term value and avoid references to specific events or dates that could limit its future use.
- **Focus on Students:** Videos must have a student-focused or student-serving purpose.

## 2. POTENTIAL VIDEO PROJECTS:

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Certain projects may be considered if they meet additional criteria, such as:

- **Video Updates:** Videos previously created by MarComm may be eligible for updates due to changes in staffing, titles, or programs.
- **Chancellor Priority:** Projects that are designated as a priority by the Chancellor may be given special consideration.

- **Newsworthiness:** Videos that showcase significant achievements, such as a major grant, a new program, or a campus experience, may be approved.
- **Community Engagement:** Videos that highlight community partnerships or engagement may be considered.
- **Out-of-State Travel:** If the project involves travel outside Nebraska, the requesting department or office must cover all travel and related expenses, including meals and rideshares.

### 3. VIDEO PROJECTS WE CANNOT ACCEPT:

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We are unable to take on projects that:

- **Have Short Timelines:** Requests with less than a three-month timeline for completion will not be considered.
- **Focus on Individual Programs or Labs:** Videos that highlight a single program, lab, or smaller entity within a college may not be approved unless they fit within our editorial and marketing goals.



Connect with MarComm

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