



Marketing Department
Office of Photography and Video Production

Guidelines for YouTube and other Social Networking Submissions

The following guidelines should be followed before submitting video or other media to YouTube and other social networking sites:

- 1) All submissions linked to Life University should first be presented to Life University's Department of Marketing, Communications & Publications for quality assurance, content suitability and copyright compliance.
- 2) Any text or audio tracks should avoid wording that is obscene or defamatory.
- 3) No material presented should violate anyone's copyrighted images, film/video productions, art work, logos/trademarks, or music.
- 4) If copyrighted material is used, you must have on hand a release from said copyright holder granting permission to use their copyrighted property prior to your releasing the video. Likewise, model/talent releases must be on hand for those appearing in the video.
- 5) You may not display Life University logos or imagery without advanced written permission from the Life University's Department of Marketing, Communications & Publications.
- 6) You may not state that your video is a Life University production or has been authorized by Life University in any manner unless you receive written permission to do so.
- 7) You must display at the beginning of your production the following disclaimer:
"This video presentation has not been endorsed by nor does it necessarily reflect the attitudes or opinions of Life University or its Board of Trustees "

Any violation to the above stated guidelines may result in a formal Copyright Infringement Notification filed with You Tube or any other social network site.

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