



UNIVERSITY OF SANTO TOMAS

OFFICE OF THE SECRETARY GENERAL

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TO: THE DEANS, RECTORS, DIRECTORS, PRINCIPALS  
AND DEPARTMENT HEADS

FROM: THE SECRETARY GENERAL

SUBJECT: VIDEO AND LIVECASTING SERVICES

DATE: JANUARY 2019

For the optimal use of YouTube as a video streaming platform, the Communications Bureau wishes to announce its video coverage and livecasting services for academic activities, such as seminars, symposia, and presentations held in the University campus.

To avail of the said services, please refer to the attached guidelines that outline the procedure and responsibilities of the faculty members in conducting academic activities.

Thank you.

Secretary General

# VIRALITY AND ONLINE VIDEO

## ACTIVITIES

### Rationale

In a bid to maximize the use of YouTube, the Communications Bureau provides free video recording facilities for academic activities, such as lectures, symposia, forums, and research presentations, of Santo Tomas.

### Anticipated Results

The YouTube channel of the University of Santo Tomas, which is known as the official online accounts of the University, will carry a more academic and formal content, similar with the videoape recordings of traditional University events, University promotional materials, and content produced by Thomasians.

### Policy Guidelines and Conditions

#### A. Procedure

1. The requesting party first makes sure that the event has been approved by the Office of the Secretary General or the local units' head, whichever is applicable.
2. The requesting party formally writes a letter or request to the Communications Bureau indicating the date, time, and venue of the activity.
3. The Communications Bureau concerned staff to cover the event.
4. Once editing is done, the Communications Bureau will deposit the video to the requesting party for approval.
5. Once approved by the requesting party, the Communications Bureau will post it to the public and promote it via available online and broadcast channels.

#### B. Requirements

1. Informs the requesting party in the most suitable manner.
2. Provides the necessary information and materials.
3. Provides URL links to the video.
4. Ensures that the video is posted on the appropriate broadcast channels.

#### C. Responsibilities of the Organizer of the Academic Activities

1. Ensures that the speaker or its representative is notified of the following:
  - a. The coverage is strictly for the entire lecture and the on-air forum units, if will extend to all pre- and post-lecture activities, such as but not limited to, the speaker, awarding of tokens and certificates, etc.
  - b. The video will be made public and will be posted on the appropriate broadcast channels.
2. Provides food and drinks to all staff of the Communications Bureau assigned to cover the event.
3. Gives appropriate hash tags / categories for the video to tag it properly.
4. Evaluates the file prior to it being made public.
5. Provides a short version of the highlights for the short version of the lecture, etc.