

YOUTUBE

-Overview-

YouTube is a platform where individuals, brands, and other organizations share and discover originally created videos. Participation in the YouTube community requires users to upload videos, creating channels of original productions to share with other users.

Due to the considerable time investment involved in creating this type of content, LSA-DMC strongly recommends that all units consider the questions in the Getting Started section of these social media guidelines before creating a departmental YouTube channel.

LSA-DMC has several video professionals on staff who are available to consult with departments considering online video services. We are always happy to provide options and training to assist departments in meeting their online marketing goals. Contact LSA-DMC at lsa-marketing@umich.edu for more information.

You can negatively affect your social media efforts with a YouTube channel that is updated infrequently, that features amateur content, or that posts videos meant for small or internal audiences. There are several alternatives to YouTube that can be used to share videos with your audiences that may be more appropriate depending on your marketing goals.

-Other Options-

Web-Based CMS Player

LSA departments that have CMS-powered websites have access to web-based video players that can easily be hosted through their website. This option is recommended for units looking to share video content with a broad public audience. More information, training, and resources are available at: <http://www.lsa.umich.edu/cms/>

M+Box

This free service allows users to share video files with select users or groups and is perfect for sharing with internal audiences or audiences smaller than 100 viewers. More information is available at: <http://www.itcs.umich.edu/storage/box/>