

# Social Media Guidelines and Best Practices

## CDC YouTube Channel

### CDC YouTube Channel

This document is designed to provide guidance to Centers for Disease Control and Prevention (CDC) employees and contractors on the process of preparing videos for uploading to the CDC's [YouTube channel](#). For assistance with video production and information to be placed on CDC-TV, an online video delivery service available through CDC.gov, contact the Division of Communication Services (DCS).

### Background

Online video sharing sites, such as YouTube, MSN, Google, AOL and Yahoo are popular and powerful media for exchanging information. Using these sites, anyone with Internet access can upload, share, view and comment on video footage. Sometimes the process of sharing videos among individuals and groups is called “viral video sharing.”

YouTube, which launched in 2005, can be a powerful mechanism to support CDC program in disseminating science and health messages. In 2011, YouTube had more than 1 trillion views—approximately 140 views for each person on earth. Over 800 million unique users visit YouTube each month, with 1/5 of global YouTube views coming from mobile devices.

The CDC YouTube channel, managed by the Office of the Associate Director for Communication (OADC), Division of News and Electronic Media (DNEM), Electronic Media Branch (EMB), was launched in April 2007. To date, the CDC YouTube channel houses almost 450 videos, has more than 8,700 subscribers, and has logged more than 8.4 million video views.

### Communications Strategy

Use of online video, as with other social media channels and tools, is intended to be part of a larger integrated health communications strategy or campaign developed under the leadership of the Associate Director for Communication Science (ADCS) in the Health Communication Science Office (HCSO) of CDC's National Centers, Institutes, and Offices (CIOs).

### Clearance and Approval

Please note that all CDC videos should be placed on CDC's official YouTube channel. CIOs should not develop individual YouTube accounts.

As per the [CDC Enterprise Social Media policy](#):

- All YouTube video content must be cleared through the clearance channels determined by a programs HCSO office.
- All YouTube videos must be Section 508 compliant, meaning that CDC YouTube videos must be captioned.
- Once the video has been approved for release, OADC must be contacted to post the video and will work with the program to ensure all technical and content requirements (see below Appendix B and C) are met. Please contact [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov) for assistance in posting YouTube videos.



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### Branding

All videos will be branded with the appropriate CDC.gov and/or HHS logos. Co-branding and the use of additional logos may also be incorporated in accordance with [CDC Brand Identity Standards](#).

### Comment Policy

As the Agency's YouTube channel manager, OADC EMB maintains an official [comment policy](#) for the CDC YouTube channel. OADC EMB moderates all comments received on the CDC YouTube channel and will work with the program to determine how to best respond to the comments. Comments that violate CDC's policy will be deleted.

### Consultation

The Electronic Media Branch (EMB) provides consultation on the planning and development of YouTube videos and other social media tools. It is recommended that you consult with EMB prior to the creation of a video for YouTube posting to ensure that content and technical requirements for YouTube can be met. Please submit a [Create-IT](#) request for social media consultation or contact [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov). Your CIO's [Social Media Council representative](#) can also provide assistance.

For assistance in video production (e.g. filming, captioning, editing) please contact the OADC Division of Communication Services.

### Planning Recommendations

When developing videos for posting on YouTube, programs should consider the following recommendations:

- 1. Clearly Define Your Objectives:** It is important to have clearly defined objectives before beginning to develop your video. Do you want to highlight content, spark action, or encourage awareness of an issue? Clarify the objectives first and determine if a video on YouTube is the ideal channel to help you meet larger communication goals.
- 2. Know Your Target Audience(s):** As with any communications activity, it is important to define your intended target audience(s) in order to develop and communicate messages that resonate with your audience and prompt them to take action.
- 3. Determine Moderating Capacity:** Determine if you have the appropriate staffing resources to review and potentially respond to comments received on CDC YouTube videos. It is important to designate a point of contact to work with OADC EMB on content moderation, especially for controversial or popular topics that may generate many comments and questions.
- 4. Establish an Evaluation Plan:** Evaluation is an integral component of measuring the success of all social media activities, including YouTube. Basic YouTube metrics include monitoring the number of times each video has been viewed and reviewing viewer comments and questions that have been posted to the video. YouTube Insights is an analytics and reporting product that provides additional metrics about uploaded videos. To request this information, contact OADC EMB at [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov).



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### Best Practices

Programs should consider the following best practices when developing YouTube videos:

1. **Keep Your Video Content Simple, Short, and Engaging:**
  - Use of jargon, technical information, or detailed charts and graphs should be avoided.
  - Simple, easy-to-follow “stories” work best, with a single message or call to action.
  - EMB recommends that most CDC videos should be 3 minutes or shorter.
  - For examples of the most popular videos on CDC’s YouTube channel, visit [www.youtube.com/cdcstreaminghealth](http://www.youtube.com/cdcstreaminghealth), click on “Videos,” and sort by “Most Popular.”
2. **Identify the Best Web Link:**
  - Include a specific URL at the end of the video to guide the user to additional information on the topic. In most cases, this should be a CDC URL.
3. **Establish Promotion Plan:** Ongoing promotion of YouTube videos is strongly recommended. Example promotion activities include:
  - Work with OADC EMB to promote the video to channel subscribers. Contact [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov) for more information.
  - Embed the YouTube URL in your CDC homepage and secondary features.
  - Embed the video, including a thumbnail and link, on high-profile topic-specific pages, campaign materials or blogs.
  - Send content-specific GovDelivery email updates.
  - Send promotional emails to partners and grantees.
  - Cross-promote the videos on other CDC social media channels. See the [CDC social media page](#) for the full list of channels.

### Preparing Video for Posting to CDC’s YouTube Channel

If you have questions about the process for posting videos to CDC’s YouTube channel, please submit a [Create-IT](#) request to schedule a consultation or contact [socialmedia@CDC.gov](mailto:socialmedia@CDC.gov)

1. **Review the Technical and Other Requirements:** Carefully review Appendix B and C to ensure a clear understanding of the steps required to be able to post videos to CDC’s YouTube channel.
2. **Develop and Clear Video Concept, Plan, and Content:** All YouTube video content must be cleared through the program’s established communication clearance channels.
3. **Develop and Clear Video Information Content:** Refer to Video Information in Appendix B of this document, technical requirements, section 3, for complete details. This content should also be cleared through the program’s established communication clearance channels.
4. **Ensure Video is Section 508 Compliant:** Coordinate the video captioning process to meet Section 508 compliance. Refer to the [CDC Web Video Standard](#) for more information.
5. **Coordinate Posting:** Send [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov) the cleared captioned video file and required posting information described in the Appendices.



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### Appendix A: Points of Contact and Resources

#### Points of Contact and Resources

1. YouTube Posting POC: [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov)
2. YouTube Technical POC: [NCHMwebrequests@cdc.gov](mailto:NCHMwebrequests@cdc.gov)
3. [CDC Web Video Standards](#)
4. [CDC Enterprise Social Media policy](#)
5. [CDC Brand Identity Standards](#)



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### Appendix B: Technical and Other Requirements

#### 1. Existing CDC URL

- A CDC URL to the video currently on the Web site: [www.cdc.gov](http://www.cdc.gov) is required.

#### 2. File Types

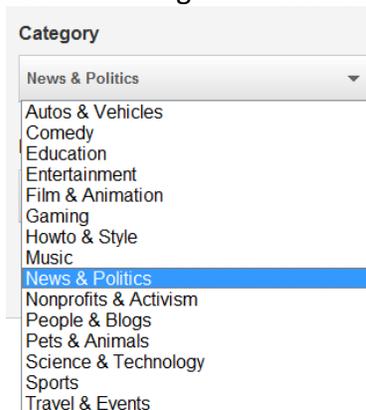
- Video source at the highest resolution possible under 1GB in size in a MP4, MOV or WMV format
- Caption source in a XML or SRT format

#### 3. Video Loaded to FTP Folder

- To access ftp site, Right-click “Start” select “Explore”
- Search: <ftp://sftp.cdc.gov/>  
User Name: **youtubecdc**  
Password: **Zl8bBjqn**

#### 4. Video Information

- **Launch Date:** Provide the date the program would like to have the video live on YouTube
- **Video Title:** A descriptive heading describing the content of the video that allows users to understand the video’s purpose and content. **(55 Character Limit)**
- **Video Description:** A brief explanation of the video. For promotion purposes, develop a description that is accurate and interesting and allows potential viewers to distinguish from other videos. **(1,000 Character Limit)** Example: *“It may shock you to know that one of every eleven teens reports being hit or physically hurt by a boyfriend or girlfriend in the past 12 months. Why is that and how can we change it? In Break the Silence: Stop the Violence, parents talk with teens about developing healthy, respectful relationships before they start dating.”*
- **Video Tags:** Tags are keywords used by viewers to easily locate your video and are also used by search engines to determine the video search results ranking **(450 Character Limit)** Example: For example, a cooking video may be tagged “food,” “nutrition,” and “healthy eating.” Multiple tags can be used and are separated by spaces. Videos placed on the CDC YouTube channel will automatically list the following tags: CDCStreamingHealth; Centers for Disease Control and Prevention, and eHealthCDC.
- **Video Category:** The video category is the YouTube group classification of videos by common characteristics. . The “News & Politics” category is used for all videos uploaded to the CDCStreamingHealth YouTube Channel:



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- **Thumbnail picture:** The thumbnail picture is used to identify the video on YouTube and within search results. The image can either be an uploaded file or chosen at random from the video footage. It is recommended that you use a representative image which includes the title. File should be jpg format at a resolution of 640x840.
  - **Map Location:** The location for CDC YouTube videos is set at listed as Atlanta, Georgia. If another location is needed, please provide the location.
  - **Playlists:** Indicate whether or not the video is or will be part of a YouTube playlist. A playlist is a grouping of related videos based on topical categories. New playlists may be created in consultation with OADC EMB.
4. **508 Compliance and Captions** CDC YouTube videos must be captioned in order to meet 508 compliance requirements to make information accessible to persons with disabilities. For complete details on technical requirements, Frequently Asked Questions and recommended vendors, refer to [CDC Web Video Standards](#). The caption file must be submitted with the other required video content to [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov).



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### Appendix C: YouTube Videos Technical Tips

#### Embedding YouTube Videos on a Web page

**Best practice:** IFrame embeds are the recommended method for embedding a YouTube player because the IFrame will select the appropriate player based on the client's capabilities and available YouTube file formats.

#### IFrame embeds using <iframe> tags

The <iframe> tag's height and width parameters specify the dimensions of the player.

If you are creating the <iframe> element yourself (rather than using the IFrame Player API to create it), you can append player parameters directly to the end of the URL. The URL has the following format:

[http://www.youtube.com/embed/\[VIDEO\\_ID\]](http://www.youtube.com/embed/[VIDEO_ID])

The <iframe> tag below would load a 640x390px player that would play the YouTube video u1zgFICw8Aw. Since the URL sets the autoplay parameter to 1, the video would play automatically once the player has loaded.

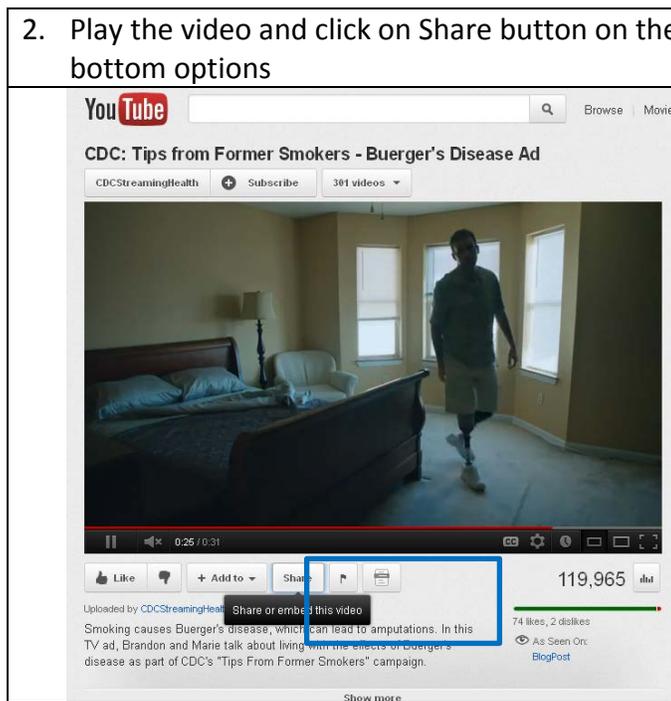
```
<iframe id="ytplayer" type="text/html" width="640" height="390" src="http://www.youtube.com/embed/u1zgFICw8Aw?autoplay=1&origin=http://example.com" frameborder="0"/>
```

#### Steps to Embed

1. Go to YouTube and open the video or playlist of videos to embed.

**CDC Streaming Health:** <http://www.youtube.com/user/CDCStreamingHealth>

2. Play the video and click on Share button on the bottom options



3. Copy the code to embed the video on your page

<http://youtu.be/-WrWwUsKKN8>



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4. In your page insert a Div tag, and then paste the code from YouTube

```
<div><iframe width="560" height="315" src="http://www.youtube.com/embed/-WrWwUsKKN8" frameborder="0" allowfullscreen></iframe></div>
```

5. Test your page



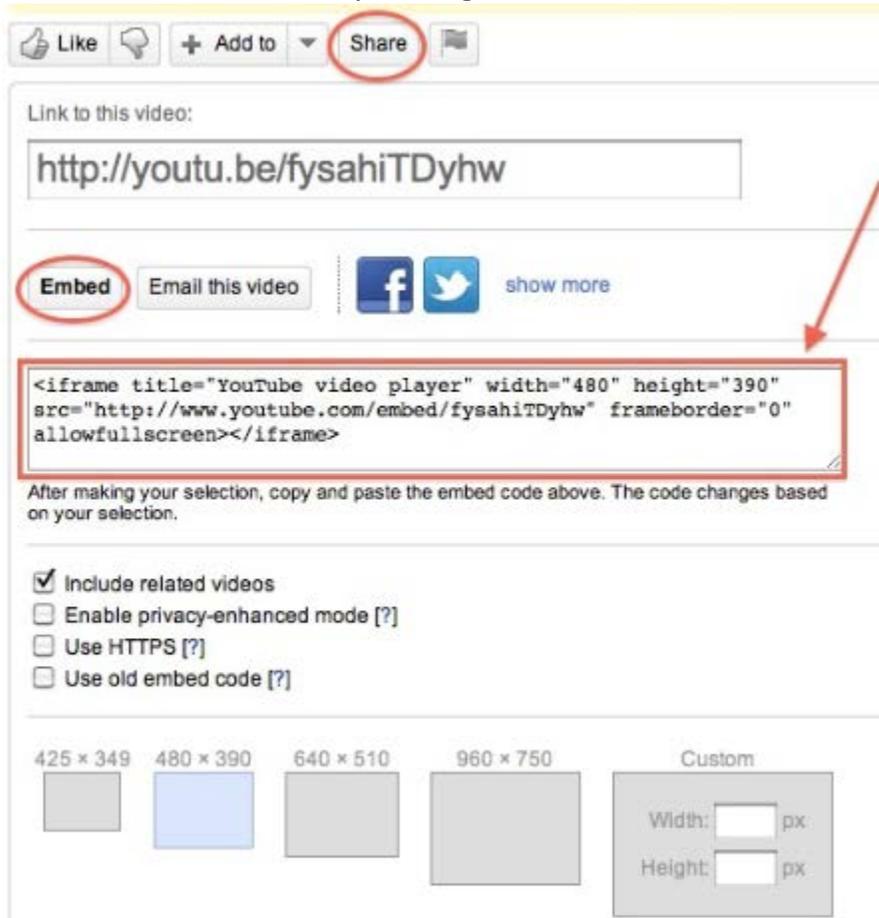
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### Turning off related videos

In order to embed a video into another website or blog:

1. Click the **Share** button located under the video.
2. Click the **Embed** button.
3. Copy the code provided in the expanded box.
4. Paste the code into your blog or website.



Like Add to Share

Link to this video:  
<http://youtu.be/fysahiTDyhw>

Embed Email this video show more

```
<iframe title="YouTube video player" width="480" height="390" src="http://www.youtube.com/embed/fysahiTDyhw" frameborder="0" allowfullscreen></iframe>
```

After making your selection, copy and paste the embed code above. The code changes based on your selection.

Include related videos  
 Enable privacy-enhanced mode [?]  
 Use HTTPS [?]  
 Use old embed code [?]

425 x 349 480 x 390 640 x 510 960 x 750 Custom

Width:  px  
Height:  px

You may also customize your own embeddable player by clicking on the embed code. When you click on the embed code the space below it will expand and reveal customization options such as:

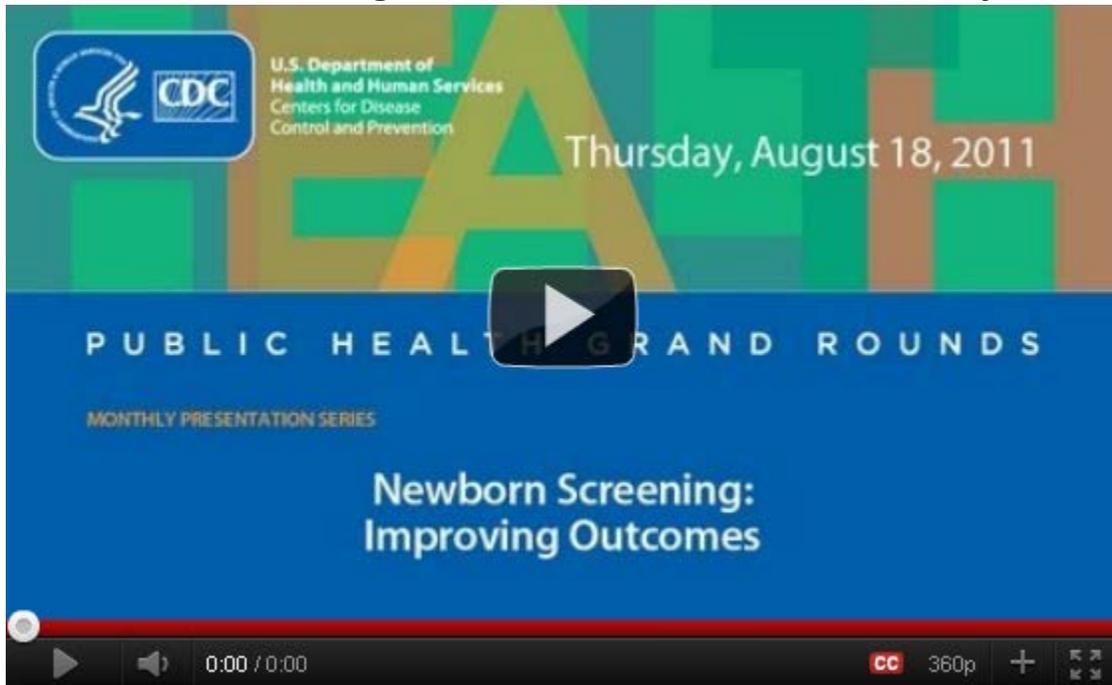
- whether or not to include **related videos**
- whether or not to enable **privacy-enhanced mode**
- whether or not to use the **old embed code**
- the **size**



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## How to Remove YouTube's Logo from Embedded Videos and Players



So, although this is not a default option within the embed code box on YouTube videos, this can be done quite simply by adding the following to the end of a YouTube embed URL: `?modestbranding=1`

So for example, the standard iFrame embed code you would get for a video would be:

```
<iframe width="560" height="349" src="http://www.youtube.com/embed/[VIDEOID]"
frameborder="0" allowfullscreen></iframe>
```

In this case, you merely need to add `"?modestbranding=1"` to the end of the `src=` tag like so:

```
...src="http://www.youtube.com/embed/VIDEOID?modestbranding=1"...
```

You would do the same, adding `"?modestbranding=1"` to each instance of the YouTube player URL for the old embed code -> like this

```
<iframe width="560" height="349"
src="http://www.youtube.com/embed/VIDEOID?modestbranding=1&" frameborder="0"
allowfullscreen></iframe>
```



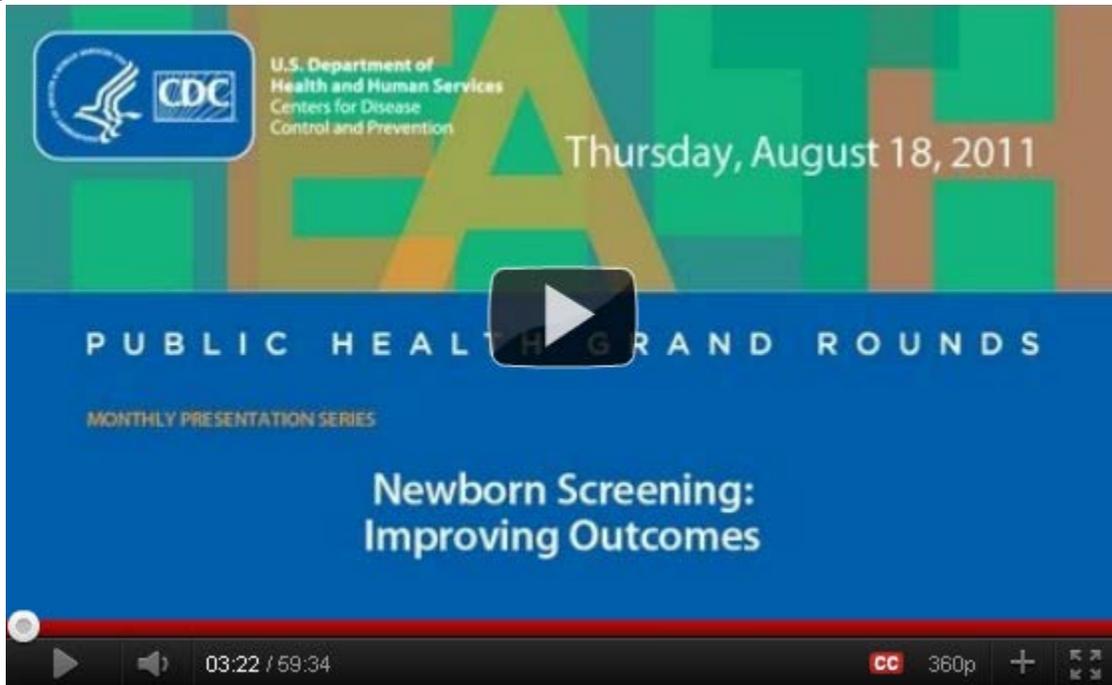
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Centers for Disease Control and Prevention

Last updated October 16, 2012

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## Changing the start time of a video



Starting a video at a particular time can easily be achieved just by adding information to the end of the url. For instance, if you want to make a video start at 3 minutes and 22 seconds (03:22) all you would have to do is add #t=03m22s to the end of the url. (#t=XmYYs for XX minutes and YY seconds).

Below is the embed code for the video above:

```
<iframe width="560" height="345" src="http://www.youtube.com/embed/JFg6ocfeG1A#t=03m22s"
frameborder="0" allowfullscreen></iframe>
```



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