



Video Standards and Fundamental Practices

Creating multimedia for departmental social media accounts and websites is an effective way to keep your audience interested in what you post. As a way of keeping all content uniform and up to branding guide standards, video standards and requirements must be accessible to all Kirtland employees.

Ideally, the marketing team would create any and all multimedia content that is set to be published on any Kirtland platform. However, if for any reason the marketing team is unavailable or you must create content on your own, the following standards and video fundamental practices will help you maintain branding and keep content up to Kirtland standards.

Video Quality

- High definition (HD) video at either 1920x1080p or 1280x720p is required for output of final product
- File type or video output can be .mp4 or .mov (depending on what platform you are uploading to may specify which of these two outputs is required)
- All video must be well shot: solid focus of fore and background, lighting is proper and well lit (if it looks too dark, it is too dark), and have a steady camera (use a tripod if possible or a minimal of two hands on the camera while filming)
- Do not use any video taken from a ZOOM recording device (i.e. webcams), and any phone device that is eight years or older, such devices will most likely not meet standards
- If you are filming yourself make sure your background is clear of any clutter and/or 'busy' materials. The simpler your background, the better
- When using a phone make sure the phone is horizontal. Only when shooting for a Facebook short is it acceptable to shoot vertically

Audio Quality

- Audio must be clear and crisp as much as possible
- If available to you use an external audio device such as a shotgun microphone or lavalier microphone



- Control background and ambient noises. If it sounds distracting to you, it will be worse for your audience
- **Copyrighted music of any kind is not allowed**

Accessibility

- Closed captioning must be included in ALL exported video productions. Seek assistance from the marketing team for this if need be
- Avoid branding logos of any kind (i.e. Nike swoosh on clothing, drinks, wall art, etc.)

If creating a video production for any Kirtland website or social media platform, please contact the marketing department prior to production. This is to further ensure branding and standard guidelines are being kept and to avoid replicating other planned productions.

The marketing department can help you determine messaging, audience, and need content to ensure your video production is consistent with the mission and vision of Kirtland.