

# Quick reference for video strategy and standards

## VIDEO STORYTELLING IS KING

Whether we're promoting a new program, explaining a complex research project or crowing about an outstanding accomplishment, our storytelling should grab attention and leave our audience impressed, motivated and glad to know more about Rowan University. More than ever, the storytelling people seek is in video form, including 30-second highlights, 60-second Snapchats and longer video stories.

Given video's power and reach, Rowan communicators have great potential to share information in the medium. As you plan video projects, here are some guidelines to keep in mind:

### Institutional vs. college, school, center, etc.

Rowan's institutional messages usually relate to a university milestone or a story that has strategic value to the broader institution. They may focus on a particular story that originates in a college or program with a wide audience or a targeted group.

Videos produced by college, school and other communicators generally have more narrow audiences and often more limited production resources, but they can still be effective and well-done.

### Professional, student or hybrid?

The significance of a video message and the budget invested in it will usually be easy to see, but not every video project needs full, professional production. A lower-budget project may be the best choice to release immediately or to portray a particular tone and perspective.

On one end of the spectrum is a Snapchat video produced with a smartphone. The immediacy of an on-the-spot video short can often be the best approach to promote, document or recap an event. Another option is a video produced with student staff shooting interviews and b-roll, then editing and producing. The most expensive and complex productions (with professional scriptwriting, multiple cameras, engineered sound and other features) stand out with higher production values and the ability to capture and produce the video in more challenging conditions. Here are some examples of each from the **Rowan YouTube** page:

#### Student-produced

[ALS Ice Bucket Challenge](#)  
[Getting to Know Glassboro](#)

#### Professional videographer working with Rowan staff

[Hot Sauce Wing Wars](#)  
[Celebrating 20 Years](#)  
[CMSRU Twin Sisters](#)

**Hybrid** (student staff with Rowan and/or freelance professional guidance)

[SURP](#)  
[SeaPerch](#)  
[GeoExplorers](#)  
[2018 Welcome](#)

## IDENTITY ELEMENTS

### Lower thirds, text, end cards and copyright

Lower thirds ① and text ② over video follow a standard style in institutional videos. They close with the Rowan logo with a copyright date and, often, a URL ③.

Videos produced by college, school and other communicators should use the unit signature and URL ④. To distinguish non-institutional videos but keep lower thirds consistent throughout the University, download the template at [rowan.edu/graphicstandards](http://rowan.edu/graphicstandards) [under downloads menu] and enter the name and title info for your project.



① Lower thirds



② Text over video



③ Institutional end card with copyright



④ College end card with lock-up and URL

## PRODUCTION AND IDENTITY ASSETS

To keep Rowan productions consistent and avoid starting from scratch with each project, it's best to use standard assets. Find lower thirds templates ⑥ and play button graphics ⑦ at [rowan.edu/graphicstandards](http://rowan.edu/graphicstandards) [under the downloads menu]. It's often best to start a video and capture your viewer's attention with a cold open, i.e., without title card, but it can be helpful to include one several seconds into the show. The standard title cards ⑧ offer a few design options. In special cases, a custom design ⑨ may be best.

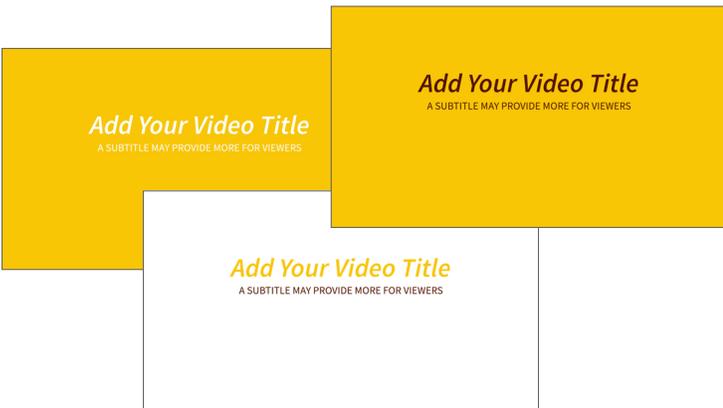
FIRSTNAME LASTNAME  
Title, Affiliation

FIRSTNAME LASTNAME  
Title, Affiliation

⑥ Lower thirds templates



⑦ Play button graphic (to place over a thumbnail photo)



⑧ Title card templates



⑨ Institutional/special event title card  
(this may be a design based on the subject of the video)

## IDEAL LENGTH

The length of a video project depends mostly on the subject matter, audience and release platform. Budget may be a concern, but funds poured into a long video won't guarantee that it will be a hit. It's critical to be realistic about your ability to attract and keep the attention of a viewer from start to end of the show, whether watching on a smart phone or at an in-person presentation.

Even with generous limits on some platforms, the adage, "Less is more," is a good rule of thumb. Regardless of resources, it's best to make a better quality, shorter video rather than a longer one that isn't as interesting or compelling. With all this in mind, these are the limits as of September 2018 on the most popular platforms:

### Social media limits

Snapchat: 60 seconds

Instagram: 3-60 seconds

Twitter: 140 seconds

LinkedIn: 10 minutes

Facebook: 45 minutes

## SHARING RESOURCES

University Relations can provide referrals to skilled student staff, vetted professionals and access to our growing b-roll archive. Contact Media & Public Relations about the best mix of video crew for your project. Contact University Publications for information about available b-roll. And remember to share what you videotape so it can be a resource to others.

## READY FOR RELEASE

The target audience and significance of a video help determine how broadly it's released and how: at an event or promoted through e-mail, social media, a homepage story or other means.

Plan your video with its promotion and release in mind. Things to consider include:

Check with your area's communication liaison or with Media & PR about the release strategy that's best for your audience.

### FOR MORE INFORMATION:

Media & Public Relations: 256-4240

University Publications: 256-4195 or [publications@rowan.edu](mailto:publications@rowan.edu)