



Reg. no C 2024/751

Guidelines for publishing and managing content on Karlstad University's official YouTube channel

1. Objective

The policy aims to provide guidelines for publishing and managing content on Karlstad University's official YouTube channel. The purpose of the channel is to promote the University's activities, strengthen the brand and engage stakeholders such as students, alumni, researchers and the general public.

2. Target group

The target group of the University's YouTube channel includes potential and current students, researchers, alumni, partners, prospective employees and the broader public interested in knowledge and research.

3. Content

The University's YouTube channel shall include the following categories of content:

- **Information and marketing:** Informational videos for new and prospective students, marketing campaigns and advertisements for the University's study programmes and courses as well as recruitment of new staff.
- **Student life:** Content showing student activities, life on campus and other aspects of student life.
- **Events and conferences:** Marketing materials and recordings of university-related events, guest lectures, conferences and ceremonies.
- **Research:** Presentations of research projects, research findings and interviews with researchers.
- **Community engagement:** Content that highlights the University's engagements with the wider community, collaborations with external parties and projects that contribute to social development.

Content that should not be published

- **Educational material:** Lectures, seminars, workshops and tutorials that support teaching at the University. Exceptions can be made when the material

may be of interest to the general public and prospective students (as well as meeting the requirements under Sect. 4. Frameworks and guidelines).

- **Internal material:** Videos aimed at employees with information about the organisation, HR policies, work environment issues, terms of employment, etc.
- **Material from other organisations and authorities:** Information videos from other organisations where the University's channel is used as a storage location to enable linking, for example, to the website kau.se.

These content types are better suited on other platforms (e.g., Kauplay).

4. Frameworks and guidelines

- **Quality:** The content must be of high quality both in terms of production and content. It must be professional, informative and relevant to the target group.
- **Relevance:** The content must have a clear connection with the University's activities and goals. Avoid posts that are not directly linked to the University's work.
- **Tone:** The tone should be appropriate for the target group. Generally casual and approachable, but at the same time professional and respectful. It is important that the content is inspiring and inclusive and that it reflects the University's values while also being inviting for the intended target groups.
- **Diversity and inclusivity:** The content should reflect the University's commitment to diversity and inclusivity, and all materials should be accessible to a broad audience, including subtitles and translations (where possible) to comply with laws and directives on accessibility.
- **Integrity:** Persons appearing in videos must have given their written consent to publication and the University must respect the privacy of all individuals. Consent must be registered.
- **Copyright:** Only material for which the University owns the copyright may be published, or if there is written and clear permission to use copyrighted material.

5. Disposal, archiving and deletion

Content should be regularly reviewed and removed if it is outdated, incorrect or no longer relevant (e.g., time-bound campaign material). Material that no longer meets the University's quality standards or violates copyright or privacy policies must be deleted.

Before deletion, the material should be archived appropriately if necessary and an assessment must be conducted to ensure the content holds no further value for education or research.

6. Division of responsibility

- **The Communications Office** is responsible for the review, publication and disposal of content on the YouTube channel.

- **Faculties, departments, other units and individual employees** who wish to propose or publish material in the channel need to contact the Communications Office for approval and publication.

7. Main channel and sub-channels

Karlstad University's main channel is responsible for the overall content that represents the University as a whole. Faculties and units may have their own channels if needed, but these should be coordinated with the main channel to ensure a uniform profile, a consistent message and that the University's brand is presented in a cohesive manner.

One or more persons responsible for each sub-channel are accountable for ensuring that the content on the channel complies with the University's guidelines and policies.

7. Policy review

This policy shall be reviewed and updated as necessary to ensure that it remains relevant and effective in light of changes in the media landscape and the University's needs.