

Video Policy & Guidelines for the Diocesan Centre and Area Offices



The following document has been prepared to help Diocesan Centre departments and Area Offices make better videos, and to ensure that the videos follow the Diocese's policies and practices. (Please note that this document pertains to the Diocesan Centre and Area Offices, not to parishes. Parishes are free to adopt any or all of the document but are not required to do so.)

For more information about this document, contact Canon Stuart Mann, Director of Communications, smann@toronto.anglican.ca.

Guidelines to consider before making your video

There should always be a good reason why you are making a video. As with all communications initiatives, when thinking of making a video, you should ask yourself:

1. Who is my audience, and what do I want them to do after they've watched my video? You want to move your audience to action, so show them (using visuals and text) and tell them (using voiceover) what you want them to do.
2. What key messages do I want my audience to take away from my video? Most people can only retain three simple messages in the course of watching a video.
3. What goals of the Diocese is the video supporting? It's important that your video reflect one or more of these objectives: Strengthening Local Parishes, Building for Tomorrow, Revitalizing Our Inheritance; and Giving to Others.
4. Who will be getting my message across in my video? It's often more effective to let others speak for you. Get others to talk about what you are promoting.
5. How many people will watch my video? This will help you determine the cost-per-viewer of your video. For example, if you're planning to make a video for 100 people that costs \$2,500, the cost of your video will be \$25 per viewer. Is your video worth that expense?
6. How long will my video be? Attention spans are getting shorter and shorter. If you want people to watch your video on social media, keep it short (less than 7 minutes).
7. How do I plan to market my video? Making a video is only part of the process; the other part is making sure that your audience knows about it and watches it. How do you plan to get the word out about your video?

8. What is the lifespan of my video? Your video should still be relevant a year from now; if it will be out of date before then, think about whether the time and expense is justified.

Policy

All video projects undertaken by Diocesan Centre departments and committees and Area Offices must include the following:

1. All videographers must sign a contract with the Diocese before work begins on the video. (For a copy of the contract, contact Canon Stuart Mann, Director of Communications.)
2. All videos must have a budget that is approved beforehand by the department Director or Area Bishop.
3. All videos must use the Diocese's Video Opener at the beginning of the video. (To download the Video Opener, go to: <http://www.toronto.anglican.ca/about-the-diocese/profile-of-the-diocese/visual-identity>).
4. Any use of the Diocese's logo in the video must adhere to the Diocese's Visual Identity Standards.
5. All videos must be approved by the department Director or Area Bishop and reviewed by the Director of Communications before they are posted or distributed.
6. All videos must be posted on the Diocese's YouTube channel unless otherwise indicated by the Director of Communications.
7. If children (age 18 and under) are shown in the video or their voices are used, their parent or legal guardian must sign the Parent Consent Form. (For a copy of the Parent Consent Form, contact Canon Stuart Mann, Director of Communications.)
8. Wherever possible, videos should reflect the geographical and multicultural diversity of the Diocese.
9. As stated in the Computer and Internet Use section of the Staff Manual, all employees involved in the creation of videos are expected to respect copyright laws, licensing agreements and other intellectual property rights.
10. Commentary in videos carries similar obligations to any other kind of commentary. When commenting in videos, employees and volunteers should clearly identify their name and their position with the Diocese in all communications. As stated in the Diocese's Staff Manual, "communications pertaining to matters affecting the Anglican Church and the Diocese are the responsibility of the Bishop and the Director of Communications." This includes communications in video. If you are unsure, please contact the Director of Communications. Employees are expected to adhere to the confidentiality requirements outlined in their employment agreement with the Diocese, and the Diocese's Privacy Standards Policy.

Need a videographer?

To find a videographer that is right for your needs, contact Canon Stuart Mann, the Director of Communications.