



Purpose

You're a Youtube Manager at Josh. Right?

But do you know the seriousness, importance, ethics, rules, responsibilities and authority of your role?

(Pause and take a deep breath)

You're the **Commander**. You're the first and last representative of Josh to the Bharat Audience.

You are the one who communicates Josh's Vision of Unlocking Human Potential to the entire nation.

You're the one who not only justifies the efforts of many teams like- Research, Content, Production & Brands etc but are also responsible for their professional growth, because your efforts in the marketing of a Talk determine the outcome of the hard work we all put **Behind The Scenes** for that talk, and in-turn form the perception of Josh in the eyes of our Viewers.

It is a 24 x 7 commitment which requires you to be at the top of your craft of constant innovation in Marketing of Josh Talks Content. We hope that you are living up to this role with the relentless pursuit that it deserves.

As of 28th Feb 2023, we have 22 youtube channels with 20.5 million+ subscribers.

This book comprises of experiences of 30+ people who've worked in marketing of Josh for over 8 years explaining the process behind thumbnails.

It will teach you everything Josh has to offer regarding the **Ethics and Legality** of making the best thumbnail to fulfil our Mission of Har- Ghar me Josh.

But before proceeding, Cross your heart and say (with pride)

Hum Jahan, Josh Wahan // हम जहाँ, जोश वहाँ

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Chapter 1: Ethical Guidelines

Objective

To promote respectful and inclusive communication for Unlocking Human Potential by avoiding discussions about sensitive topics that may be misleading, divisive or harmful to the image of Josh.

Key Ethical Principles:

Respect, inclusivity, empathy, sensitivity, and awareness of power dynamics between Josh viewers, Josh speakers and Josh Team

Guidelines:

1. **Race:** Avoid using images or language that may perpetuate systemic racism or discrimination. Do not use images or symbols that are derogatory or offensive to people of a certain race or ethnicity, and be mindful of the ways in which your thumbnails may contribute to a culture of racism or prejudice.
2. **Appearance:** Avoid using images or language that may be hurtful or derogatory towards someone's physical appearance, including images that may contribute to body shaming or other harmful behaviour.
3. **Caste:** Avoid using images or language that may perpetuate discrimination or casteism. Do not use images or language that promotes harmful stereotypes related to caste or reinforces caste-based discrimination, and be mindful of the ways in which your thumbnails may contribute to a culture of casteism.
4. **Gender:** Use inclusive language and images that respect all genders and avoid perpetuating harmful stereotypes or gender roles. Be aware of the ways in which gender may intersect with other forms of identity, and avoid images or language that may contribute to discrimination or exclusion.
5. **Anti-feminist content:** Avoid using language or images that promote anti-feminist or sexist attitudes. Do not use images or language that dismiss the experiences or perspectives of women or other marginalized genders, and be mindful of the ways in which your thumbnails may perpetuate systemic sexism or discrimination.

6. **Political issues:** Be mindful of the potential impact that your thumbnails may have on individuals or groups with different political perspectives. Avoid using images or language that may be divisive or polarizing, and use respectful and inclusive language when referencing political issues.
7. **Weight:** Avoid using images or language that may perpetuate harmful stereotypes or discrimination related to body weight or size. Do not use images that promote unrealistic body standards or that may be triggering for individuals who struggle with body image issues or eating disorders.

Remember, creating appropriate thumbnails requires a thoughtful and responsible approach that is respectful of all individuals and avoids perpetuating harmful stereotypes or discriminatory attitudes. By being mindful of the impact of our thumbnails, we can contribute to a more positive and supportive community on YouTube.

Use of pictures -

The use of pictures, particularly those of children under the age of 12, in YouTube thumbnails without proper consent is a sensitive issue. It is essential to recognize that minors are particularly vulnerable to online exploitation and abuse, and the unauthorized use of their images can have serious consequences.

Team members need to be aware of the importance of respecting the privacy rights of children and the potential consequences of misusing their images.

Protecting the privacy rights of children is crucial in today's digital world, and implementing strict policies to prevent the unauthorized use of their images in YouTube thumbnails is essential. By doing so, we can ensure that children are safeguarded from any potential exploitation or abuse online.

Speaker's Pictures-

Preapproval of images of brand team speakers or potential business partner speakers in YouTube thumbnails is essential to respect their privacy and publicity rights. Obtaining explicit consent from the speaker or their authorized representative can help to build positive relationships and enhance the visibility and reach of content.



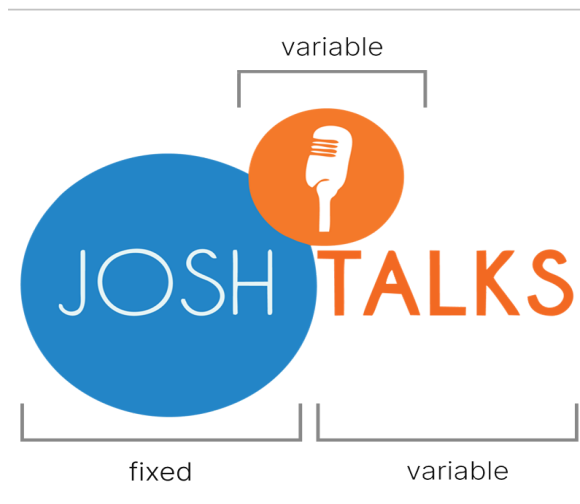
Chapter 2: Words to avoid in the packaging??

Chapter 3: Logo Guidelines

The Josh Logo is our primary identity. It should never be altered or modified.
(Read this line again)

Elements of the Logo

The 'JOSH' in the blue circle will always be fixed. The rest of the representation is subject to the asset we want to showcase such as Talks, Skills, Money, Maati and is thus, variable. The right to modify the variable part of the logo is reserved for only core management.



Minimum Size

We have a specific minimum size for the Josh logo. Usage below this size might hamper the visibility of the logo and should be avoided.

Minimum size- 198 Points x 126 Points





Clearing Space

Whenever we use the Josh logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements should invade this zone.

Computation: Take the height of the logo and divide it into three parts i.e. **clear space = height/3**.



Usage of Backgrounds

The Josh logo is always placed on white, black or contextually coloured backgrounds.

To select a background colour, we measure the contrast ratio between the two logo colours i.e. blue and orange (called foreground colours) with the colour we intend to use in the background. The ratio should be at least or more than 2:1 to make it fit for usage in the background. Access the tool to check the contrast ratio on the last page.





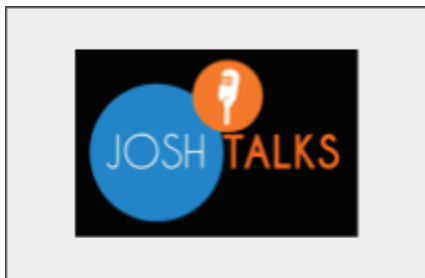
Logo Misuse



Don't add shadows to the logo



Don't add any arbitrary colours to the logo



Don't place the logo in holding or coloured shapes



Don't skew, squeeze or alter the logo



Don't tilt or rotate the logo



Don't place the logo on colours whose contrast ratio is $< 2:1$

Standardization of the Thumbnail

The logo needs to be in the same place across all channels of Josh group, it should be placed at the top left corner of the thumbnail. It should not be encapsulated in any shape and the proper guidelines above should be followed.

If the speaker's name is mentioned in the thumbnail, it should be mentioned in all the videos uploaded by the channel.

Example:



External logo usage-

It is important for Josh YouTube Team to be cautious when using logos of other companies. This should only be done if the founder-speaker has given permission or if there is official authorization to use the logo. The unapproved use of another company's logo could result in violating copyright laws.

Grammatical errors-

Any kind of errors related to grammar and capitalization should be avoided at all costs. Proofreading of the thumbnail title and the video description should be done before uploading the video. The youtube managers will be responsible for checking the document for grammatical errors.

15-Pointer Thumbnail Checklist List before releasing the talk:

- ☐ Did you make three thumbnails before releasing the talk to follow the 12-hour strategy?
- ☐ Is the logo in the top left corner of the thumbnail?
- ☐ Is the logo used in the thumbnail, the same as the logo in the video?
- ☐ Is the logo used independently and is not encapsulated in any shape?
- ☐ Does the talk packaging have any racist remarks?
- ☐ Does the talk or the speaker comment on political issues?
- ☐ Does the thumbnail include a picture of a child?
- ☐ Is the thumbnail and title a true representation of the talk?
- ☐ Is the talk using language which might trigger people with eating disorders, body image, or other sensitive issues?
- ☐ Is the title/thumbnail/description grammatically correct?
- ☐ If the speaker is quoted in the thumbnail, is it in proper quotation marks?
- ☐ Does the thumbnail use gender-inclusive language?
- ☐ Is the thumbnail or title perpetuating casteism or discrimination?
- ☐ Does the thumbnail or title talk about someone's physical appearance in a derogatory aspect?
- ☐ Does the thumbnail use pornographic imagery or B-Grade copy-writing

Chapter 4: Legal Knowledge

YouTube's Community Guidelines are a set of rules and guidelines that outline what content is allowed on the platform and what behavior is prohibited. The guidelines are meant to help ensure that the content on YouTube is appropriate, respectful, and does not harm the community.

Some examples of prohibited content include hate speech, harassment, spam, and violent or graphic content. The guidelines also prohibit engaging in activities that are fraudulent or misleading, such as impersonating someone else or manipulating the YouTube platform.

YouTube needs these guidelines to maintain a safe and inclusive community, where users can express themselves while also ensuring that their actions do not harm others. The guidelines help to protect the rights of all users, and also help to protect YouTube as a platform by reducing the risk of legal issues and maintaining the trust of its users.

By following the Community Guidelines, YouTube users can ensure that their content does not get removed and that they do not face any penalties, such as having their account suspended or terminated. The guidelines also help to maintain a positive and enjoyable experience for everyone using the platform.

❖ Community Guidelines

Youtube has set up certain rules in the form of community guidelines in order to make it a safe platform for users. Channels must follow these rules and make sure not to violate them. Upon violating community guidelines once, a warning would be given, and a second violation would lead to a strike which would limit some features. Receiving 3 community strikes within 90 days might lead to the termination of the YouTube account.



Following are YouTube's Community Guidelines:

1) Spam & Deceptive Practices

Content that fits in any of the categories below should NOT be posted.

- Video Spam: Repetitive content that is posted excessively to either misdirect viewers to other sites, promises a “get rich quick” scheme, or leads the viewer to a website that is dangerous and gathers personal information.
- Misleading Metadata or Thumbnails: Tricking the viewers into believing that the content is something, which it is not.
- Scams: Content that makes exaggerated claims or offers viewers cash gifts, “get rich quick” or pyramid schemes
- Incentivization Spam: Content made for selling engagement metrics on Youtube such as likes, comments, and subscribers. Eg: “Subs 4 Subs” videos
- Comments spam: Comments made to gather personal information of viewers or mislead them to another website.
- Repetitive comments: Leaving excessive amounts of similar or untargeted comments.
- Live stream abuse: Live streams that use content belonging to someone else and not making changes even after repeated warnings of potential abuse.
- *All of the above policies also apply to external links included in the channel's content.*
- Impersonation: Impersonating a channel or a person is not allowed on YouTube. Copying another channel's theme or description, and re-uploading their content is a violation of community guidelines.
- Inactive accounts policy: Not logging into YouTube for at least 6 months, never uploading content and not actively viewing and engaging with other channels, could lead to the account being reclaimed by YouTube without any prior notice.
- Encouraging terms of service violation: Encouraging your viewers to violate YouTube's guidelines and policies would cause the channel to be penalised or terminated.



2) Sensitive content

Content that is explicit and harms the social and physical well-being of minors is not allowed on YouTube. Thumbnails should not display sexually explicit or pornographic images.

Suicide and self-harm policy: Content should not impact the mental health of viewers in a negative manner and should not promote suicide or self-harm among viewers.

Violent or dangerous content: Content should not promote the use of drugs, dangerous challenges, or pranks, and should not glorify eating disorders or violent tragedies. It should also not promote illegal behavior such as hacking. Content depicting or instigating harm to humans or animals should not be posted.

3) Regulated goods

YouTube does not allow the selling of illegal and regulated goods such as alcohol, drugs or firearms.

❖ Copyright Law

YouTube is bound by the law to follow copyright policies and set up a framework that prevents the violation of copyrights. When someone creates an original work, they automatically own its copyright, which means only they can use that work exclusively. They have the sole right to grant permission to someone for using their work.

According to [YouTube Help](#), the following types of work fall under copyright policies:

- Audiovisual works, such as TV shows, movies, and online videos
- Sound recordings and musical compositions
- Written works, such as lectures, articles, books, and musical compositions
- Visual works, such as paintings, posters, and advertisements
- Video games and computer software
- Dramatic works, such as plays and musicals

Creators on YouTube should only upload content that is their original work and not use work that is subject to copyright, without permission. Copyright-free music and sound effects can be used from YouTube's Audio Library.

Upon violating YouTube's Copyright policy, you would receive a takedown notice and your video would be taken down by YouTube. Furthermore, a copyright strike would be issued. It is important to remember, that 3 Copyright strikes within a 90-day period might lead to the termination of your channel, along with ALL associated accounts.

There are three ways to resolve a copyright strike:

1. You could wait for 90 days for the claim to expire
2. You could contact the copyright owner and ask them to retract their complaint.
3. You could submit a counter-notification.

*Note, that deleting the video would not resolve the copyright strike.



❖ Content ID

Content ID is an automated enforcement system set up by YouTube wherein copyright holders can track if their content has been used in a video and choose to either track, monetize or block it. If your video has copyright-protected content, then you would receive a Content ID claim which YouTube would notify you via e-mail. Content ID claims are different from copyright strikes and do not affect access to features. Content ID claims can be resolved by trimming out the claimed content.

It is important to note that just saying the phrases “No copyright infringement was intended” or “I do not own this work” does not equal getting permission from the copyright owner to use their content. Copyright enforcement is a serious process on YouTube and even a few seconds of including copyrighted content would result in getting a copyright claim or Content ID claim.