



## BEST PRACTICES FOR UPLOADING TO YOUTUBE

FILMING FOR HUMAN RIGHTS CAN BE DANGEROUS: BE SAFE. BE ETHICAL. BE EFFECTIVE.

Follow these steps to help ensure that your human rights video is found by your target audience and

by people who can use such video in their own research, advocacy, and reporting projects.

### TITLE

Keep titles brief and descriptive. Include the date and location. Use common words that will help others find the video, i.e., “Deadly Clashes Amid Garment Factory Workers’ Strike in Phnom Penh, Cambodia 11.13.13”

### DESCRIPTION

Write a description of what happened before, during and after the recording. Include the date, time, location and relevant links. Provide context.

### GRAPHIC FOOTAGE

If your footage is graphic, write “GRAPHIC IMAGERY” in the video’s title and description to alert viewers that the video may disturb them.

**GRAPHIC IMAGERY**

### TAGS

Always include date, time, city, specific location. Use words that describe the footage such as: ‘pepper spray,’ ‘arrest,’ ‘shelling,’ ‘protest.’

### SAVE

Video sites such as YouTube are great for sharing videos but should not be used as a place to save video. Valuable forensic information is lost when files are uploaded and sites like YouTube can delete your footage. Save copies of original footage and any written documentation on external hard drives and store them in a secure location.

### CREDIT

If you are uploading a video that was originally shot or uploaded on another website or YouTube channel, include a link to the original video in the description area so that the owner of the video can be contacted and/or credited by journalists or human rights researchers.

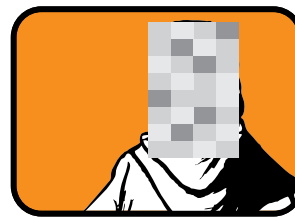
### CREATIVE COMMONS

Consider selecting a Creative Commons license so that your video can be remixed, collected and/or archived by others.



## SAFETY

Think twice before uploading your video if doing so might endanger people by exposing their identity or location. Once it's online, you lose control of the video. Consider contacting a volunteer legal team if you are unsure about security or legal implications. YouTube's face blurring function allows uploaders to obscure identities of individuals in the video. For instructions on using the app, visit <http://bit.ly/yt-faceblur>.



## THE HUMAN RIGHTS CHANNEL

Now that your video is on YouTube, consider submitting it to the Human Rights Channel ([www.youtube.com/humanrights](http://www.youtube.com/humanrights)) to help it reach people who can make a difference. The Human Rights Channel curates verified video on human rights issues and supports those behind the camera who create it. The Channel is a WITNESS project, powered by Storyful, hosted on YouTube. To submit your video to the Human Rights Channel, send a link to your YouTube video on twitter to @ythumanrights or email a link to your video with basic information about it to [curator@witness.org](mailto:curator@witness.org).

If, for security reasons, you cannot upload your video to your own YouTube channel, you can email the video file to the [curator@witness.org](mailto:curator@witness.org).



## REMEMBER

Uploading a video to an online distribution site like YouTube (or Facebook or Vimeo) is not the same as archiving your video. See the Activists' Guide to Archiving Video for more information about preserving video files (<http://archiveguide.witness.org>).