

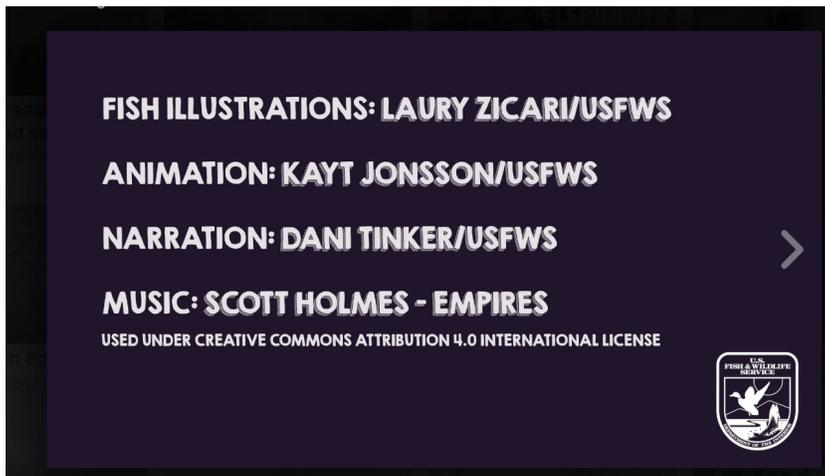
U.S. Fish and Wildlife Service Standards and Best Practices for Videos

This document explains the standards and best practices for videos created by or for the Service and used on multiple platforms, like YouTube, Facebook, Twitter, etc.

Service branding: There are two ways to identify a video as a Service video.

-The Service bumper (7 second morphing Service Shield) is to be used for all edited/produced (videos in which clips have been stitched together using a video editor) YouTube videos. If uploading a raw, unedited, video to the YouTube channel (a short clip of animals for example), less than :60 seconds, the bumper is not required.

-For edited/produced videos (videos in which clips have been stitched together using a video editor) posted to services like Facebook or Twitter, you may omit the standard bumper for YouTube and instead put a Service shield in either the left or right corner of the video in the intro or the credits. Either the full color or the all white versions are acceptable. (See examples attached)



-All produced videos, no matter the platform, must have credits when any non-Service created material is used, including music, sound effects, images, video, or graphics. The creator's name and the organization should be used if that information is available. For Creative Commons works, you must indicate the material is being used under a Creative Commons license. For Service imagery, you should give credit to the content creators if that information is known. It also allows other individuals to know who to contact if they need similar media.

-All videos, no matter the platform, are required, under Section 508, to be captioned for accessibility. Best practice is to use closed captions as they can be toggled on and off, translated into many different languages, are searchable, and can be picked up by screen readers when needed.

-Captions are needed for speakers and/or narrators, and also for text on screen. This is also true for unedited videos if someone is speaking. They should also be used when audio information is important to the story, but may not be visually distinguishable. E.g., [construction noises] would be an important thing to include if you're using the audio to juxtapose natural settings with urbanization, and [applause] would be useful if the speaker is on screen but not talking because of applause. Use your best judgement. If the audio is adding to the story, think about someone who may not be able to hear it, and what you can do to include them.

To create captions, please refer to the attached guide.

-Whenever taking video or photographs of **non-Service individuals or Service individuals off-duty**, have the person on-camera complete a likeness release, **Form 2260 (or 2260S - Spanish version)**. If taking video or photographs of Service employees on duty, please check first and respect the wishes of an employee who does not want to be photographed.

Understanding public domain, Creative Commons, royalty free

Public domain is the category all USFWS, and government work, falls within. There are no restrictions on using the material and no copyright claim.

Creative Commons work may be used, but in compliance with certain stated restrictions.

For example: Attribution (can be used as long as you give credit), Noncommercial (Can be used with credit for non-commercial projects), No-Derivs (Can be used with credit, but unchanged)

Royalty Free work means you aren't paying royalties every time the work is displayed, rather you buy a license under specified terms and can use the work within the license. License costs vary with the company providing the license as well as the project type.

There are works, like those of current recording artists, that require royalties to be paid for use of their content. Normally there are limits on use and an “end date” for use of the material. This type of content normally costs much more to license.

A Note about Fair Use:

Recently, there have been a few important court cases regarding **fair use**. *Fair use* is an exception to the exclusive rights held by a copyright owner. Mainly, you are able to use copyrighted material for educational use (teaching or research) or if making commentary or criticism. This does not, however, allow non-profit entities to always use copyrighted material without first gaining permissions/licenses.

For more information on fair use: <http://www.cmsimpact.org/blog/fair-use>

Questions?

If you have any questions about this guidance, creating video files, or captions, please contact Kayt Jonsson (kayt_jonsson@fws.gov , 703.358.1790).

Resources:

Creative Commons Music Sites:

This is by no means an exhaustive list, rather a place for you to start your search.

<https://creativecommons.org/music-communities/> (lists both creative commons and royalty free)

<http://dig.ccmixer.org/free>

<http://freemusicarchive.org/>

Royalty Free Sites:

<https://licensing.jamendo.com/en>

<https://www.tunefruit.com/>

<https://us.audionetwork.com>

Sound effects:

<https://www.freesound.org>