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LiverFoundation.org  
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## ALF Video Content Creation Policy

This defines ALF's policy for creating, producing, and publishing videos. These policies have been distributed to all content creators, their managers, and supervisors with the intent to enforce compliance.

These policies have been developed by the ALF Board of Directors and Executive Leadership. These policies ensure that ALF videos will be produced in a consistent manner and have been optimized for maximum visibility and impact with the goal to make it as easy as possible for all those impacted by liver disease to search for and find video content that will help educate and inform them about the liver and liver disease.

### Who is a Content Creator?

A content creator is anyone who is responsible for planning for the creation of video content. This includes...

- The topic
- The title
- The speakers/presenters
- The agenda
- The location
- The length
- The recording

### Who is a Content Producer?

A content producer is responsible for the final video that will be viewed by all. Production aspects include...

- Making any final edits to the video
- The recording file name
- The title
- Integration of keywords and phrases
- The description
- The custom thumbnail
- The Playlist
- Identifying the audience type
- Tagging the video
- Setting preferences for language, subtitles, and closed captioning
- Setting the recording date and location
- Configuring settings to allow embedding of the video
- Configuring settings to ensure publishing to subscribers and notification feeds



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- Configuring settings to ensure comments are held for review until approved
- Configuring settings to ensure Likes and Dislikes are displayed
- Setting visibility options to Public, Unlisted or Private
- Creating end screens
- Creating cards
- Creating a Post on LF.org to place the video
- Adding descriptive content
- Setting Categories and Tags
- Optimizing Post for SEO

Video content creators are not to be involved in any of the aspects of video content production unless asked to be. In certain instances, the producer will need input and feedback from the video content creator.