

## Course Marketing: Connect a YouTube video

How to connect a YouTube video to a publishing plan

This guide is intended for staff who are responsible for managing/maintaining course marketing information for their Faculty or School.

This guide explains how to connect an existing video from YouTube. It is also possible to connect videos from the University's Video Portal (see [Connect a Video Portal video](#)) or have videos from both sources. The website will default to the YouTube video unless the viewer resides in a country where YouTube is blocked. In these cases, the Video Portal video will play. Both versions of the video will share the same metadata.

To optimise the video output, the videos should conform to the following specifications:

Specifications	Video
Maximum duration	3 minutes
Poster image width	768 pixels (exactly)
Poster image height	432 pixels (exactly)
Poster image file format	JPG/JPEG
Poster image file size	100KB
Caption file format	VTT
Caption file size	50KB
Maximum number of videos per course	10

To connect a video:

1. Navigate to **Student Recruiting/Publishing Plans/Marketing Information**.
2. Search for the publishing plan you require (see [Search for a publishing plan](#)).
3. Click on the **more tabs arrow** to reveal the other tabs. Select the **Videos** tab.
4. Change the **Publishing Status** to *Draft* (see also [Make changes to a publishing plan](#)).
5. Click on **Save** at the bottom of the page.
6. Copy the **YouTube Video ID** for the YouTube video you want to upload. The YouTube Video ID is the information at the end of the full URL (e.g. <https://www.youtube.com/watch?v=MaNNKEi12HE>).
7. Paste the **Video ID** into the *YouTube Video ID* field.

8. If you want to check that you have uploaded the correct video, click on the **Open Video** button. A new tab will open and the YouTube video will start to play.
9. To select the area on the webpage where the video will be published, click on the **magnifying glass** next to *Display Area*. The display choices match the sections/headings provided in the current web template.



Videos displayed in the *Course overview* section will be full size. Videos published in other sections will be half the size and right justified. The size is pre-determined by the web template.

10. The *Title*, *Alt. Text* and *Description* fields will default to any information attached to the YouTube video. You can amend this text if needed. The video description will be used by Google to ensure that the degree profile appears in relevant Google searches.
11. You must include a *Poster Image* (i.e. a thumbnail image) for the video. This is a placeholder image that is displayed until the play button is pressed.
12. Select the **Upload Poster Image** button and choose the file that you want to upload. A warning message will appear if the image does not meet the requirements.
13. You can also upload captions (i.e. subtitles) for the video. This feature is optional.
14. Select the **Upload Captions File** button and choose the file that you want to upload. A warning message will appear if the file does not meet the above requirements.
15. Click on **Save** to save all of your changes.
16. Click on the **preview icon** (the sheet of paper with a pair of glasses in front) to see a preview of the web page. Currently, the preview page will not show the poster image or subtitles. These features will be added to the preview display in the future.
17. When you are happy with your amendments, change the **Publishing Status** to *Ready for Approval* and click **Save**. The changes will now need to be approved, see [Approve changes to a publishing plan](#).

To connect additional videos:

18. Click on the **little plus sign** in the right-hand corner. Then follow steps 6-17 again.



Any additional videos added to the same *Display Area* will be added to a playlist that will play on a continuous loop. Please note that due to size limitations, the playlist icon will not show on half-sized videos; however, the playlist feature will still function.