

## MLA video guidelines

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**These guidelines outline the branding, text, copyright and other requirements for videos produced by and for MLA.**

### **MLA branding**

Please refer to [MLA's brand and writing style guidelines](#) to ensure correct branding and writing style is used.

If the video is owned by MLA, the MLA logo is to appear on the title screen.

Examples of correct branding: [Ricky and Russell Luhrs case study](#)

### **Supers (text superimposed over the footage)**

- MLA font and corporate colours to be used
- Use sentence case (not title case)
- Supers to be used to inform the audience of an interviewee's name and company name (this only needs to be done once per interviewee, when the interviewee commences talking)

### **Copyright**

When creating a video, it is important that MLA is authorised to use all elements (including the music, videos, and artwork contained within the video); otherwise, this could result in MLA receiving a copyright violation or MLA being unable to utilise the video.

### **Agreements with professional videographers or agencies**

Where professional videographers or media agencies are engaged by MLA, these agencies must have formal agreements in place with MLA (along with a fully completed Statement of Work) and comply with the terms of the agreement which includes ensuring all images, music and artwork are either assigned to MLA or in cases where IP cannot be assigned (such as music) ensuring that an appropriate license has been obtained on behalf of MLA.

Where licensed content is used, copies of the license and agreements must be requested and retained for MLA's records. Be aware music licenses can be for a limited time period – consider how this will be managed once the license expires, you will need to remove the video from YouTube once the license has expired.

### **Webinars and presentations**

Where MLA produces or contracts a consultant to produce a webinar, or where a presentation is filmed, it is important that no unlicensed copyrighted material is used within the slides.

Do not:

- use images or photos taken from the internet or where the source is not known
- use clip art and stock image graphics that are not MLA owned
- use images, photos and graphics where they are not material to the topic being discussed.

Do:

- visibly reference all third-party graphs, charts and other graphics
- ensure music (including background music) is only used where MLA has a license agreement in place to use that music for the purpose.

If in doubt – leave it out. If you are unsure about the origin or ownership of content; do not use it. Please note: when filming speeches and presentations where slides are edited into the presentation (not just appearing in the background) it is important to note the contents of the slides themselves may be subject to copyright.

### **Safety considerations**

MLA will not publish photos or videos of people riding (or even just sitting on) horses, motorbikes or quadbikes without helmets.

### **Approvals**

Videos are to be reviewed firstly by MLA's subject matter expert to ensure content is technically correct and secondly by MLA's Communications Manager to review the video for branding, clarity and engagement. For the communications review, please email [content@mla.com.au](mailto:content@mla.com.au)

### **Promoting videos and webinars**

All majority funded MLA videos should be uploaded to the MLA YouTube channel once approved. Videos can be uploaded as private (password protected), unlisted (only accessible with the direct link) or public depending on your preferences. For assistance promoting a video or video series on digital channels, contact MLA's Digital Engagement Manager or email [digital@mla.com.au](mailto:digital@mla.com.au)

### **Video length by channel**

- Twitter: 30 seconds max
- Instagram: 60 seconds max
- Facebook: 1-2 minutes max
- YouTube and website: the 2- 3 minute mark is optimal for engagement.
- Use shorter previews/teaser videos on social media and links through to the full video on the web or YouTube e.g a 15 second clip on Facebook for a 2 minute video on the web.

### **Best practice filming and editing**

- Save the best for first, the first eight seconds are crucial. Avoid long winded introductions.
- Use on-screen captions (assume the audience has their sound off)
- Optimise for mobile (use vertical or square format)
- Create a keyword rich title (70 characters or less)
- Include a call to action and a short website link on the closing screen
- Create a quality thumbnail that pairs with the first 10 – 15 seconds of the video
- Obey the [rule of thirds](#) when shooting.