

Adding a Custom Video to your EVERFI Course

Important FAQ about Creating and Linking Videos

EVERFI recommends adding custom video content to your courses (when available) . An introductory video helps to introduce your course and its purpose to your learners. Videos are a great way to make the course content and messaging more specific and relevant to your learners.

Please note that not all courses support custom videos. This option will only appear in the Higher Ed Partner Center for courses that support the feature.

How can I upload a video?

Step 1: Upload your video to www.youtube.com.

Uploading videos to YouTube is pretty straightforward. Create an account and click the “Upload” button at the top of the screen. For additional directions and requirements associated with uploading videos, click [here](#), or go to the general [YouTube Help Center](#).

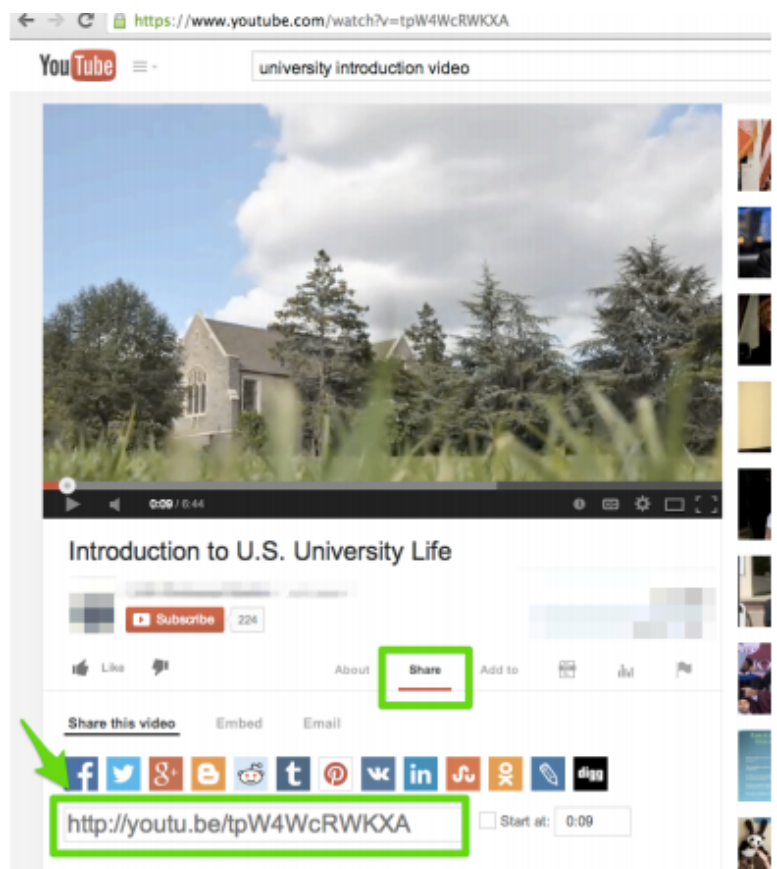
Recommendations:

- Upload the highest quality video possible – HD preferred.
- [Enable Closed Captioning](#) for visually-impaired users. This has an added benefit of helping in case audio is unclear.

Step 2: Once your video is uploaded, locate the "Share" tab for the video (highlighted in the screenshot below). Copy the URL.

Step 3: Log in to the EVERFI Higher Ed Partner Center (www.everfi.com/login) and click the “Customize” tab.

- Find the “Custom Video” option that you would like to use for your video. Paste the URL from YouTube into the box provided.
- The URL should look something like: <http://youtu.be/tdW4WcRWXXA> or <http://www.youtube.com/watch?v=tdW4WcRWXXA> - both are acceptable.
- Make sure the “Enabled” box is checked and click “Save Video.”



How/where will my video appear in the course?

As soon as you complete the above steps, your video is uploaded to the live course. A description of where the video will appear is included under the “Customize” tab next to the custom video option.

Who could/should appear in my video(s)?

Custom videos can feature anyone you want at your institution/organization. Choose individuals that learners will listen to and relate to. Ideally, this is someone they already (or will quickly come to) respect or appreciate.

Common choices include:

- President or Chancellor
- Vice President of Student Affairs or Executive Director
- Title IX Coordinator or Risk Management Coordinator
- Prevention staff (i.e. alcohol and other drug staff, sexual assault prevention staff)
- Prominent students looking to set a good example for the community (student government, student organization leaders, athletes)

What are some other ideas for the type of information my video could convey?

In general, your message should welcome learners to their new community and reinforce the community’s core goals, expectations, and opportunities.

In addition, your message can:

- Set the tone of a friendly, supportive, and caring learning environment.
- Colleges & universities: Explain the role/mission of Student Affairs, Title IX, Wellness and Health Promotion, etc. at your institution (especially during the college transition process).
- Greek organizations: Explain the role of inter/national officers and executive leadership, new member education, and risk management in your organization.
- Explain why you chose to have learners complete the course and how the program supports your commitment to student success (social, academic, service-oriented).
- Be clear about what behaviors the course (and your programs) are trying to impact (e.g., reduction in high-risk drinking, promotion of healthy relationships norms).
- Encourage learners to take the course seriously – for their benefit, and the benefit of those around them. Explain what *they* will get out of the experience.
- Explain learners’ responsibilities as members of a new community (looking out for others, making safer choices, respecting the feelings and decisions of those around them, etc.).
- Encourage students to make the most of their college experience and to take advantage of each opportunity to become more involved in the community
- Remind learners of important campus and community policies and resources (note, you will also have the opportunity of linking to your key policies and resources in the course).

How long could/should the video be?

Your video should be no more than 3 minutes long. Ideally, the video should be 1-2 minutes in length, as this will maximize the chance that learners pay attention to and absorb the information that you are conveying.