

YouTube Streaming and Video Guidance

29th January 2021

This document gives guidance on what to consider before uploading a video to a church YouTube account or live streaming from such an account. (It also applies to any similar platform that streams or hosts video content)

1. Copyright material

We cannot include material that is copyrighted to someone else. This includes music and video. Just because the music or video source is available on YouTube does not mean that it isn't copyrighted. You must be sure that there is no copyright by checking the source.

YouTube analyses the content of each video uploaded or streamed for copyrighted music and video. If it finds copyrighted material in a stream you will get a message in YouTube Studio stating that unless action is taken to stop the streaming of the material the stream will be muted or blanked for the duration of the copyrighted material. This obviously affects the audience's experience and doesn't reflect well on the church.

Copyright breaches are identified in YouTube Studio. Most of these will result in the video being ineligible for monetisation, and as we don't monetise there is no impact. It is possible that a copyright owner will submit a legal takedown request and YouTube will take down the video. These need to be addressed and resolved in a timely manner. If not, it will produce a copyright strike, and 3 of these will result in the Channel being terminated and all videos removed. As we do not monetise our videos there is a negligible but a nevertheless non-zero possibility of running into significant copyright problems, so the YouTube Channel needs to be monitored on a regular basis.

2. Personal Sharing

One of our strengths in making our Bible teaching and preaching engaging to a wide audience is the humility and vulnerability of our personal sharing, whether that is of the person speaking or of an example they use of someone else.

Another one of our strengths in being engaging is to speak 'off script' which can bring a greater sense of authenticity and 'in the moment' content. There is the possibility that something personal or private can be inadvertently shared – something for which consent should have been sought, or a slip of the tongue, or something insensitively expressed for example.

It is important to remember that once a video is streamed or uploaded its use can no longer be controlled and it is potentially available to the entire world forever. We therefore need to be certain that the content is always appropriate, without exception.

For live streams, by which the content is not pre-recorded but fully live, we require that the stream is not set as 'Public' but as 'Unlisted' so that only those with the link can watch the stream. This is to mitigate the risk of inappropriate content, though it does not remove it.

Once the stream has finished, and the content is deemed as appropriate, then it can be set as 'Public'.

For streams which show pre-recorded content, provided the content is known to be appropriate, the stream can be set as 'Public' at the time of streaming.

3. Images of Children

(extract from ICCM Photographing & Filming Safeguarding Policy)

Images of children and young people under 18 must only be used where they positively reflect the individuals in the images, and where there is a low risk of images being misused e.g. avoiding full face and body shots of children in activities such as swimming. In addition, consent must have been given by a parent as shown against the child's record in ChurchSuite. For videos for YouTube, images of the children and young people from families on our membership can only be included when a parent has granted consent for 'External presentation' within ChurchSuite that is current at the time of the video. If consent is not granted then that child's image must not be used unless the image is edited so that the child is not identifiable.

4. YouTube Comments & Chat

YouTube Chat is a great tool for congregational engagement and fellowship during a YouTube stream. If Chat is enabled, it must be moderated during the live stream for inappropriate comments, which may require commenting on, deleting, or the person involved being removed from the Chat. The moderator must be mature enough to perform this task appropriately, and have the appropriate login credentials. It is advisable to enable the 20 second chat delay. It is possible to set the Chat to replay whenever the video is played, or to not show the Chat at all.

YouTube Comments can be added by anyone accessing the video, and as such can occur at any time. Comments can be disabled, but if they are enabled they must be regularly monitored, for all such videos in the Channel. Comments can span the full spectrum of delightful to despicable, so must be addressed maturely in a timely manner by an appropriate person or team of people with appropriate login credentials. This is particularly important for videos that are Public.