

Video Publishing Checklist

Before This Video Goes Anywhere

Complete this checklist before uploading or sharing any learner story video. It brings together the ethics from Session 1, the story quality from Session 2, and the production standards from Session 3. All items must be Yes before publishing.

Section A: Ethics and Consent

These are non-negotiable. If any item is No, do not publish.

- | | |
|--------------------------|--|
| <input type="checkbox"/> | The learner has given written consent for this video to be shared in this specific context – this platform, this audience, this purpose. |
| <input type="checkbox"/> | The learner has watched the final edited video and approved it. |
| <input type="checkbox"/> | The learner knows exactly where the video will be published and who will see it. |
| <input type="checkbox"/> | The learner's contact details are on file in case they need to withdraw consent after publication. |
| <input type="checkbox"/> | Nothing visible or audible in the video was mentioned in the pre-conversation or interview with a sense of being off the table. |
| <input type="checkbox"/> | The edit does not take any moment out of context or change its meaning from what the learner intended. |

Section B: Story and Voice

Does this video let the learner speak for themselves – or does it speak for them?

- | | |
|--------------------------|--|
| <input type="checkbox"/> | The learner speaks on camera in their own words. Nothing they say has been coached, suggested, or scripted. |
| <input type="checkbox"/> | Their natural speech – pace, phrasing, voice – has been preserved in the edit and not tidied into something more polished. |
| <input type="checkbox"/> | There is no deficit framing visible or audible. The video does not open with or dwell on the learner's struggles or limitations. |
| <input type="checkbox"/> | The video does not imply this learner's experience represents all learners in your program. |
| <input type="checkbox"/> | I would be proud to show this video to the learner, their family, your board, and your funders today. |



Section C: Production and Accessibility

<input type="checkbox"/>	The video has been trimmed at the start and end.
<input type="checkbox"/>	The learner's voice is clearly audible throughout.
<input type="checkbox"/>	Captions are accurate, readable, and cover the full video. No words have been changed from what the learner actually said.
<input type="checkbox"/>	The video is the correct orientation for the platform it will be shared on.
<input type="checkbox"/>	The file has been exported as MP4 at 1080p.

Platform Quick Reference

Platform	Orientation	Length	Caption Notes
Social media (Instagram / TikTok / Facebook)	Portrait (9:16)	30-60 sec	Add captions in CapCut before uploading. Review carefully for accented speech.
Website or newsletter	Landscape (16:9)	60-90 sec	Host on YouTube or Vimeo. Ensure captions are on by default.
Funder presentation or AGM	Landscape (16:9)	60 sec - 2 min	Test playback on the venue's system before the event.
Special event or gala	Landscape (16:9)	2-3 min	Test audio levels in the room. Large rooms often need the volume boosted.

If a Learner Changes Their Mind After Publication

This can happen. Handle it immediately and without question.

1	Remove the video from all platforms as quickly as possible — do not wait for a meeting or approval process.
2	Acknowledge to the learner that it has been removed and confirm in writing.
3	Do not ask them to justify their decision or explain why they changed their mind.
4	Check whether the video was downloaded or shared by others and take reasonable steps to address this.
5	Review your consent process to understand how this situation arose and what you would do differently.