

One benefit of producing Zoom events is the opportunity to record the event and share it on your website. These events are excellent resources for student recruitment and retention, alumni engagement, and outreach to the broader community.

In order to publish these events on the Seattle U website, we have a few requirements and best practices. This guide will help you plan for necessary prep and added work.

**Video example:** <https://www.seattleu.edu/artsci/undergraduate-degrees/psychology/events/a-quiet-world/>

**Podcast/audio example:** <https://www.seattleu.edu/artsci/departments/kinesiology/about-us/events/podcast/>

### Setting up recording

- Record the event to the cloud. Local recording does not include time stamps, which we need for captioning.
- Your audience will have to agree to the recording or they cannot watch the event.
- Information about recording: <https://support.zoom.us/hc/en-us/articles/203741855-Cloud-recording>
- If you want to produce this as a podcast, with just the audio recording: <https://support.zoom.us/hc/en-us/articles/115004794983-Using-audio-transcription-for-cloud-recordings->

### Planning the program for recording

- Please make sure you have written permission to record from all speakers/panelists.
- Start recording before the event starts to make sure all is working. We will edit out the extraneous conversation.
- Participants will get an alert and will need to accept recording to join the event.
- Discuss the “official” opening and closing with your speaker(s) and moderator.
- When it is time to start, say something like, “We are ready to begin the program,” allow about 10 seconds before the first person begins talking, and make sure there is a clear opening message to provide context. This will allow the editor to get a clean opening for the video.
- Repeat at the end, with a clear closing statement like “thank you all for participating” and allow 10 seconds of silence.
- You can continue beyond that point if you just want to have conversation; we will edit it out.

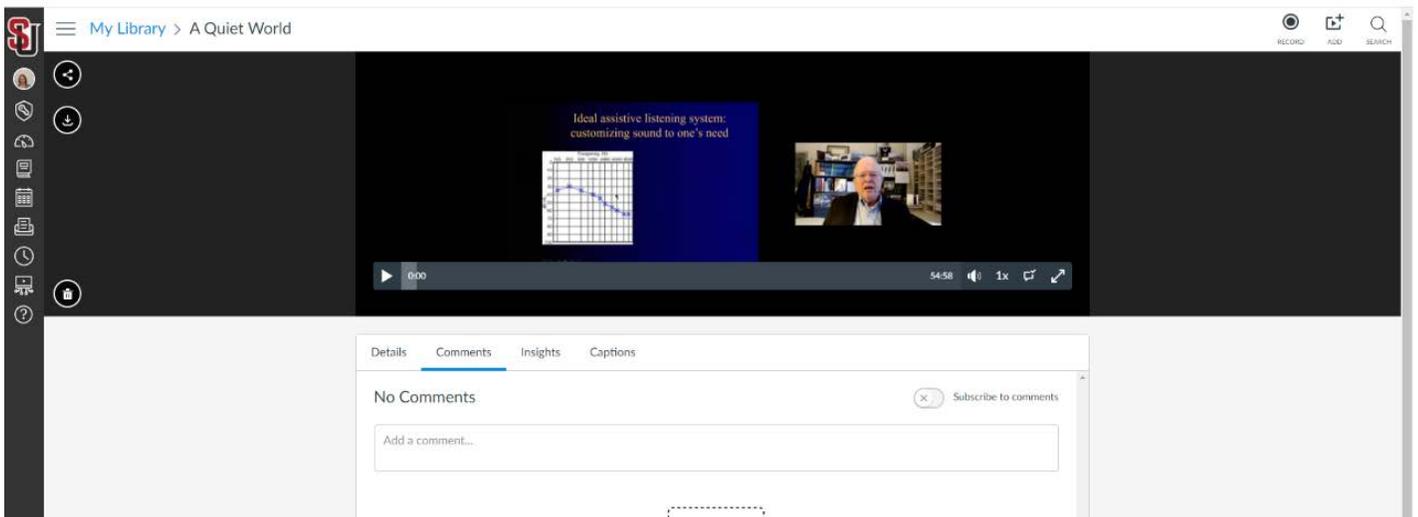
### Sharing the recording

- Through Zoom: your cloud recording storage is limited to 1 GB/Pro User. Highly recommend taking the extra steps to share on your website, instead, since it drives traffic to you.
  - See the details here: [https://support.zoom.us/hc/en-us/articles/205347605#h\\_750e7e94-45e4-415b-a67a-ac8b49e74fa2](https://support.zoom.us/hc/en-us/articles/205347605#h_750e7e94-45e4-415b-a67a-ac8b49e74fa2)
  - You will want to make sure you have enabled the audio transcription if you plan to share via Zoom, so that anyone with a hearing impairment can access the content.
- On your website
  - We must caption all videos on the SU website to meet accessibility standards.
  - Contact us when you first plan the event, so that we can also plan for editing and captioning.
  - Save the recorded event to this folder: [https://redhawks-my.sharepoint.com/:f/g/personal/bystromk\\_seattleu\\_edu/EkVJi3KFFpRDqXtcouzddLYB4VlqQrEXwMVTs46X-l2VYQ?e=yorKwP](https://redhawks-my.sharepoint.com/:f/g/personal/bystromk_seattleu_edu/EkVJi3KFFpRDqXtcouzddLYB4VlqQrEXwMVTs46X-l2VYQ?e=yorKwP)
  - Let us know it is ready; we can give you a sense of the timeline at this point.
  - We will edit the opening and closing; since recording often start before the speaker begins and might have some trailing content at the end, she can clean that up.
  - We will upload the video to Canvas and order the captioning.
  - We will share the Canvas link with the person you have identified to review and edit the captions.

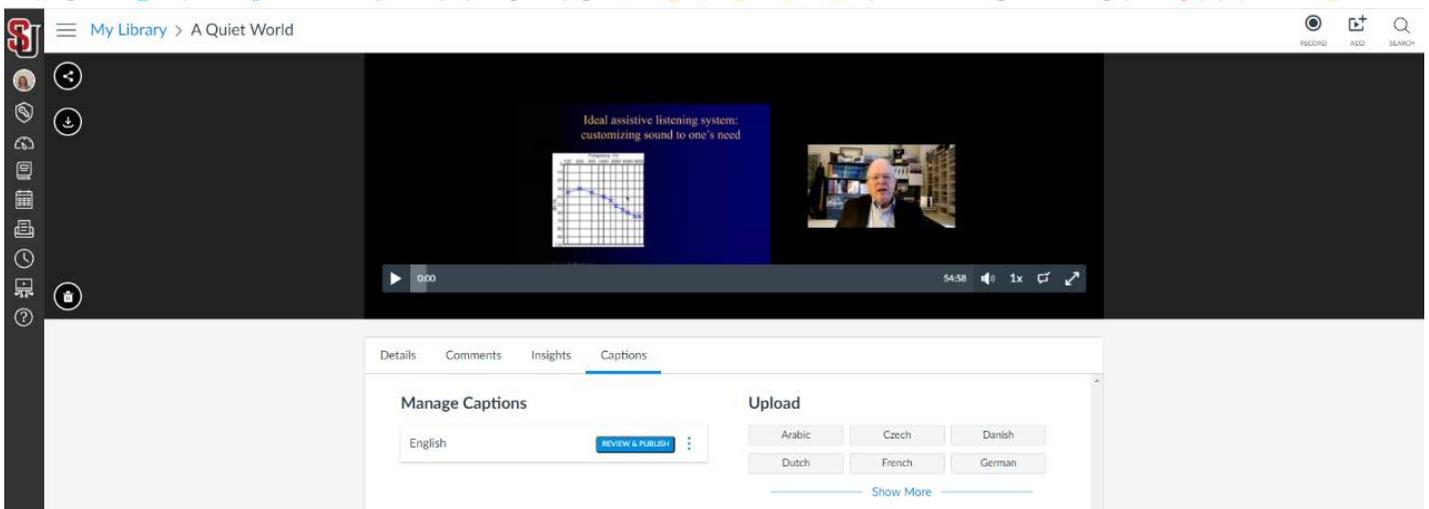
There are two options:

- Edit the text file: We will send it to you
  - Open in a program like Notepad.
  - Save the file with the same extension (.srt)
  - Upload it to the same folder you used for the video
- Easier: edit in Canvas (in Studio) as the video plays; the player stops automatically as you edit text. We will give access to whomever will be reviewing.

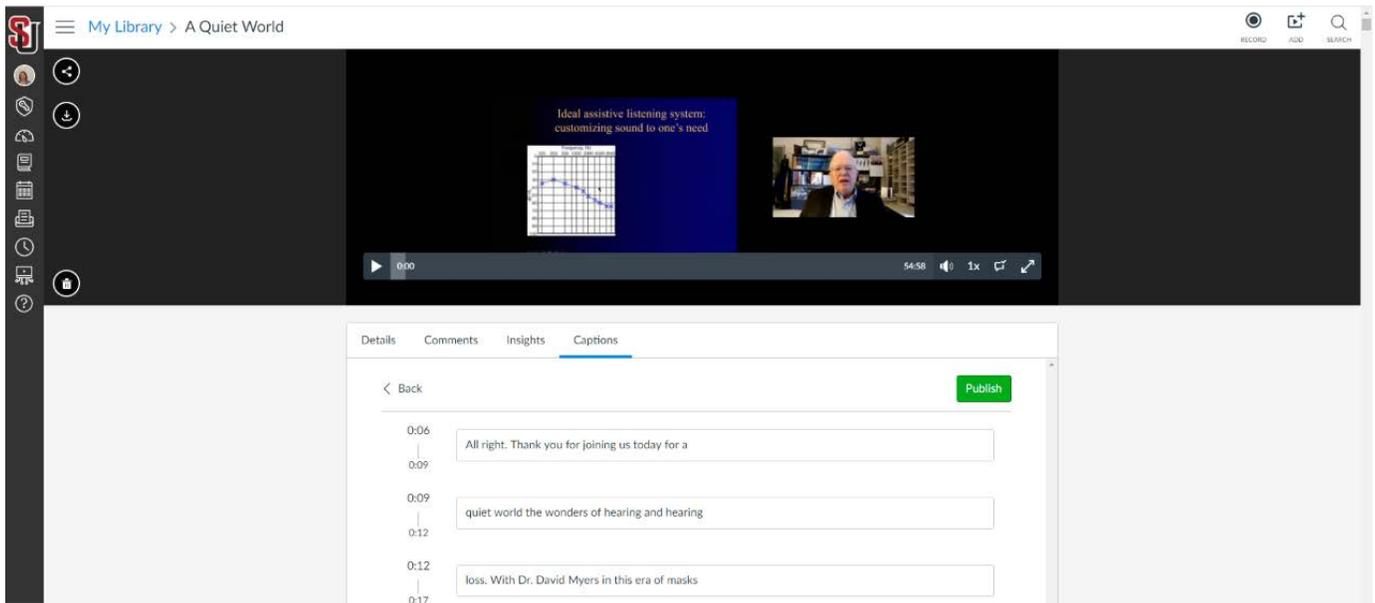
**1. Open the video and click on Captions**



**2. Click on Review and Publish - it will take a little while to open up the editor if it is a large file.**



- 3. When you are finished editing, just hit Publish. If you need to do this in more than one session, just keep hitting Publish. Once you are finished us know.**



After this, we will add the video and captions to our Vimeo account and it will be ready to publish on your website.

If you do the captioning work yourself in Canvas:

- Download the final video AND the caption file (should be an .srt file.)
- Upload those, along with a short description of the video, to the shared folder: [Zoom Events](#) and let us know it is ready.
- We will upload both to our Vimeo account and send you the link that can be used to publish on the website.

If you choose the podcast/audio only version, download the .mp4 file and audio transcript and save to the shared folder above. We can talk then about next steps, which are a little different.