



YouTube standard

YouTube gives us the opportunity to showcase video content on an easy-to-use media player. The content is hosted online and can be easily embedded for use on our online services. It enables customers to watch, share and interact with our video content.

This standard outlines requirements relating to the implementation of YouTube content across all digital TfL services.

Audience

- Developers
- Editors
- Project managers
- Content owners

Requirements

1. Using YouTube

1.1. You **must** use the YouTube module in TfL Online's [Design style guide](#)

2. New or existing YouTube videos

2.1. You **must** contact TfL Online's Social Media and Content team or Visual Services to find out about existing YouTube content / playlists / upload requirements

2.2. You **must** use the existing TfL YouTube channel as the default channel unless you can demonstrate that it will not achieve your desired objective

2.3. You **must** contact TfL's Social Media and Content team or Visual Services to get the latest requirements for uploading, tagging, security features and privacy requirements. The default is to:

- Make videos public
- Disable all feedback options

2.4. You **must** submit a transcript with videos including speech for accessibility reasons

2.5. You **must** submit information regarding any new or changed YouTube content for review and approval by the TfL Online's Social Media and Content team or Visual Services

2.6. When you submit information regarding new YouTube content, you **must** provide an accurate description of its:

- Name
- Purpose(s)
- Lifespan (eg validity period)
- Target audience
- Location, ie where it will be embedded

2.7. All new YouTube content **must** be reviewed and uploaded by the TfL Visual Services team

2.8. Any new account must be approved and set up by TfL Online's Social Media and Content team and the Social Media Working Group. You must not set one up independently or on TfL's behalf

3. Decommissioned YouTube content

3.1. You **must** inform TfL Online's Social Media and Content team or Visual Services when content is no longer suitable and needs to be removed or made private. The Social Media and Content team or Visual Services will also determine how it will be managed

Why we do this

We want to ensure we have effective and relevant video content. By providing timely and relevant content with a consistent look and feel, our YouTube channel and related content can be used to:

- Educate customers
- Build brand awareness
- Strengthen our reputation
- Generate interest in and excitement about new products and campaigns
- Provide authority and instil confidence during high-profile or unplanned incidents

Further reading

- [Design style guide](#)
- [Digital content standard](#)
- [Editorial style guide](#)

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Version history

Version	Date	Summary of changes
1.0	01/11/2013	First issue
2.0	11/07/2014	Updated document metadata and filename
3.0	12/08/2015	Updated information

Review history

Name	Title	Date	Comments
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