



Fixperts

Setting up a university Youtube channel - guidelines

Student Fixperts have always uploaded films to their own personal *Youtube* and *Vimeo* channels as well as to ours. We've seen that, in addition, universities can find it useful to set up their own *Youtube* channel. They do this to look at students work together, for presentations, critique and evaluation and to showcase their university.

We like it, because it can help us at Fixperts Central to find out about and promote the films without missing any which might be on personal channels and haven't been [shared on the Fixperts site](#). And it makes it simple to feature our relationships with individual universities by promoting the channel on our [Fixperts Central](#) channel page.

For these reasons we actively encourage university groups to set up a Youtube channel. Go crazy! But not too quickly - **please keep the following simple guidelines in mind** - so simple in fact that there's only 2 points and one message: make sure people know it's your channel not ours. This is to avoid confusion with our main Fixperts channels and to ensure we can get the message out clearly to as many people as possible!

1. Channel naming and logos: University before Fixperts

Your channel will be a university channel not a Fixperts one. This should be clearly established through the channel naming as well as the positioning of the logo(s) and any visual styling of the banner.

- a. **Logos:** If you are using logos, your university logo should be dominant. Please don't use the Fixperts logo first or by itself. Please don't change or encroach on the Fixperts logo.
- b. **Channel naming:** We're happy for you to use Fixperts **but only as a secondary element** in the name of the channel e.g. *Kingston Uni Fixperts*. Please don't use Fixperts in any other kind of construction e.g. *Fixperts rule* or anything which could be confused with a Fixperts run channel e.g. *Fixperts MA Design Practices*. Please use only *Fixperts* not other variations e.g. *FixPerts* or *Fixpert*.

2. Channel description: University before Fixperts

The description of the channel should focus on your work first and then include something about Fixperts so people can understand what you're up to and how its been enabled. We'd ask you to use something like the following sentence and links if possible:

The world needs more people who can solve problems. Fixperts is a learning programme that unlocks people's imagination and skills to get the world fixing problems, small and big. More projects on our Youtube channel [Fixperts Central](#) and free resources for universities and schools on www.fixperts.org.

For example:

Kingston Industrial Design BA students create innovative solutions in collaboration with people with serious day to day challenges. Check out these brilliant projects and see additional behind the scenes and background material - the stories these young designers tell will make you optimistic about the future.

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Further reading

How to create a new channel: [youtube.com/channel/UCVYwsZAvnI8snvJ6aufbvCg](https://www.youtube.com/channel/UCVYwsZAvnI8snvJ6aufbvCg)