

AudioVideoWeb Usage Guidelines

What is AudioVideoWeb?

The AudioVideoWeb server is a third-party media storage service paid for by Web Strategy and Operations.

Purpose of AudioVideoWeb

- To store audio and video files related to ACS online activities, e.g., the ACS website, iTunes, PUBs, and ACS microsites.
- Don't use this server for work-related activities such as file sharing, remote storage, content backups, archiving, hosting websites, etc.

You are responsible for identifying your content.

- You are responsible for identifying the content you store on these servers.
- Any file that can't be accounted for will be deleted.
- You must be able to explain how each file is used online.

Not an Archive

- AudioVideoWeb is not an Archive. It is for active media files only.
- Files may be deleted if you can't explain how it is used online.

Content Audits

A content audit could take place at any time. Always be ready to identify your content.

Three-year limit

As a general rule, content older than three years can be deleted. This ensures we always have enough space on the server to accommodate relevant content.

In some cases, content older than three years will be allowed. Some factors that are taken into consideration include:

- **Consistent views/downloads:** Content that is consistently viewed or downloaded. AudioVideoWeb has analytics to determine views/hits.
- **Part of a series:** The media file is part of a long-running and well-organized series, such as Science Elements or Chemmatters.
- **Part of a specific program:** The media file is an established piece of content a program provides for industry or education, e.g., Lab Safety, Project Seed, etc.
- **Reused for specific purposes:** Some files are used seasonally, annually, or on another timeline. e.g., Thanksgiving donation video, etc.

Content types

AudioVideoWeb is for audio and video files only.

- Images, PDFs, HTML/webpages, and Microsoft Office documents should be stored in the DAM. (Exception: High-resolution images for news related items belong in the image library)
- With WSO approval, other file types are permitted.

Archiving Content

AudioVideoWeb is not an archive. You are responsible for making copies of your content. If a file on the server becomes damaged or corrupt, you will need to provide another copy. WSO does not back up the AudioVideoWeb server.

Naming conventions

Name all files and directories in this format:

- All lower case
- No special characters (Dash is ok)
- No spaces. Use a dash instead

Place content in a directory

- Many users share these servers across ACS. Do not place content in the main directory; it makes it difficult for other users to find their content.
- Give directories a name that makes it easy to identify the content it contains.

Tip: Avoid acronyms; use keywords instead. Use a dash between each word instead of a space. This makes each word searchable by Google.

User Access

Don't share usernames and passwords with anyone outside of ACS staff.