

Unit 413

Video Channel Management

SECTION ONE

- 1.0 Understand video channel technologies
- 1.1 Explain the technical considerations of video channel management
- 1.2 Evaluate the suitability of different platforms to meet video channel requirements
- 1.3 Explain how to achieve search engine optimisation for video channels

SECTION TWO

- 2.0 Understand requirements for video channel management
- 2.1 Describe how video content is sourced
- 2.2 Explain how video channel brand guidelines contribute to an organisation's marketing objectives
- 2.3 Describe the content of a video channel brief
- 2.4 Explain the legal and ethical issues to consider in using video content
- 2.5 Recommend how a video channel can be promoted to meet marketing objectives
- 2.6 Explain opportunities for monetarising video channels

SECTION THREE

- 3.0 Be able to manage a video channel
- 3.1 Source content to meet a brief
- 3.2 Schedule content release
- 3.3 Configure content for release
- 3.4 Evaluate the success of the video content against a brief
- 3.5 Evaluate own performance
- 3.6 Recommend actions for improvement of own performance and video content