



## YouTube Video Guidelines for CPF Teachers

The guidelines have been created for a smooth transition and consistent branded look for our YouTube channel.

CPF prefers that teachers wear CPF teacher shirts but will be lenient on this requirement IF you have CPF branded props/tools easily visible in the video. If the teacher has a pink mat, that could be a bonus but not required.

All videos need to be recorded **horizontally**. Vertical videos can be used for reels for social media committee, but for YouTube full-length videos, horizontal is best practice. For better audio quality of the videos, please use **personal microphones**, *something like air pods*.

CPF has the following playlists and would like your video to fit in one of the categories (if you have a recommendation for another playlist, let Jarrett know and we will bring it to the CPF YouTube committee):

- Chair and mat yoga time lengths
  - 10-20 minutes
  - 20-30 minutes
  - 30-45 minutes
  - 45 minutes or longer
- Chair Yoga
- Breathwork and Postures - recommended 5-10 minutes.
- Meditation and Yoga Nidra - recommended 5-30 minutes

Procedure to upload videos:

- Complete the **CPF Video Submission Form** on our website, providing the requested information including the video title, description, and intended audience. This information will be used to create video listings on CPF's YouTube channel.
- After submitting the form, you will be automatically redirected to our Dropbox upload link, where you will upload your video. Videos are stored directly in CPF's system for review and editing.
- Once your upload is complete, **you may safely delete the video from your device**. No additional confirmation is required.
- If you have a personal or business brand name you would like referenced, please include it in the submission form. CPF will include this information in the video description when appropriate.
- All videos are reviewed and edited by CPF prior to publication to ensure consistency, safety, and alignment with CPF standards.

CPF will edit out the beginning and ending where teachers start and stop recording. We will also add our disclaimer in the beginning and our CPF ending to the video. We will then upload the video to the YT.

Videos will be uploaded to YT on Fridays, IF we have enough videos and IF editor has time on her schedule to edit.

If you have any questions or have problems, please reach out to Jarrett via email at [jarrett@christinaphippsfoundation.com](mailto:jarrett@christinaphippsfoundation.com)