



Mount
Sinai

Video Best Practice and Guidelines

In an effort to streamline video production efforts for the Mount Sinai Health System, we have created the following guidelines and best practices for video projects.

The Marketing Communications Department oversees video production to ensure visual and messaging content is to brand standards. The Video Studio team is the first point of contact, supports as advisors, and also handles producing videos for Social Media.

Requirements

All videos require a [Video Request Form](#) to be filled out. (Webinars are the exception –see page 8 for how to contact Mount Sinai’s AV team)

Video requests unrelated to social media must be completed by a vendor.

The Marketing and Communications Department has the final decision-making authority on all videos produced.

Process

1. **Fill out the Video Request Form with as much information as possible.**

Your request form will be reviewed within 48 hours. We will notify you via email to advise on any next steps, or if more information is needed.

2. Once your project has been assigned a video vendor (full list on page 9), an introduction email will be sent, and your department will work directly with the videographers.

3. For scheduled video shoots, the Video Studio team will alert Security that a vendor will be on site. This will ensure that they are not stopped or delayed due to access issues.

Note: The Health System reserves the right to prohibit the use of visual recording devices where it is deemed to be at risk to the safety or privacy of our patients, students, visitors, or workforce.

4. Before the video is finalized, the file must be shared with the Marketing and Communications Department, as they have the final decision-making authority before a video is released.

If you already have produced videos and would like them uploaded onto our YouTube channels, you must also complete this [form](#).

Video Options

Your video budget affects the type of video you will be able to produce. Please note these budgets are only estimates. The final cost depends on the vendor, project specifications, and lead time.

\$2k - 3k Budget

Estimated delivery time 1 - 2 weeks

Montage Video:

- Stakeholder provides still images and cell phone footage with text to be edited into a montage-style video, complete with music.



Luis Vega Patient Story (Laminectomy)

Zoom Interview / Presentation Highlights:

- Stakeholder provides video of screen-recorded interview for vendor to edit into a highlight video.



Guyana Screenings with Dr. Heller

Video Options cont'd.

\$7k - 10k Budget

Estimated delivery time 3 - 6 weeks

Options for videos in this range may include:

- 1-day shoot with 1 - 2 camera operators
- B-roll shooting in 1 - 3 locations
- 1 - 3 people on camera, filmed interview style (teleprompter available if needed)
- Access to stock video libraries
- Background music
- Closed captioning



Ask the Doc: Cervical Cancer

Video Options cont'd.

\$10k - 15k Budget

Estimated delivery time 6 - 8 weeks

Options for videos in this range may include:

- 1 - 2 days of shooting with multiple camera operators
- B-roll shooting throughout campus and various locations with potential drone footage
- 3 - 5 people on camera, filmed interview style (teleprompter available if needed)
- Custom animations
- Access to stock video libraries
- Background music
- Closed captioning



Mount Sinai-Behavioral Health Center Tour

Video Options cont'd.

\$20k+ Budget

Estimated delivery time dependent on project

Options for videos in this range may include:

- This level is reserved for skits/re-enactments, video series, or more complex shoots.
- These videos require longer shooting days, multiple cameras and angles, and often rehearsals in front of camera.



Faces of Care Series



500th Robotic Cystectomy at Mount Sinai



EHS Needlestick Training

Webinar Recordings

Webinars are a great way to increase brand awareness and demonstrate thought leadership, especially when the team of experts are remote.

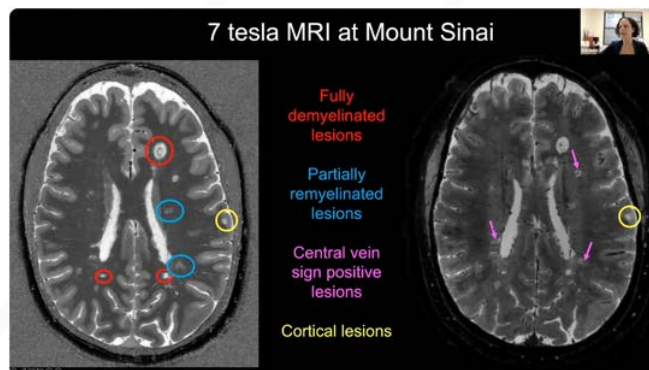
For this type of video assistance and recording, requests should be submitted to Mount Sinai's AV team [via the service portal](#).

Contact:

Jerry Spencer // jerry.spencer@mssm.edu



Mount Sinai Fuster Heart Hospital - Meet the Leadership Webinar



Advances in Multiple Sclerosis Research Webinar

Approved Video Vendors

Video Vendor	Main Contact	Company Website
Fly on the Wall	Jay Nubile	https://flywall.com
Red Summit Productions	Mike Krentzman	https://www.redsummitproductions.com
Kicker Media	Claire Ince	
Spot On	Frank Mosca	www.spotonny.com
Runaway Train Productions	Christina Anderson	www.runawaytrainproductions.co
Matt Peters	Matt Peters	https://www.mattpeters.com/
Adrienne Nicole Proudctions	Adrienne Nicole	https://www.producedbyanp.com/
Brianna Roehle	Brianna Roehle	briannarohlehr.com
Brittainy Newman	Brittainy Newman	https://www.brittainynewman.com/
SEANOfilms	Sean O'Neill	https://seanofilms.com/

Best Practices for Stakeholders

Branding:

The video should reflect our brand positioning and brand voice. More information can be found in our Brand Messaging Tool Kit on the Mount Sinai Brand Center. Always make sure the correct logos appear in the video. End each video with a Mount Sinai logo and call to action (e.g., a url).

All video content must follow our brand standards, please ensure correct logo usage, colors, fonts are used.

Consider the platform and your audience:

Shorter videos, two minutes and thirty seconds or less, are ideal for maximum engagement. Longer videos, such as lectures and educational content, can be hosted on YouTube and BroadcastMed. Consider creating different edits of your video for different channels.

Ensure your content is appropriate for your audiences and channels. Videos shown to consumers in public venues must avoid graphic images, such as blood, surgical fields, and cadavers. Limit medical terms and jargon that would not be understood by the general public.

Best Practices for Stakeholders cont'd.

Videos have become one of our most important marketing tools. It's essential that our videos reinforce the Mount Sinai Health System brand identity both visually and conceptually.

- **Logo Usage**

- Consult our [logo usage guidelines](#).
- Logos used in digital and video do not use a ® registration mark.
- Make sure all logos are correct, including the logos on lab coats or in the background. If an old or incorrect logo is on a lab coat, the video is unusable.
- All logos at Mount Sinai are developed by the Creative Department. Approved logos are on the Mount Sinai Brand Center.

If a stakeholder provides you with a logo, please reach out to our Senior Brand Director, Rebecca Lingner (rebecca.lingner@mountsinai.org) to confirm if it is an approved logo.

Best Practices for Stakeholders cont'd.

Graphic elements

- Lower Thirds (The information shown in the lower third of the video screen.)
 - Titles: Use a full, formal title. If a video subject has more than one title, use the most appropriate for the intended audience.
 - Always use fonts that are part of the Mount Sinai brand identity. Consult our [typography guidelines](#).
 - Mount Sinai has a few approved formats for lower thirds. Below are some examples. If you want to use a different style, the Video Production team must approve it.



Always leave space below the lower third for closed captions.

Best Practices for Stakeholders cont'd.

- End cards
 - Always end the video with the appropriate Mount Sinai entity logo.
 - Always leave the appropriate distance between logo and URL – the distance should be the height of the mountain in the logo being used.
 - Animations of Mount Sinai masterbrand logo are available upon request.



- Imagery
 - Follow the latest guidelines on imagery usage, including COVID-19 standards and disclaimers. (See [Imagery guidelines](#) on Brand Center)

Best Practices for Stakeholders cont'd.

- Closed Captions
 - Captions are required for videos played on our lobby screens (with sound removed) and waiting rooms. Captions are preferred for videos posted to social media.
 - Use Arial or Helvetica typeface, at a minimum of 12 points.
 - Always leave space below the lower third for captions.
 - Ubiquis is our preferred vendor, and you can reach out to them for a quote. Ubiquis.com, 212-346-6666, infousa@ubiquis.com.



Best Practices for Stakeholders cont'd.

Graphic elements cont'd.

- Permissions and copyright
 - Ensure everyone in the video has given written consent to allow posting of the video online. [CLICK HERE](#) to download the necessary forms.
 - If you are using music or images from the web in your video, either use copyright-free music or images, or make sure that you are complying with all relevant copyright legislation.

Video Distribution:

A distribution plan is essential for any video content. Be mindful of your intended audiences.

Resources

[Video Request Form](#)

[Webinar Video Request Form](#)

[Mount Sinai Brand Center](#)

All other requests:

socialmedia@mountsinai.org

