

ASHRAE CONTENT ON YOUTUBE

WHO CAN SUBMIT VIDEO FOR CONSIDERATION?

An ASHRAE Board–recognized entity or group may submit video conforming to both the “[ASHRAE commercialism policy](#)” and the “[ASHRAE Policy and Procedure for Format, Activity, and Content of Internet Sites for ASHRAE Groups](#)” for posting on the Society’s main YouTube page, [ASHRAEvideo](#).

Groups may send video links to ASHRAE’s marketing department, at social@ashrae.org, for consideration for posting on the Society’s main YouTube page and other social media outlets. If video content is approved for posting, ASHRAE reserves the right to distribute content as fitting to promote the mission of the Society.

ASHRAE’s marketing department may consult with other areas of Society to determine if a video can be posted. Videos will be categorized as non-ASHRAE produced on the ASHRAEvideo channel into broad categories such as:

- ASHRAE Videos
- From Our Members
- Technical Guidance
- Society
- Marketing

ASHRAE Marketing will post the following disclaimer on all non-Society produced content on ASHRAEvideo: “This content does not present official positions of the Society nor reflect Society policy. Groups with content posted on this site may not act for the Society and the information presented here has not had Society review.”

Entity / Group YouTube Channels

ASHRAE Board–recognized entities or groups are encouraged to establish an independent YouTube channel provided they follow the ASHRAE Policy and Procedure for Format, Activity, and Content of Internet Sites for ASHRAE Groups; the ASHRAE commercialism policy, and do not post ASHRAE information protected by copyright nor information that is competitive with Society activity, including:

- Membership Promotion Videos
- Event Recap Videos
- Recall Interviews
- Member Spotlights
- Fundraisers
- Etc.



Communications Committee

Technical videos should not be posted on individual ASHRAE group or entity YouTube channels; all such videos should be sent to ASHRAE's marketing department, at social@ashrae.org, for possible publication to ASHRAEvideo.

Any questions may be directed to social@ashrae.org or the Communications Committee Staff Liaison, ccstaff@ashrae.net.