

## **Agency/Agent Guidance for using Video/Podcast/Recording for your business.**

### **Market Conduct and Compliance - Advertising Review Unit (ARU)**

Before recording any material that will be used for your business please follow the guidance below to ensure a smooth process.

#### ***Where will the material be used?***

Ensure the location the material will be posted to is a compliance approved location/platform/site etc., if you are unsure please contact ARU before committing to any agreements.

#### ***Posting on social media?***

Videos **cannot** be posted directly to social media pages through Hearsay. Videos must be posted to YouTube then a post can be created and submitted for review in Hearsay. If you do not have a compliance approved YouTube Channel, please complete the following and submit for review. [YouTube Channel Submission Form](#).

#### ***Before creating a video/podcast/recording the script needs to be submitted to ARU for review.***

ARU needs to review the script and any items that will appear in the video or other recording. If you are using a PowerPoint presentation that will need to be submitted. Anything the viewer will see/hear needs to be submitted. Adding graphs? Charts? Pictures? Links? Statistics? We need to see it. Sound effects in your recording? Yep, we need to know about it.

#### ***Once your material is submitted the following will happen:***

- Your reviewer will review the material and provide edits, comments, disclosures etc. that are needed to you.
- Once material is in good order the reviewer will ask you to record your material. Your material is not approved for use at this time.
- You submit your recorded material to your reviewer for final review. Please note that this can be problematic depending on the size of the file for final review. Be aware however that the recording needs to be in a format that can be downloaded such as an .mp3 or .mp4 file. We are required to maintain access to the recording indefinitely and cannot accept links as a final recording unless the link provides a method of downloading the media file. It should never be posted online prior to approval unless instructed to by your reviewer.
- Your reviewer will conduct a final review and if in good order will provide approval, otherwise edits may be requested.
- Once approved, videos, podcasts or other recordings can be posted to your compliance approved website.
- If posting to YouTube, it is your responsibility to ensure the material is posted with comments disabled.
- If you are posting to another platform it must be approved by your reviewer prior to posting.

#### ***Posting your approved recording to social media:***

Your approved video can be posted to social media by the following:

- Post to YouTube (comments disabled)
- You create a post in Hearsay linking to your video
- Submit your post for review in Hearsay.
- If your post is in good order it will be approved in Hearsay.
- Your post will be viewable on your social media.