EMBEDDING VIDEOS

INTRODUCTION

In addition to still images, the Content Management System allows users to embed YouTube video clips within a web page, as seen below. This is a brief guide to embedding videos with the CMS.

Video adds a distinctive element to a web page and can be an effective way to communicate with customers. However, Mines does not currently host or stream videos on its own servers. We recommend instead that users allow YouTube—a free Google service—to host their video. (For more details about YouTube itself, see: http://www.google.com/support/youtube/.)

Colorado School of Mines “owns” an official YouTube channel, which is managed by the Mines Public Relations Department. Contact Public Relations to have your video uploaded to the official channel. This gives your video the imprimatur of the Mines “brand” and makes your video easy to find online. Public Relations asks that departments, programs, teams and other school organization not create their own, separate YouTube channels.
EMBEDDING A VIDEO

After your video has been uploaded to YouTube, it is time to embed it in a web page. To do so, sign into the Content Management System as usual and check out the page on which the video will appear.

Place the cursor where you want to insert the video and click the YouTube embedding icon, on the right side of the editing toolbar:

![Enlarged section of CMS toolbar](image)

A dialog box like this one will then appear:

![YouTube Property dialog box in the CMS](image)

Simply insert the URL (web address) of your YouTube video in the proper space. Leave the default width and height as they are, or specify another width and height (in pixels) if the defaults are unsatisfactory.
In most cases, “Low” quality is sufficient, but for HD video “High” may be preferred. The former can be more usable if viewers have a slow connection, or might watch the video wirelessly, or might watch it on a mobile device.

When finished, click OK then Save and Approve the page and view it with your preferred web browser to see if it is working. If it is not, the additional information below may help you fine tune the video link so it will play correctly.

**USING THE PROPER URL**

What is the correct URL to insert into the dialog above? Depending on how you reach your video, the URL may be more or less complex. This is a side-effect of the way YouTube operates. However, the basic YouTube URL is all you need to know.

A basic YouTube URL will be in the form: http://www.youtube.com/watch?v=dQw4w9WgXcQ

In other words, a basic URL includes the YouTube address “http://www.youtube.com/” plus the attribute “watch?v=” plus 11 random characters (letters, numbers, punctuation) that form a code designating a particular YouTube video.

There may be a number of added attributes after the code string—all of which should be removed for purposes of embedding a video—but if the URL has exactly the components noted above it will typically play correctly.

Here’s a test: If the OK button in the YouTube Property dialog does not become active after the URL field is filled, then the URL is not in a format that can be used the CMS. If it does become active, the URL may be in the proper format. Click OK, then Save and Approve the page, then attempt to view it in a browser. If you still experience issues, read further.

**OTHER CONSIDERATIONS**

As noted previously, YouTube will occasionally present a nonstandard URL that will not function correctly in the CMS (though it may work fine in a web browser). For instance, if you are within a dedicated YouTube channel—say, the Colorado School of Mines YouTube channel—and navigate directly to a particular video, the URL may look something more like this: http://www.youtube.com/user/ColoSchoolofMines#p/a/u/0/s-9J2ixyHIQ.

Note that there's no “watch?v=” section in that URL (though there is a code—“s-9J2ixyHIQ”—designating this particular video). While you may be able to insert this URL into your CMS page, the video will not play correctly when the page is published. In such a case, to find the proper URL (as far as the CMS is concerned), **right-click on the title of the video**—the blue title link just below the video—and select Copy Link Address. Paste that address into the YouTube dialog box and it should now work properly.

The general rule here: If there's no “watch?v=XXXXXXXXXXXX” in the URL, it's not going to work properly. Try again to find the right URL.
For the great majority of users, the first URL you try will just work. If it does not, or if the OK button in the YouTube widget does not become active or "clickable," then the URL needs to be in another form.

Embedding a YouTube video with the CMS is part science and part art. But by following the instructions above, you have a very good chance of success.