

UMB HIGH-RISK VIDEO CONTENT CHECKLIST

Effective for content created or significantly updated on or after April 24, 2026

Use the **University of Maryland, Baltimore (UMB) High-Risk Video Content Checklist** to triage your existing videos that primarily live on YouTube or are embedded on the UMB website using another video player.

If videos are saved to a server or drive and need to be remediated or removed because they pose a high risk, create a folder labeled "Archive," and place assets in the folder. Delete archived versions after they are remediated.

If the video is on YouTube or Vimeo and needs remediation or is high risk, change the video's visibility to private until remediated. Delete the video if it is no longer needed, cannot be remediated, or when the remediated version is published.

To learn more about accessibility practices for social media, graphic design, and more, visit umaryland.edu/accessibility.

STEP 1: WHEN WAS THE CONTENT CREATED?

Created or significantly updated **ON or AFTER April 24, 2026**

- › Must meet WCAG 2.1 Level AA before publication.
- › If not compliant, do not publish.

Created **BEFORE April 24, 2026**

- › Proceed to Step 2.

STEP 2: IS THE CONTENT STILL PUBLICLY AVAILABLE?

- NO
 - › No action required unless republished.
- YES
 - › Proceed to Step 3.

STEP 3: IS THE CONTENT ACTIVELY SERVING AN INSTITUTIONAL FUNCTION?

Remediation is required **ONLY** if the content is publicly available **AND** at least one of the following applies:

- Embedded on an official UMB webpage
- Used for admissions recruitment
- Used for marketing or brand promotion
- Required for course participation
- Provides instructional material
- Provides tutorials or guides
- Explains access to student services
- Explains enrollment, housing, financial aid, or registration
- Actively promoted to students or redistributed by UMB

If **NONE** apply:

- ✓ Content is likely low risk. Consider archival review, but remediation is not mandatory.

HIGH-PRIORITY CONTENT TYPES (MANDATORY REVIEW IF STEP 3 APPLIES)

- Admissions recruitment videos
- Course lectures or recorded classes
- Student service tutorials
- Enrollment or financial aid explainers
- Research explainers with charts or statistics
- Videos embedded on official webpages

STEP 4: PLATFORM RISK LEVEL

(Additional Review for Content Identified in Step 3)

This step applies **ONLY** to content that triggered remediation under Step 3.

Platform presence alone does **NOT** require retroactive remediation of all legacy content.

YOUTUBE - PRIMARY EXPOSURE

For Step 3 content hosted on YouTube:

If any of the following are true:

- No captions
- Auto-captions never reviewed
- Captions significantly inaccurate
- Slides shown but not read aloud
- Charts or data not verbally summarized
- On-screen text not spoken
- Silent demonstrations without explanation
- Livestream replay without edited captions
- Audio description required but not included

- ✓ Remediate, unlist, replace, or remove.

YouTube presents elevated risk because content is searchable, embeddable, and often reused.

UMB HIGH-RISK VIDEO CONTENT CHECKLIST

PowerPoint Recording Check

Many of the videos you are remediating are likely recorded PowerPoint presentations. Here are a few quick tips to prepare a new recording before posting:

- Slide content (bullet points, charts, quotes) is read aloud.
- Presenter avoids phrases like “as you can see here” without explanation.
- Visual-only content is summarized verbally.
- If slides are fully narrated, separate audio description is not required.

Share Your Success and Help Your Peers

Request to join the virtual Social Media Committee by emailing social@umaryland.edu

SOCIAL MEDIA VIDEO (Instagram, TikTok, Facebook, LinkedIn)

For Step 3 content:

- No captions
- Native captions enabled but not reviewed
- Burned-in captions (Instagram/TikTok) or native captions (Facebook/LinkedIn) enabled
- Important overlay text not spoken aloud
- Audio description required but unsupported

If audio description cannot be integrated:

- Upload accessible version to YouTube
- Link accessible version in caption or bio

GRAPHICS (ACTIVE USE ONLY)

For Step 3 graphics:

- Text-heavy infographic lacks alt text
- Contrast fails 4.5:1
- QR code used as primary navigation
- Shortened URL displayed
- Color alone conveys meaning

✓ Remediate before continued use.

RISK CATEGORIES

HIGH RISK - Immediate Remediation

- Admissions and recruitment
- Course and instructional materials
- Student services access
- Enrollment guidance
- Content embedded on official webpages

MODERATE RISK - Prioritize Review

- Marketing explainers
- Research highlights with data
- Event recordings still promoted

LOWER RISK - Archive Review

- Historical campus life videos
- Past events not promoted
- General news recaps

If resurfaced or repurposed:

✓ Must meet current standards.

TRIAGE ACTION

If Step 3 applies AND Step 4 red flags exist:

- Remediate
- Unlist until remediated
- Replace with accessible version
- Remove if no longer needed

If content no longer serves institutional function:

- Archive
- Remove

QUICK DECISION TEST

Ask:

1. Is this influencing a decision (apply, enroll, donate)?
2. Is this required for access to instruction or services?
3. Is it embedded on an official webpage?

If YES to any, then remediation is required.