

Uploading your content to FAO Digital Media Hub

In line with our *One FAO* policy, sharing great audiovisual content via the FAO Digital Media Hub both strengthens global communications and gives your work greater visibility. That content should tell FAO's story – our activities, our advocacy, the people we serve, the challenges they face and the solutions we build together all around the world. We welcome your contributions!

Is my content right for FAO Digital Media Hub?

Broadly speaking, content should comply with these requirements:

- Assets must be owned by FAO, with full and unlimited copyright held by the Organization
- **Assets must be licensed for editorial use by FAO and external media and FAO partners.**
- When identifiable individuals appear in the photos/videos, signed consent forms are required.
- Have re-use value for FAO. i.e. audiovisual assets can be used as designed or incorporated into other communications products.
- Meet standard quality criteria. Specifications for [PHOTOS](#). Specification for [VIDEO](#).
- Have descriptive metadata (see below for details).
- Be a finished product, ready for use (not raw files). No post-production takes place in the HUB.

Don't upload to Digital Media Hub

- Text documents – these are best suited for distribution via SharePoint or deposited within FAO's document archive.
- Assets for which FAO has limited usage rights but does not hold copyright.
- Raw video files or raw photos (sometimes called digital negatives).
- General files for storage (Digital Media Hub is not a storage repository).
- Content with no re-use value.

How do I go about uploading my content

- We welcome your contributions. Please request to upload through the [Request to Upload form](#) or by contacting the HUB Team: digital-media-hub@fao.org; and for Photos: Photo-Library@fao.org; for Video: FAO-video@fao.org.
- A team member will get back to you to discuss your submission and/or to grant you permission to upload.
- When you have permission, the **Upload** button will appear in Digital Media Hub if you are logged in.
- Follow the [Quick Guide](#) to upload and add required metadata.
- Your asset(s) will be checked by the HUB, Photo or Video Collection Managers.
- You will be informed when your content is released for general view.

Who do I speak to if I need advice?

- [Contact the DAM team](#) at Digital Media Hub. They will either answer your query or direct you to one of the content teams for help. Or email for specific [Photo](#) or [Video](#) production advice.

Metadata needed for upload

- Title
- Description (includes date, location, and caption of the image)
- Asset or release date
- Credit
- Country
- UNFAO Source – this is the FAO Team (Division, Unit, Country Office, etc.)
- FAO Approver – who is the FAO focal point/commissioning/approving party?
- Confirmation that Copyright, signed Consent Forms and Licenses are in place where applicable
- Any restrictions on use (Usage Rights)