Adding a film or audio file to lse.ac.uk through else Contensis.
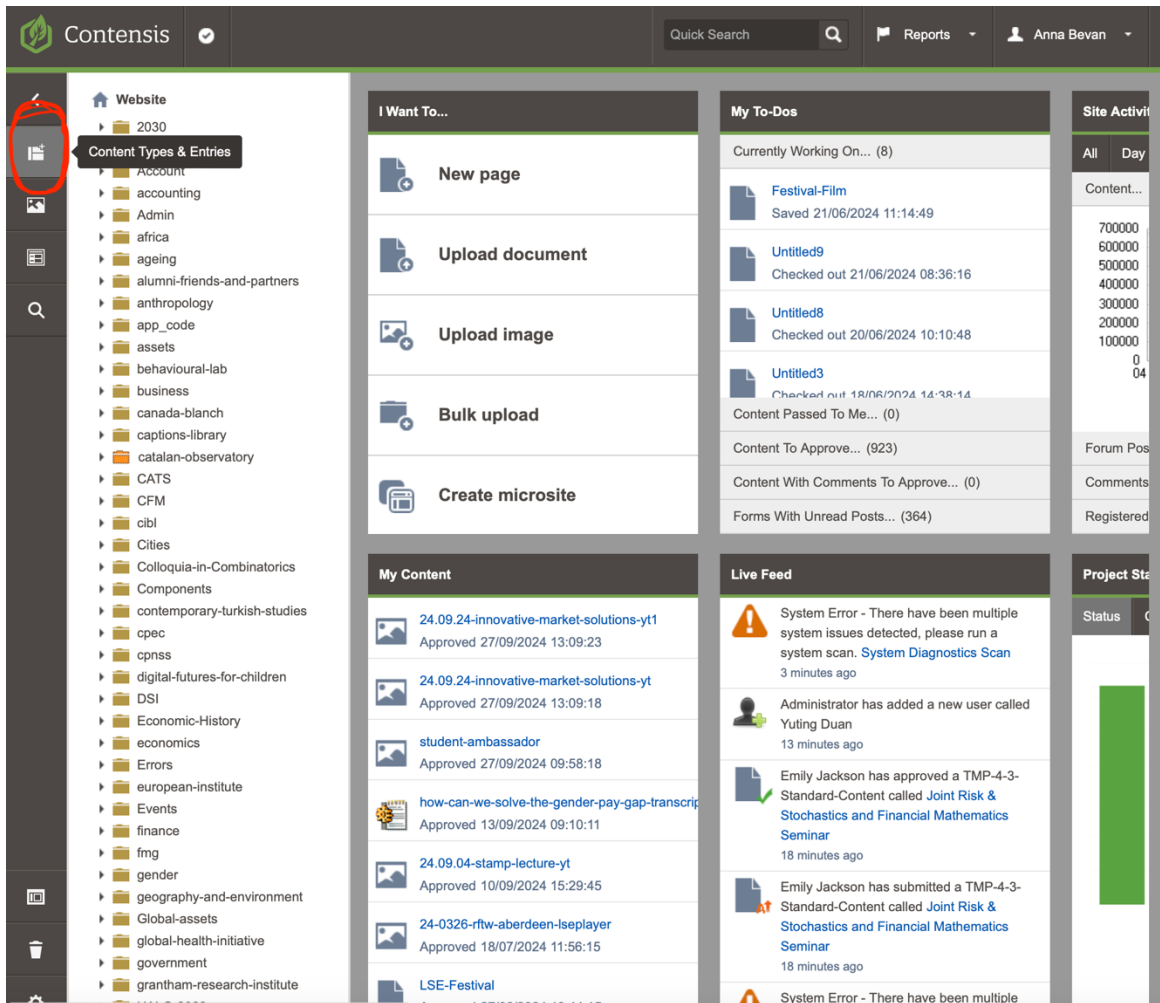
This guide will explain:

1. How to upload your own video content to Contensis with the video uploader

2. How to upload your own audio file content to Contensis to the Digital Asset Manager (DAM)

3. How to display your uploaded video and audio content to the LSE website

- *Option A*: Display video only using the US11 Media component for Standard content pages

- *Option B:* Display videos and podcasts on promotional modules in Level 1 and Level 2 landing pages

- *Option B*: Using hyperlinks for videos and podcasts

4. How to display YouTube videos instead of LSE website uploaded videos

5. Information on promotion and consent

6. Who to contact

.

How to upload your own video content to Contensis with the video uploader

The video uploader component enables all editors to upload their own video content to the website in a secure way, which the website can support.

1. Open Contensis. If you are using Classic Contensis, navigate to 'Content Types and Entries' (see below)
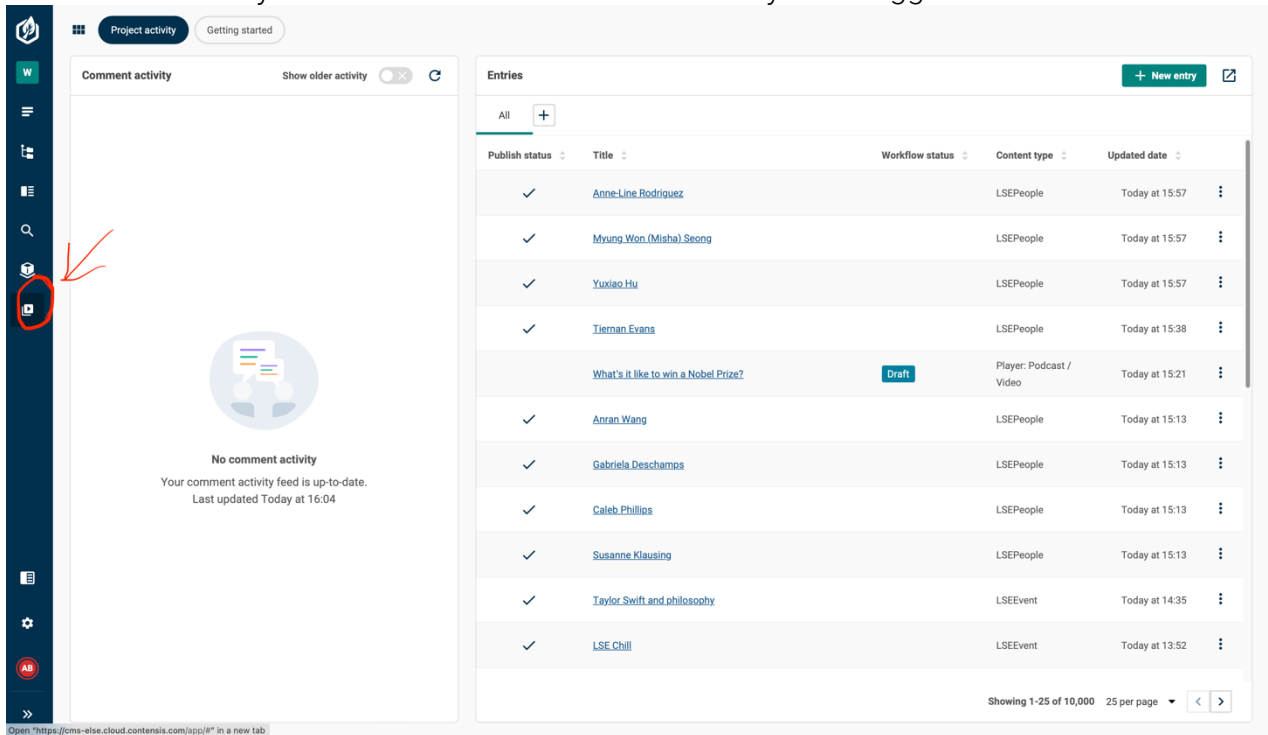
2. Click the 'Media Upload' button on the left-hand sidebar (see below). This will open a new (Media Upload) window in a new browser tab.

If you don't have this button, please contact Ollie Johnson, O.Johnson3@lse.ac.uk and cc comms.filmandaudio@lse.ac.uk to be added to the appropriate user group.

If the new window fails to open, it may be because you have pop-ups blocked in your browser. Check if you have a browser alert that allows you to toggle this feature on/off.

3. In the Media Upload window/tab (*see below*), drag and drop your video file into the right-hand panel. This will bring up the 'Video title' box on the left (1) and the option to upload a thumbnail image (2).

Give the video a title and upload a your thumbnail. Once you upload a thumbnail, you should be able to add alt text below (3). Click 'Start upload' (4).

* (If you have previously uploaded the same video and want to edit the thumbnail or alt text you need to click below 'edit entry')

Video upload

Video title ✱

Provide a title for your video to easily locate it.

How can we solve the gender pay gap? 🔒

Thumbnail

Upload an image to be used as the default thumbnail for this video, ideally 1920x1080.

0407_lse_iq_paygap__1920x1080pxalternative.jpg

Thumbnail ALT text ✱

Add an accessible description for the image thumbnail, keep it short and concise.

🔒

Video processing

Your video is being processed at 2 quality levels so that it can be played by all users.

SD **Dimensions:** 720x576, **Filesize:** 718 kiB

HD **Dimensions:** 1920x1080, **Filesize:** 1.94 MiB

Upload more   ✏ Edit entry
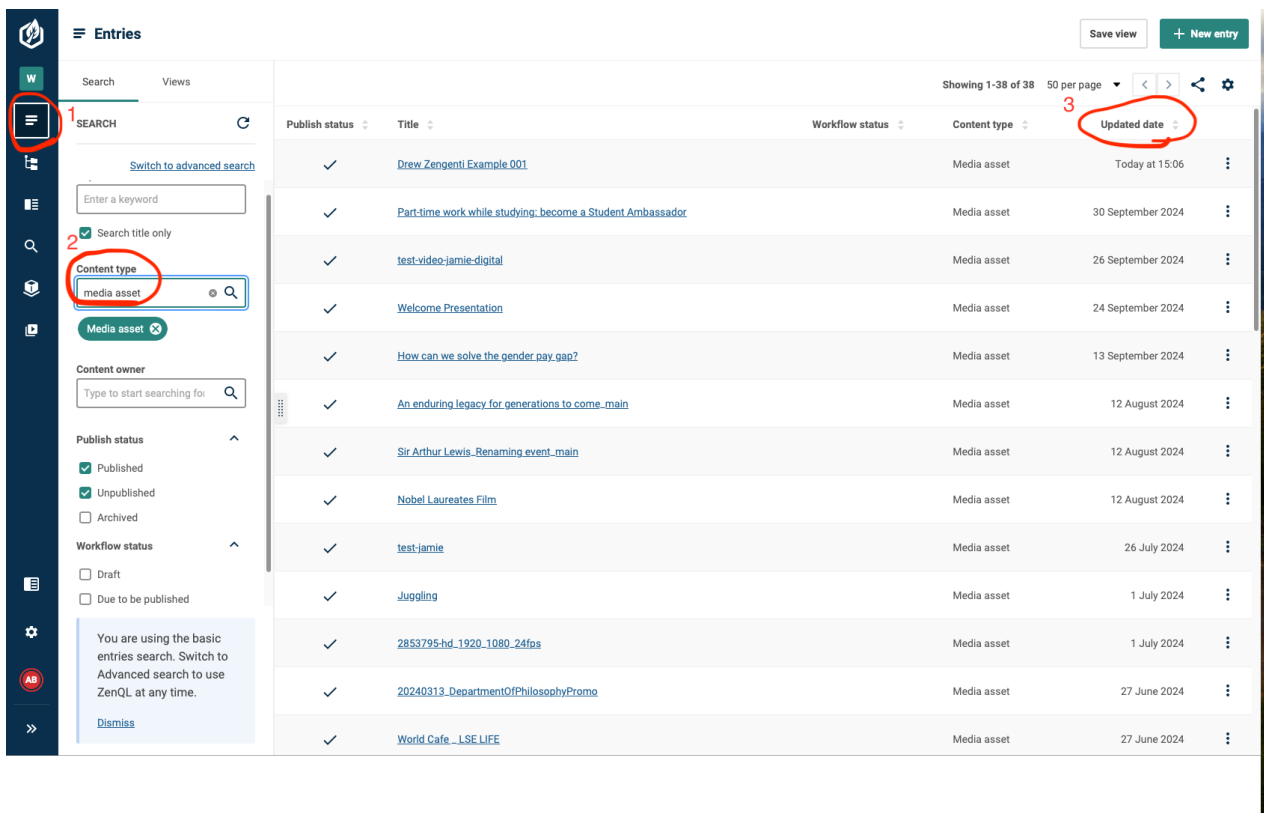
4. The progress bar will increase as the video is uploaded. Do not close the window/tab until the green 'Uploading' bar is complete, as this will lose the content.
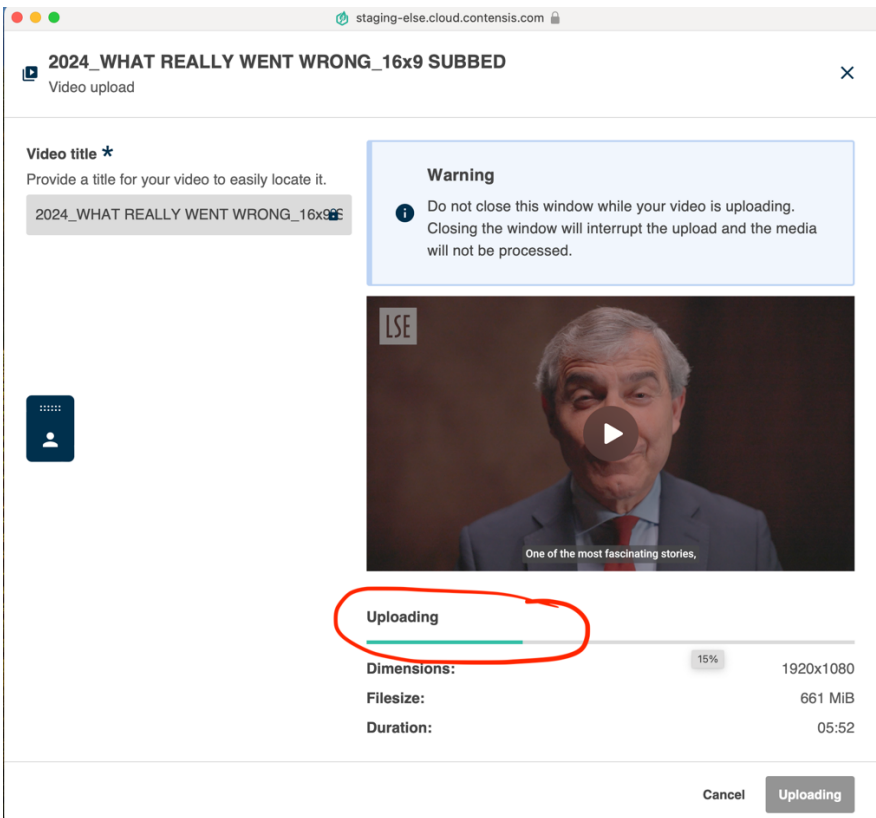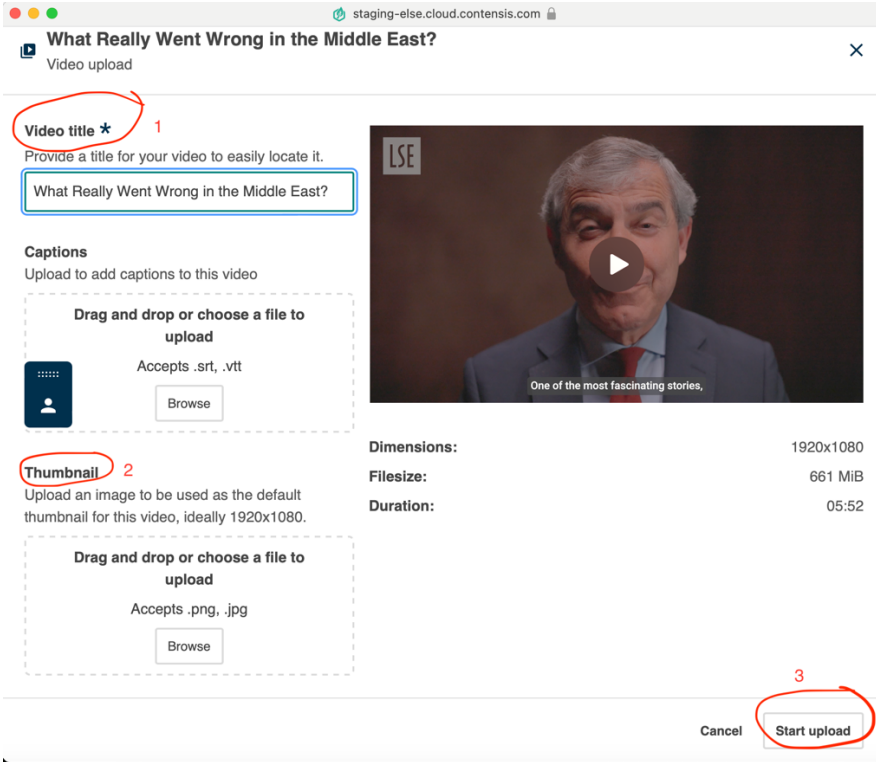
5. Once the upload bar completes, you will be safe to close the window/tab. Please bear in mind that if you see an error after upload, this probably indicates that the thumbnail you uploaded is too large.

6. Once your file has uploaded, it will need time to transcode to different video formats ('standard definition' (SD) and 'high definition' (HD)) within Contensis before it can be embedded in a page on lse.ac.uk.
To locate your upload, go to *1)* Entries, and *2)* type 'media asset' in Content Type. You may also need to sort the entries by clicking 3) 'Updated date twice in the entries pane.

7. Once you have found your video in drafts, click the title of the video and then navigate to the 'Media versions' tab within the asset page *(1)*.
If you scroll down, you can check the percentage completion of the upload in the 'Transcode progress' boxes under SD and HD versions *(2)*.

8. Once the transcode is complete, it's time to embed this new video into a Contensis classic page and preview to make sure everything is working as expected (see *3.How to display your uploaded video and audio content to the LSE website).*

9. Make a note of the video file location which you will use for a live video URL in when presenting a video on a page.

(See section **'How to display your uploaded video and audio content to the LSE website Option c - Using hyperlinks for videos…')**

*Important – Only upload video files to the CMS using the uploader and the steps above. Video files have large output sizes that will slow Contensis down for all users if uploaded in a different method (e.g., users should never upload video files directly into the Digital Asset Manager.

How to upload your own audio file content to Contensis to the Digital Asset Manager (DAM)

1. Open Classic Contensis, if you have just transcoded a video, navigate to it by clicking the 'Classic Contensis' icon on the left side bar (just above the Settings Cog icon).

2. Locate your website sections asset folder in the left-hand side site tree. You may need the Digital Comms team to create an asset folder: if you do not already have one for your website section, email comms.digital@lse.ac.uk for this.

3. Right click the assets folder, select New Content from the menu, then drag and drop your MP3 audio file into the centre of the page or upload the file clicking 'Select Files' and locating the file from on your computer.
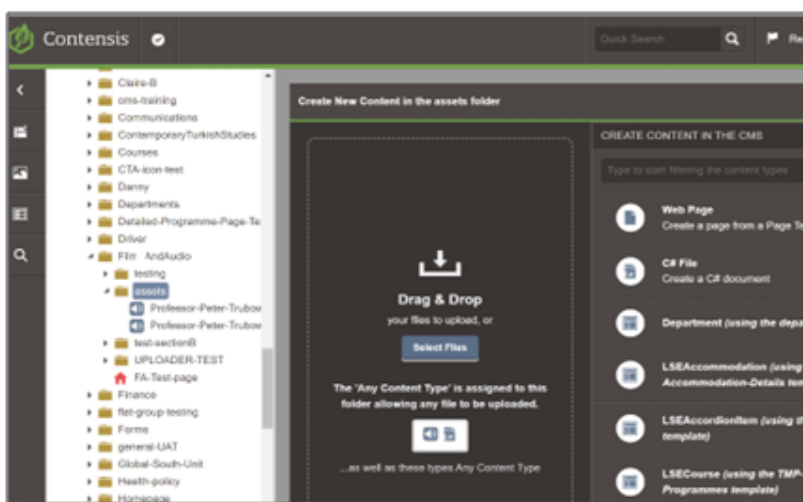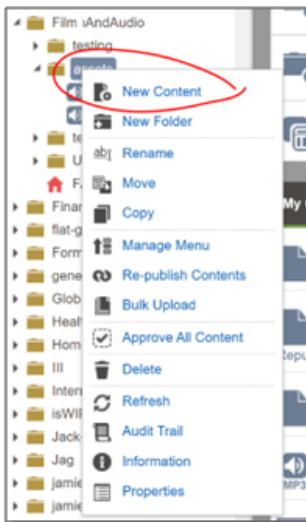
4. The file name will begin to appear on the right-hand side and will show a rotating symbol until it has loaded, the symbol will turn into a green tick symbol when the file has been uploaded.
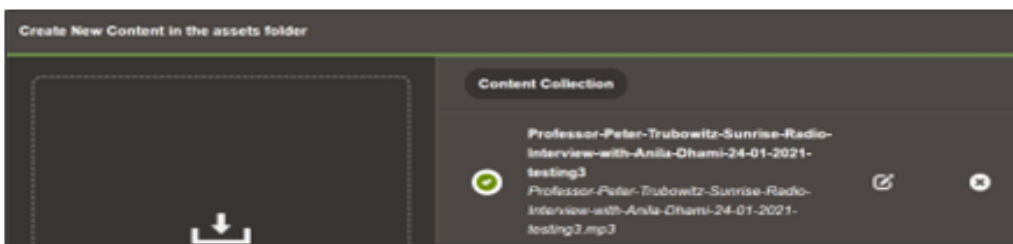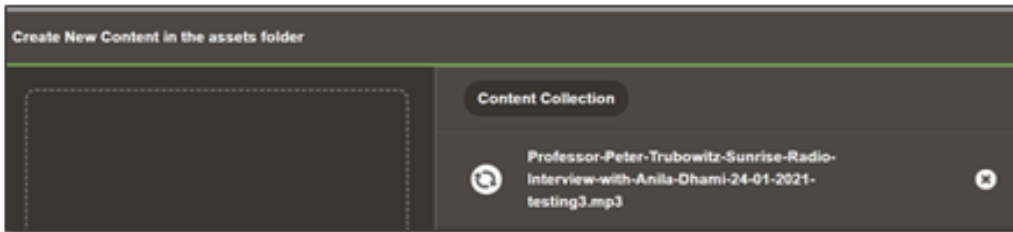
5. Publish the file by clicking 'Save and Approve' in the bottom right corner. If you only click 'Save' and do not publish the file before you publish your page, the audio link will give a *"404 broken link"* error on the live page until you go back to the audio file and publish it.

6. Once you have uploaded your audio file, it's time to display it as your audio file with a variety of options (see *How to display your uploaded video and audio content to the LSE website).*

How to display your uploaded video and audio content to the LSE website

Option a - Display video only using the US11 Media component for Standard content pages

1. Once you have uploaded your video using the uploader, Navigate back to Classic Contensis by clicking the 'Classic Contensis' icon on the left side bar (just above the Settings Cog icon).

2. Create a standard webpage using the *TMP-4-3-Standard-Content* template in your chosen website section folder or navigate to your existing standard content page and click edit. See "A guide to creating and using standard content pages" from the LSE Digital Knowledge base if unsure how to create one.

3. In Contensis, in your standard webpage, hover your mouse curser over the centre space, right-click and select (#1) Insert Web control (#2) Custom (#3) scroll down the list (#4) *select US11 Media Module Video (New)*.
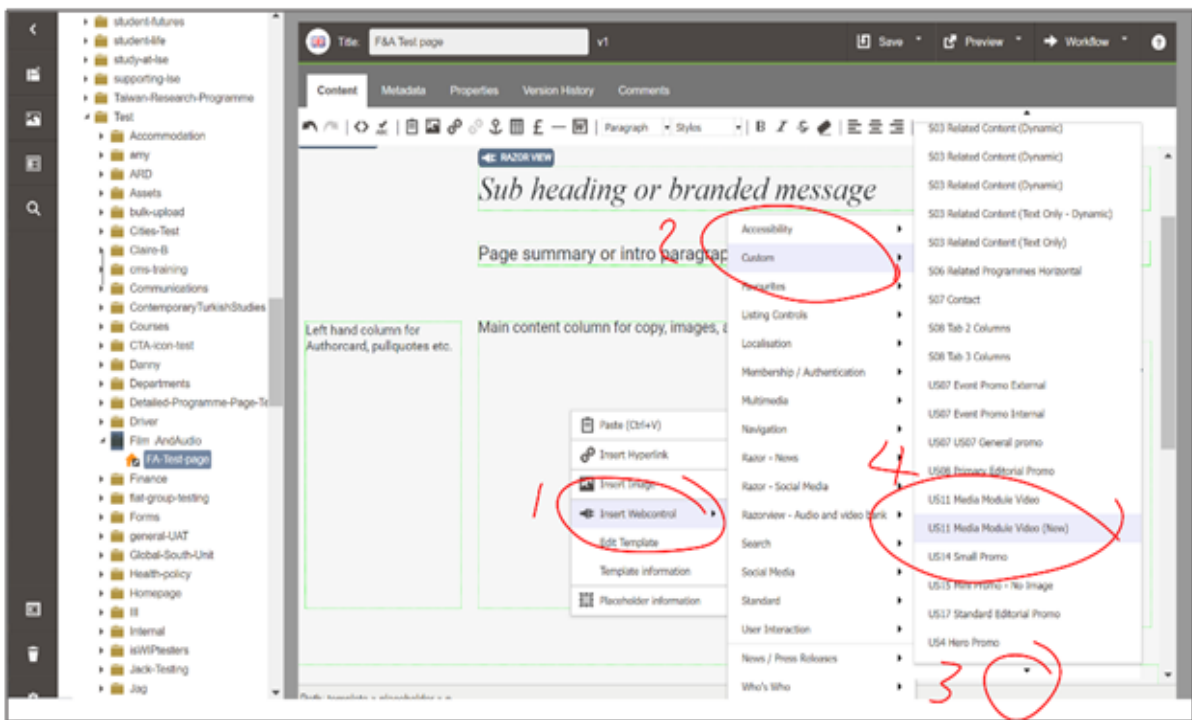
4. Click the search field under *Choose which video to render*, then select from the available transcoded videos, then save.
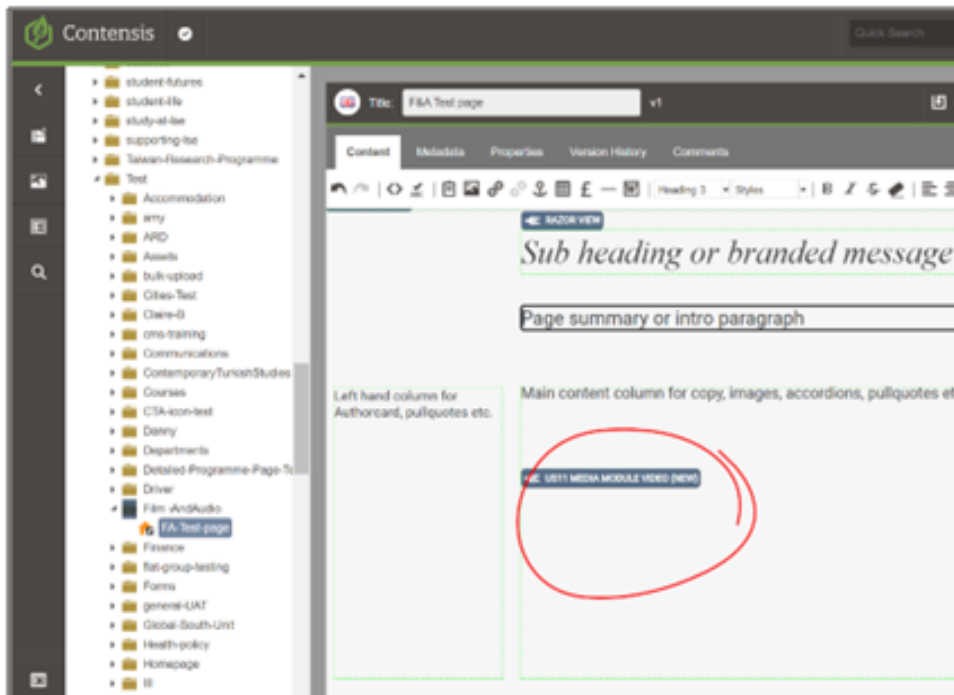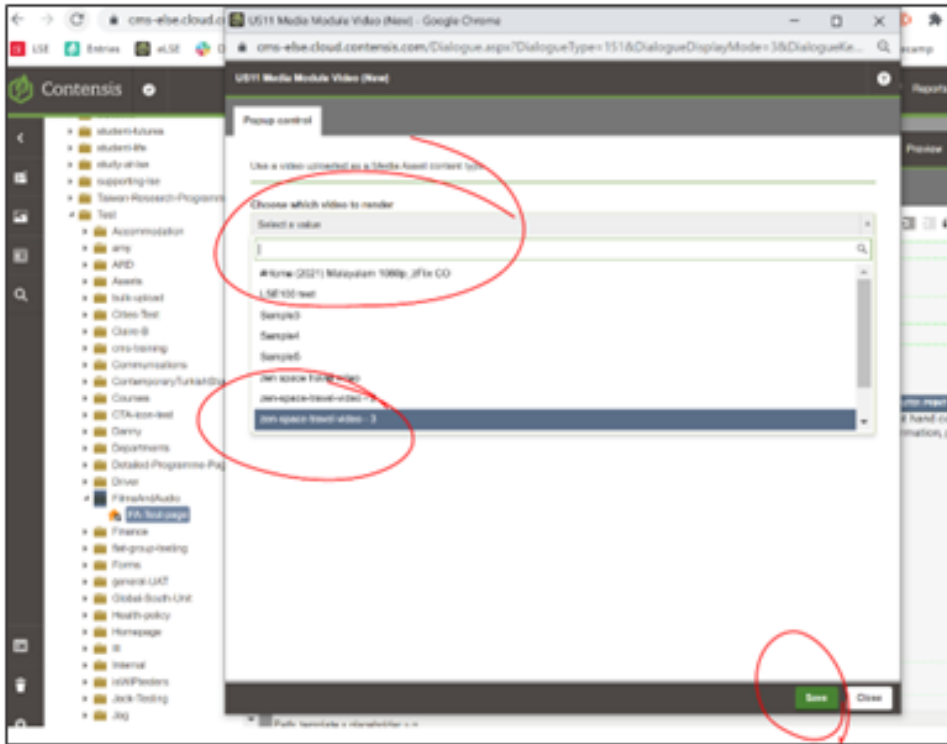
5.The component should now appear as illustrated.

6. Click save to save the page, and then preview, to see it in preview (non-live).
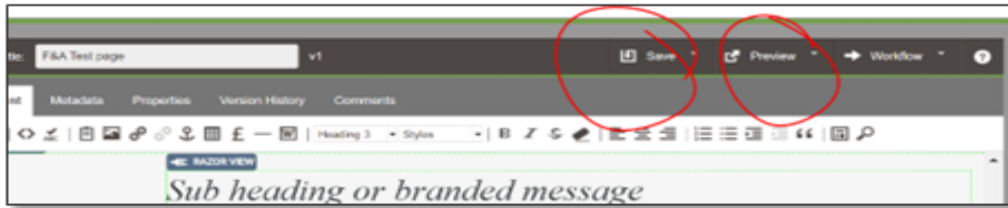
ADD IN THE METADATA OR IT WON'T SAVE

7. The browser tab will open with the preview URL and the page will appear with a video as illustrated. Copy the second part of the preview URL but don't copy the first part (that starts with *https://preview-else.cloud.contensis.com/*), this step will help view your live page later (step 10).

8. To make your page live, go to your Contensis tab, click **Workflow**, then **Submit & Approve.**

9. A pop up will open, click view publishing queue, wait for your job to leave the queue (time can vary if there are many jobs in the queue). Your page will be live when it's no longer in the queue.

10. View the live page by typing lse.ac.uk/ and pasting the second part of the preview URL from step 7, for example *lse.ac.uk/Test/FilmaAndAudio/FA-Test-page.aspx*

Option b - Display videos and podcasts on promotional modules in Level 1 and Level 2 landing pages
Videos and podcasts are best used in the US08 and US4 modules. This is because Contensis automatically pulls through a call to action (CTA) into the module ('Watch the video' or 'Listen to the audio'). See below example.

You can still use videos in other landing page modules but be aware that there will be no CTA pulled through, so your copy will need to be clear that it opens a video or a podcast. See example below:
1. When you come to add the video or podcast in the CMS, you need to click on the web control properties of the module you would like the video to be.
2. In the pop-up window, select 'Video' or 'Audio' in the Link Type field.
3. Then add the URL to the audio file or video file in the 'External page / media link' field.
4. Save and preview the page to test it works.

- **TIPs:**
  You will need to click out of the preview window to test it correctly. Do this by clicking on the 'X' in the top right corner:
- Sometimes your browser will block a pop-up, so will alert you. You should enable pop-ups if you are prompted. Usually there is a small red cross in the top right-hand corner of the address bar.

Option c - Using hyperlinks for videos and podcasts

You can use hyperlinks for:

Hyperlinks are useful for podcasts and event videos as it will allow your audience to download and listen/watch offline – to do this they would right click on the hyperlink and choose *'save link as'*.

1. Highlight the text you wish to use as a hyperlink, right click and select 'insert hyperlink'.

2. **To display uploader videos** - In the pop-up window, choose 'URL' as the content type from the select menu

- Enter the full video or audio URL including the https:// in the URL address field. NOTE: URLs must be copy and pasted directly email and NOT from a web browser address bar, as this will remove any hidden characters or formatting from the URL.

- The live video URL should have 'https://richmedia.lse.ac.uk/' in front of the file location which can be found in '*1. How to upload your own video content to Contensis with the video uploader'*

- (e.g.https://richmedia.lse.ac.uk/publiclecturesandevents/20240415_1830_approximationIsTheNewOptimal.mp3)

3. **To display audio files uploaded from the DAM** - In the pop-up window, choose 'CMS Content' as the content type from the select menu

4. For either video or audio steps - under CSS Class click in the field and choose two things:

- To display a pop-up model window instead of a conventional link use 'js-video-frame'

- To display the link as a call to action (CTA) box to draw attention to your link, use 'cta—secondary.

5. Click Save. Your modal link is created.

6. The file name will appear in the CTA button above your text, this can be edited in the next steps so only the CTA button appears, and a meaningful title is presented instead of the file name.

7. Highlight CTA button text by dragging your mouse curser over all of it, click the <> toolbar icon to source editor box.

8. In the source editor box, see the highlighted text before the tag and replace it with a meaningful title then click save.

9. The CTA button text has been updated, delete the unnecessary text above the CTA button text as appropriate.