Vision Online Compliance Guidelines and Shortform Guidance

A compliance form must be completed for all online short form videos (and audio clips) to confirm they comply with the BBC Editorial Guidelines and to ensure that guidance labels are applied where necessary.

Please use the Vision Online Compliance Form.

The completed form must be submitted to shortformvideo@bbc.co.uk with the sign off from the independent production company Executive Producer.

The form will then be sent to the BBC Executive Producer for final sign off before it is published.

See Compliance Responsibility for more information below.

The Vision Online Compliance Form is a simplified version of the full television programme compliance form. A comprehensive guide on how to complete a programme compliance form can be found on gateway under compliance: manager: http://comp.tv.bbc.co.uk/edguidance.cfm

Multiple clips: a single form can be used for multiple clips when there are no compliance issues that need noting and they relate to the same programme or product.

You must also email a copy of the paperwork relating to content you publish online to: shortformvideo@bbc.co.uk.

Republishing

A new compliance form does not have to be submitted if a clip is being republished due to technical issue or with minor changes, eg spelling mistakes. If there is a significant editorial change to the content, a new form must be submitted.

Compliance Responsibility

The BBC Executive Producer is responsible for the content being compliant. The EP can designate a member of the production team with appropriate editorial expertise to view the content on their behalf.

The compliance form should be signed either by the Executive Producer, OR, if applicable, by the member of the production team designated to comply the clip by the EP. It is essential that either the EP or the team member with designated compliance responsibilities has viewed the video (or listened to the audio) and, if it is derived from a programme, is familiar with the programme’s content.

If for technical or procedural reasons, in the case of a live programme for example, it is not going to be possible to submit a compliance form before publication of a clip an alternative sign off process should be agreed in advance by the BBC Executive Producer.

Delegated compliance:

If the BBC Executive Producer considers the online content carries a low level of risk, they may delegate the viewing of the content and the sign-off of the compliance form to a designated member of staff. The EP must record the fact that compliance has been delegated via an email to the designated member of staff. However, overall responsibility for compliance still rests with the EP.

Likewise, the Indie Executive Producer can delegate sign off in the same way as the BBC Executive Producer.

Updated Jan 8th 2013
Delegated compliance is NOT always advisable. Exec Producers should assess the level of risk involved in online content which may include issues such as but not restricted to the following:

is the programme on the managed risk list; does it contain controversial or extremely sensitive material; is there a risk that material taken out of context could lead to legal or Editorial Policy issues; does a careful assessment need to be made regarding young or vulnerable contributors; will the embedding of the clip cause problems for the programme or for contributors; does the clip meet user expectations; is the clip representative of the tv programme.

The BBC requires consistency in compliance across all BBC platforms. Channel Compliance Managers can provide guidance on short form content. If the video carries content that requires a mandatory referral, the Executive Producer or designated individual must contact the relevant Controller and obtain authorisation.

Some clips may require a Guidance label. These can be accessed in the Guidance Labels. Guidance covering the use of labels is featured below.

Other Content

Other content, such as text and images, does not have to be individually complied, but the Exec must ensure that they have put in place satisfactory procedures to ensure that content is compliant with BBC editorial guidelines.

This includes a process for escalation of issues or queries. They should also decide, based on what content is planned, whether it is necessary to re-check ongoing updates.

Sign off of this content can be done via email confirmation.

Save a copy of the paperwork.

The clip will be a permanent record of your programme. It should be representative of the programme, and the content should meet the audience expectation of the show.

Clip Guidance

Context is key to the acceptability of shortform content. A short clip, taken out of context may produce an impact or generate consequences that would not arise within a full-length programme.

All programmes and especially Factual programmes have to take care that clips accurately reflect their editorial content and are fair to contributors. If a BBC lawyer has been consulted concerning the programme this should be noted on the compliance form.

Young and vulnerable contributors should be treated with special care when selecting clips. Remember that clips are now embedded online and can attract negative comments from online users which can be harmful and distressing for some contributors. It can be difficult for young and vulnerable contributors to make an assessment of the possible long-term impact of their contribution. For example, some contributors may object to a clip which refers back to a difficult time in their lives which they subsequently feel they have outgrown. A short clip is a more accessible reminder than a television programme which may only be repeated within a specific time frame.

Updated Jan 8th 2013
Online content is available worldwide therefore care should be taken when using clips from contributors who may require anonymity for themselves of their families outside the UK

**Guidance for the Online Compliance Form**

**Offensive Language**
Care should be taken with musical lyrics used in soundtrack or performance, as well as spoken language and gestures.

Strong language means “motherfucker”, “cunt”, “fuck” and its derivatives. Any proposal to use strong language is a mandatory referral to the relevant channel controller. Care should also be exercised over any offensive language, especially terms relating to ethnicity, faith or sexually pejorative terms. The Channel Compliance Manager can advise on labelling of content. Read more about [Guidance Labels](#).

**Sex/Nudity**
Please record on the compliance form any kind of sexual activity within a clip or any nudity, whether in a sexual or non-sexual context.

**Imitative Behaviour**
This section deals with the possibility of audiences, especially children, imitating anti-social, life-threatening or criminal behaviour. Short form content can be distributed across a wide variety of sites over a long period, so consider carefully whether a clip which features this type of behaviour is suitable for use.

**Disturbing/Violent Content**
Any scene containing violence must be noted. This is relevant to all programmes genres. Spoof violence may be offensive or disturbing. Violence involving animals as well as people needs to be noted. Disturbing scenes which may be upsetting for an audience, or which have the potential to cause a significant impact at a particular time or in a different context (e.g. after a train crash or natural disaster) need to be considered carefully and noted.

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