



A guide to preparing videos

Digital accessibility requirements and translating videos
into other languages

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Introduction

When creating video content, you need to make sure that this meets digital accessibility requirements – this means adding certain elements to videos to make them easier to view or follow. This guide also outlines the process of translating videos produced in English into Irish, Irish Sign Language (ISL) and other languages.



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Before you produce a video



Consider the need for the video

Video can be a very effective way to talk directly to your audiences.

To produce video content that your viewers will find useful and worth sharing, you will need to be prepared to invest a significant amount of time and effort, and consider the associated costs.

Video may not always be the best option – consider if a video will help you reach your communications objectives.

For guidelines that will assist you through the video production process from start to finish, visit:

<https://www.hse.ie/eng/about/who/communications/digital/video/best-practice-guidelines/>





Background and legal requirement for accessibility

HSE is required by law to ensure our content on the website is compliant with the Web Content Accessibility Guidelines (WCAG) 2.1 AA. This will mean that any content, including videos, can be easily accessed.

HSE.ie uses a video hosting platform called Brightcove, which has a wide range of accessibility software and tools for all embedded videos. You can read video production guidelines that include best practice at:

<https://www.hse.ie/eng/about/who/communications/digital/video/best-practice-guidelines/>

For specific guidance on accessibility such as how subtitles should be presented, visit the page below:

<https://www.hse.ie/eng/about/who/communications/digital/video/best-practice-guidelines/identifying-audience-and-channels/>





Digital accessibility

Adding certain elements to videos can make them a lot easier to view or follow by someone who is visually impaired, hard of hearing or who speaks a different language. If the video will be translated into other languages, consider this when the script is being written – you may be able to optimise the script to keep sentences short and speech at a slow rate of pace.

Additional considerations required when creating videos that you will need to ask in the quote include:

- **Subtitles/captions** – making captions available when requesting the video. You will need the captions supplied separately instead of burnt into the video. You will need the captions and a time-stamped text file in VTT (Video Text Track) format. Having captions as a separate file means the viewer can choose to switch the captions on or off.

If your video is for use on screens in public areas such as in hospital waiting rooms or clinics, consider also asking for a version with burnt-in captions. It may be hard to keep the captions switched on if the video is part of a sequence of videos.

You may need videos with burnt-in captions for social media. You can get advice from the social media team to see if this is necessary for your video.

- **Providing an audio description (AD)** track for videos where required to help people with sight difficulties – more information on this on the next slide



Digital accessibility

- **Providing ISL** – all videos that are uploaded to HSE.ie should have ISL. How ISL is added can be determined by a couple of factors:
 - if your video contains imagery or animation then an ISL interpreter can be included to side of the screen either during production or in post-production
 - if your video is mainly text then a separate video of the ISL interpretation may be a more suitable option

Audio Description (AD) track

AD is a legal requirement for videos that need it and can help people with sight difficulties consume content. If the video content contains movement or storytelling, it will require AD to describe the scene and/or any actions taking place. If there is no moving image then AD isn't required, however the scene should be set initially, for example, 'A man sits in a chair and talks to the camera'.

If AD is required, the video will need to have 2 audio tracks:

1. master audio track with AD
2. audio track without AD



Social media and other considerations

If your video content will be mainly used on social media, please note that the average viewing time is 4 to 6 seconds for Twitter and Facebook with a large proportion of people dropping off after the first 3 seconds. It's important to have a hook from the start or get to the key message/call to action as soon as possible. Keep videos short, ideally 30 seconds or less where possible. Video might not always be best fit for all social media and may perform better on one platform than another.

If your video needs to be longer as it contains important information, you could consider making a teaser shorter version for social media that drives people to the website to watch in full.

If your video is for use on screens in public areas such as in hospital waiting rooms or clinics, consider also asking for a version with burnt-in captions. It may be hard to keep the captions switched on if the video is part of a sequence of videos.





Translating your video into
Irish and other languages



Considerations

- Identify what translations are required, i.e. how many and which languages the video needs to be translated into. Ask colleagues in the HSE Social Inclusion Office for their recommendation if needed. Also consider if you need a version in ISL.
- There are two main ways of translating videos:
 - Providing translated subtitles on an English-language video
 - Providing both translated subtitles and a translated voiceover

For example, if the video includes a person speaking on screen, only subtitles may be needed, but if it is an animation or a video with a lot of imagery, then consider both subtitles and voiceover.

Once accessibility requirements have been met, there may be a need to get the content translated





Considerations

- Other languages can have more words or characters when translated from English, meaning a direct translation for subtitles may cause an issue to the timing of the video. Your translations supplier may need to translate in order to convey the same message while respecting subtitle character limits and reading speed.
- Voiceover work is more complex than subtitles as a different person will need to deliver the voiceover for each language, consider if this is necessary.
- While it is easier to use just one supplier to prepare the translations and create videos, you may need to use two separate suppliers for these tasks and coordinate between them. Steps for both scenarios are outlined in this SOP.



Getting your video translated

1. Get quotes from translations suppliers and include the following in your request:
 - identify the languages the video needs to be translated into
 - identify if translated subtitles only or both subtitles and a translated voiceover are needed
 - for subtitles to be open on the video and a time-stamped text file in VTT format to be supplied
 - include requirement that the supplier will check the video with a second translator to proof the subtitles and voiceover interpretations

Follow the steps on the next few slides to assist in getting your video translated





Getting your video translated

- include requirement for the supplier to translate the additional text needed for digital upload, such as a video title, description and tags in each language. (See slide 18 for more information on titles, descriptions and tags.)
- ask them for turnaround times for all of the above
- **for videos being translated into Irish**, connect with the Irish Language Office for recommendations for voiceovers if required. It is also advisable to send them the translated video when it is ready to review the translation of the script, review pronunciation and check that subtitles are placed properly



Getting your video translated

2. Once a translations supplier is in place, send the English video and the script. Ask them to have it translated, create subtitles and have the videos reviewed by their translators before sending back the final product. If a voiceover is required, the supplier may ask for your assistance in choosing a suitable person.

If your translations supplier is only doing the translations and not preparing the video, follow these bullet points first and then move on to step 3:

- Tell the creative agency who created the final English version of the video about the translation work and ask them to give you a quote to create the versions with the new translated content – they will overlay the video content originally created with the subtitles and voiceovers. Ask for a turnaround time for the work.



Getting your video translated

- When you have a translations supplier in place, you will need to send them the video and the English script. Ask them to send you a bilingual version of the script line-by-line so that it is clear to see the translation of sentences – this will make it easier for the creative agency to add the subtitles. They should also use the video as a guide to providing the voiceover audio so that the activity on screen is timing well with the voiceover.
- Ask for a turnaround time that includes the preparation of the translations and/or voiceover file, a second proof and a review of the final videos when they have been prepared by the creative agency.



Getting your video translated

- When you receive the subtitles and voiceovers from the translations supplier, send them to the creative agency to place them on the video and create all of the videos in the requested languages. Make sure the translation company has also sent across the digital requirements (titles, description, tags) for later use.
- When you receive the translated videos from the creative agency, send them back to the translations supplier to check over the video to make sure the subtitles and voiceover are lining up appropriately and that there are no grammatical errors in the subtitles. If amendments are required after this step, send them back to the creative agency to be made.
- Final sign off should come from the translations supplier.



Getting your video translated

3. Send the English version of the video title, the description and the tags (which are needed to publish the video online) to the supplier and ask them to translate this text too. For example, a video in Romanian will need to have the title, description and tags in Romanian too. If you are working with a number of languages, an excel file might be helpful, with the English version in the first row and each language clearly identified in the following rows.

Title:

_____ (65 characters maximum. The title must accurately describe the content of the video.)

Description:

_____ (the recommended length is 200 words. Include relevant keywords in the description)

Tags:

_____ (up to 10 keywords that describe the content of your video)



Getting your video translated

4. The title should have the translated title with the language in English in brackets, such as, 'Le vaccin contre la COVID-19 pour les femmes enceintes (French)'. When you cannot fit the name of the language in English in the title because of the character limit, include this in the description instead. You should also add the full title in English to the description.

Note: For tagging online, it's good to get a better sense of the most suitable words to use in the different languages. Ask the supplier if they provide this service. There might be words that make more sense rather than a direct translation of an English word.

5. The final videos will be large MP4 files and you may need to access Sharefile to download and save the files. If you do not have Sharefile, get in touch with the digital team for access.

6. Save the translated video and all accompanying translated content into the relevant folder on the shared drive to share with the digital team. This includes the translated title, description and tags, and the time-stamped text file in VTT (Video Text Track) format.



Getting your video published on HSE.ie

7. To publish a video on HSE.ie, raise a request by emailing digital@hse.ie:
- ask for the video to be uploaded to Brightcove
 - if your video is for social media, ask for it to be uploaded to YouTube
 - include a link to the relevant folder on the shared drive with the video, and accompanying content (such as translated content or time-stamped text file in VTT format)
 - ask for the link to be embedded on the relevant pages of the HSE website (identify these webpages in the request to the digital team), provide the text for the hyperlinks that will sit on the webpage – for translated videos this would be the translated title of the video that the translations supplier sent.





Let people know about your video

8. Let others know about the content when finalised and approved.

Send emails to the below for communications:

- HSE Social Inclusion Office
- HSE Internal Communications Office for the staff newsletter
- HSE Social Media team
- Kahlil Coyle for the weekly Partner Pack
- Consider other opportunities to highlight these new resources, for example, weekly Communications Network call and through the Communications Planning Group (CPG) process.





Translating your video into Irish Sign Language (ISL)



Adding ISL to a new video

If you are creating a brand new video, you may already know if you need an ISL interpreter – for example, all HSE TV ads should have, where reasonable, an ISL interpreter on screen. In this instance, let the video agency you are using know that you will need an interpreter for the final video.

The video agency may arrange this for you, or you may need to work separately with the ISL supplier to prepare the ISL interpretation. When this is ready, the video agency will add the ISL interpretation to the video.

Steps:

- Get quotes from an ISL supplier and ask for a turnaround time
- Send them the finalised script
- Ask whether the translator will be a suitably experienced and qualified translator – ideally someone who is Deaf or is a native ISL signer
- You will need to liaise between the video agency and ISL supplier to ensure the ISL interpretation lines up correctly with your video

Contact the Resources team for a list of suppliers or if you need advice.



Adding ISL to a new video

The HSE digital team can also add the ISL to an existing video:

- The ISL track will need to be a separate track.
- The track should include the interpreter on a green screen background.
- The video will need to be the same length as the final video and will need to be time verified before sending onto the digital team.



Adding ISL to an existing video

1. When preparing an ISL video, contact some suppliers for a recommendation and a quote. Ask them to advise on the best format to develop an ISL version, considering filming the ISL, subtitles, voiceover and recommend anything else that may be needed. Ask whether the translator will be a suitably experienced and qualified translator – ideally someone who is Deaf or is a native ISL signer.

Contact the Resources team for a list of suppliers or if you need advice.

2. Subtitles will need to be open on the video and a time-stamped text file supplied in VTT (Video Text Track) format. In some cases, the supplier may supply an SRT (SubRip) format or SBV (format for YouTube) for subtitles instead.

When preparing a video, consider:

- a) Is this communication essential for every member of the Irish public?
- b) Is this communication specifically for the Deaf community?

If the answer is yes to either, follow these steps to produce the ISL version/s.



Adding ISL to an existing video

3. Ask for an estimated turnaround time for everything you have requested. Please note that it can take up to four weeks to receive a draft version of the ISL video.
4. When a supplier is confirmed, ask what files they need. This will typically be at least a script and the original MP4 video file – they may need the English version of the video with no voiceover or subtitles added for reference. When preparing the script / content for the supplier, consider:
 - typos or inconsistencies in the original communication
 - sentence structure - watch out for instances where changes to sentence structure are needed, for example where a bulleted list should change to a standard sentence
 - phone numbers - you may need to replace the number with an accessible contact route, or add one in (see example on next slide)



Adding ISL to an existing video

Example: COVID-19 information and COVID-19 vaccine. Change from call HSELive to:

- a. If you're Deaf or hard of hearing, text HSELive on 086 1800 661 or email vaccine.info@healthservice.ie
- b. If you're a Deaf Irish Sign Language signer and you need an interpreter to talk to a HSE COVID-19 helpline agent, use the [Irish Remote Interpreting Service \(IRIS\)](#)

Example: Emergency services. Change from call 112 or 999 to:

- c. If you're Deaf or hard of hearing, text 112 in an emergency



Adding ISL to an existing video

- 5.** ISL has a very different structure to English. Direct translations are often not possible or inappropriate, so a concept needs to be explained in a different way to English. This can be tricky with legal text. Ask the translator to give you guidance if this is a problem.
- 6.** The supplier will return the content in large MP4 files, you may need to access Sharefile to download and save the files. If you do not have Sharefile, get in touch with the digital team for access.
- 7.** Proof the video supplied and check that the video matches the script provided, for example, words or sentences missing. Check there are no errors in the subtitles, e.g. full stops missing, incorrect links.
- 8.** Save the final approved translated MP4 files in the relevant folder on the shared drive.



Getting your ISL video published on HSE.ie

9. To publish the videos online, raise a ticket by emailing digital@hse.ie:

- ask for the video to be uploaded to Brightcove
- if your video is for social media, ask for it to be uploaded to YouTube
- the Digital Team will be able to take the video from the shared drive. Make sure the copy is in a consistent format for the online title:
Example:
Irish Sign Language (ISL) Information about healthcare services in Ireland
- ask for the links to be embedded on the relevant page/s on the HSE website, providing the text for the hyperlinks that will sit on the webpage (same format as online title above).





Let people know about your video

10. Let others know about your video when they are finalised and approved. Send a link to the page that hosts your video to the Irish Deaf Society for them to share on their channels.

Also send emails to the below for communications:

- HSE Social Inclusion Office
- HSE Internal Communications Office for the staff newsletter
- HSE Social Media team
- Kahlil Coyle for the weekly Partner Pack





Resources team

If you need advice or more information, just ask:

- Áine Hutcherson – Aine.Hutcherson@hse.ie
- Ciara Browne – Ciara.Browne1@hse.ie