Names/degrees/titles for lower thirds

After the individual’s name, type a comma and a space, and list the degree (BS, MBA, MS, PhD, EMBA, PMBA or CEL), followed by a “smart” apostrophe (’) and the last two digits of the year. For those with more than one School of Management degree, list them in the order in which they were received, separated by commas. Only include School of Management degrees, with the exception of dual degrees (i.e. JD/MBA, MD/MBA).

Examples:
John C. Doe, BS ’88 (School of Management BS in 1988)
Jane A. Doe, BS ’86, MBA ’90 (School of Management BS in 1986 and School of Management MBA in 1990)
Mary T. Doe, PhD ’93 (School of Management PhD in 1993, lower degrees from other institutions)

On the next line, in smaller text, list the individual’s title and place of business.

Examples:
Executive Vice President and Chief Legal Officer, Jefferson Health System Inc.
Vice President for Business Development, National Fuel Gas
Executive Vice President, Qualcomm Inc.

Closing Screen

At the end of the video, show the School of Management logo, along with the school’s Web address. Example:

Note: you can download this slide from the Internal Resources page on the School of Management website.

YouTube Guidelines
Title format

Subject name, degrees, UB School of Management (summary of video)

Example: Kim DiMaurizio, BS ’97, MBA ’98, UB School of Management
(choosing UB)

Descriptions

Subject name, degrees, title, expanded description of content, followed by “Learn more about the University at Buffalo School of Management: http://mgt.buffalo.edu”

Example: Kim DiMaurizio, BS ’97, MBA ’98, director, HR Transformation at Campbell Soup Company, on why she chose the University at Buffalo School of Management. Learn more about the University at Buffalo School of Management: http://mgt.buffalo.edu

Keywords

Think of the words you would use to find the video you’ve created (or what terms people are using you want the video to show up under). Include a list of words to include as key search terms.