



Captioning & Transcription Program Checklist

Taking the first steps towards building a captioning and transcription program within your organization is definitely the hardest, but building your program can be broken down into more manageable steps in alignment with the captioning and transcription ecosystem.

COMPLIANCE

- Review industry regulations
- Check on pre-existing organizational policy
- Fill in any compliance policy gaps

USE CASES

- Determine your audience
- Select types of media to record/produce
- Define reach goals

BUDGET

- Select ideal captions & transcript features
- Determine available spend
- Narrow down to most necessary features

ONBOARDING & EXECUTION

- Select project team members
- Train team on captioning tools
- Record new media files

TECHNOLOGY

- Apply captions to video player integrations
- Use the cielo24 Video Wrapper 3.0 to embed captions in your media
- Embed videos and transcripts on your website or EDU platform



LAUNCH

- Run marketing campaigns for your education programs
- Create new content
- Build great, accessible landing pages

REVIEW

- Review content performance metrics
- Gather insights and feedback from faculty, staff, and students
- Assess newly released compliance requirements

REVAMP

- Move onto your second priority media content
- Determine new budget allowances
- Select additional features for your institution with a cielo24 Account Rep