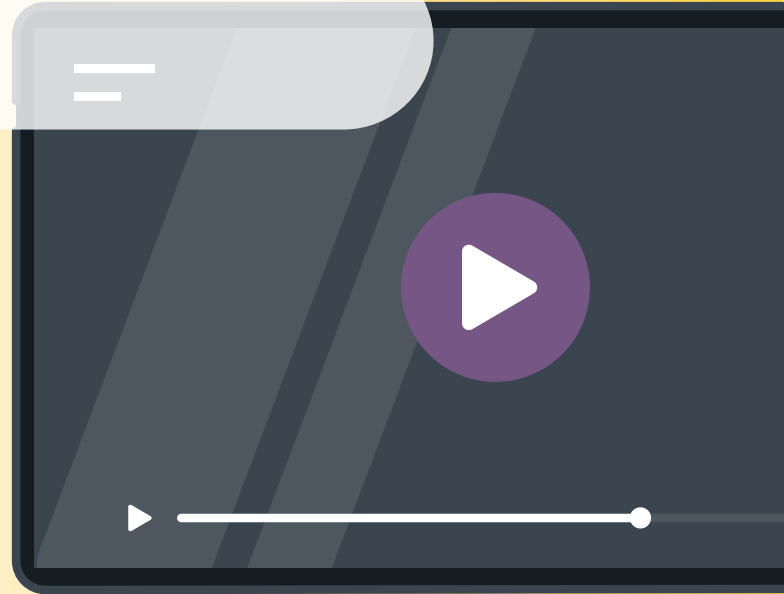


CIVICCLERK®

# Eight Best Practices

FOR VIDEO STREAMING YOUR LOCAL GOVERNMENT MEETINGS



The average citizen in your community is over-committed and over-scheduled, but that does not mean that they do not care about the policies, initiatives, and developments taking place in their hometown. Fortunately, the average citizen in your community is also frequently tethered to one of several digital devices, including desktops, laptops, tablets, and mobile phones. At the intersection of civic responsibility, digital connectivity, and an overbooked calendar lies an opportunity for municipal clerks to leverage the latest technology to keep citizens informed by making it easy to participate in public forums anytime, anywhere, from any device.

If you are not live streaming and sharing recordings of your public meetings with your citizens, now is the time to invest in the necessary hardware, software, and training. According to the [Pew Research Center](#), 28 percent of adults cite streaming services such as Netflix and Hulu as their primary means of watching television, and the trend is even higher among younger generations of voters, with 61 percent of adults ages 18 to 29 mostly using streaming services. This shift in entertainment consumption is creating a citizenry that is not only comfortable with, but experts, access to on-demand video. In addition, live video allows communities to enable observation and participation in public forums, meetings, and discussions by a greater number of civic-minded citizens and to do so affordably and in a way that makes it easy for citizens to engage with their civic leaders, no matter where they are.



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to learn four ways municipal clerks can engage citizens in the digital era.

Before you commit to becoming a one-person video production studio, know that solutions are available to make live and recorded video integration easy, but you still need to follow these eight critical best practices.



## Enable the Highest Quality Output

Any financial investment you make in video recording hardware will come back tenfold in voter engagement and civic participation. Live and recorded video must be of a high quality for citizens to watch in its entirety, or else they will be less likely to want to watch future broadcasts. All videos should be of a high enough quality that viewers can see speakers, any visual graphics, and other meeting participants in the room if applicable. Resist the urge to record videos on your smartphone and post them to your website. High quality cameras will help the viewer feel that they were part of the live moment—exactly the feeling you want to create.



## Work with your IT Department to Ensure Ample Broadcast Bandwidth

To produce quality live video engagement experiences, you may need to work with your IT department to increase your streaming bandwidth capabilities. Even if you shoot high definition video, without the bandwidth needed to broadcast it, viewers will suffer through choppy, fuzzy, or repeatedly stalling video, making them more likely to turn off the broadcast.



## Consider all Production Factors

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You may not have much control over the room in which your public meeting takes place, but do your best to ensure ample lighting, that the speaker is not backlit, that presenters are close to microphones, and that the camera is on a stable surface and not being held by someone who will inevitably suffer wrist fatigue. Also, ensure your audio feeds directly into your camera for the highest possible sound quality.



## Keep Viewers Informed of Delays and Recesses

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There may be times when elected officials or leaders need to step aside for private discussion or a temporary recess. Do not forget your live viewers during these moments. Post a message to let them know that the session is temporarily paused and will resume shortly. Otherwise, viewers may misinterpret the inaction and believe their device is malfunctioning, the broadcast inadvertently froze, or the meeting ended, in which case remote engagement levels will plummet.



## Ensure Video is Optimized for Viewing on Any Device

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Today's citizens are engaging digital content on the widest variety of devices, form factors, platforms, and screen sizes we have ever known. Make sure you choose a media solution that is not just mobile optimized, but one that allow citizens to watch anytime from any Apple<sup>®</sup> or Android<sup>™</sup> device.



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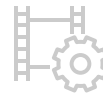


to learn how to incorporate closed captioning services into your live and recorded videos with CP Media.



## Include Closed Captioning Services

Local governments have a responsibility to make all their digital content accessible to all citizens, including those with auditory, vision, and physical disabilities. Citizens with limited mobility or other disabilities, as well as senior members of the community, may face challenges attending meetings in person, which emphasizes the need for video content to be consumable for all individuals. The Americans with Disabilities Act (ADA) identifies closed captioning of video content as a best practice for ensuring equitable content. Make sure you choose a media solution that enables closed captioning services of recorded video to make it easier for individuals with hearing impairments to comprehend important discussions.



## Choose a Software with Built-in Bookmarking Capabilities

One of the greatest benefits of recording meeting content is that citizens unable to attend in person can watch just the discussion segment that addresses the topics that interest them most. Make it easy for viewers to expedite the review of meeting components of interest by choosing a media solution that allows you to bookmark specific meeting segments—without the need for technical video editing or post-production after effects knowledge.





## Share Live and Recorded Videos Via Multiple Channels

All videos should be shared via your local government website, but to amplify reach and optimize civic participation, leverage all possible digital channels, especially your local social media accounts, including Facebook, YouTube, and Twitter. For greatest ease of use, choose a media service that easily integrates with social platforms.



**Click Here**



**to take a tour of CivicClerk®** and see how our advanced agenda and meeting management solution makes meeting content accessible for all citizens.

## Conclusion

Your digitally minded, time-constrained citizens want easy ways to consume content and learn about important topics and initiatives in the place they call home. By leveraging the latest technologies, you provide your tax-paying voters with the access to local leaders and information they need. Remember, more informed citizens means more involved voters, happier residents, and a happier community.