



Live Streaming BOCC Meetings

Presented to the Mecklenburg Board of County Commissioners October 16, 2018



What We Do Now

o Broadcast live on the Government Channel

- o Stream live on MeckNC.gov
- Link to live feed and agenda on Facebook & Twitter
 - Live-tweet meeting results





Live Streaming Results

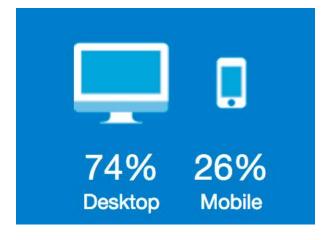
- o Began in 2007 on MecklenburgCountyNC.gov, now MeckNC.gov
- Promote on all social media/web channels
- BOCC meeting promotions FY18 = 8% Facebook/20% Twitter posts
- Social media promotions generate 1% of overall viewers

9,644

♣ Total Unique Visitors •

22,223

Total Page Views ?





2

BOCC Meeting Coverage

Strategic Approach to Social Media

- o Facebook (9k), Twitter (60k), Instagram (2.7k), LinkedIn (9.5k)—83,700 total
- Engaging content determines success of future content and growth of the channel
- BOCC meeting posts on Facebook
 - Average engagement: 5.23 (vs. 26.5 for other posts)
 - Average impressions: 1,768 (vs. 6,108 for other posts)



City of Charlotte Facebook Streaming

- Began regular Council meetings December 2017 now stream all meetings, including committee meetings
- Average length of time watched: 52 seconds
- Average 10-second views per meeting dropped after the first 6 months from 893 to 322
- Average engagements per meeting dropped after first 6 months from 128 to 41



Alternative

- Use Twitter instead of Facebook
 - o Six times the number of potential viewers (60k v. 9k)
 - o Continuous live feed is the heart of Twitter
 - Commissioners, media and others already use it to follow decisions and respond
 - Allows us to continue building Facebook presence,
 which is growing as a preferred County news resource





Conclusion

- Video stream is better than ever and can be used on any channel
- Live meetings on Facebook have the potential to dilute content and hinder growth and engagement
- Twitter is designed for live content and offers the best chance for success



Questions?

