



# Live Streaming BOCC Meetings

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

# BOCC Meeting Coverage

## What We Do Now

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



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## Live Streaming Results

- 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 



74%  
Desktop



26%  
Mobile





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## Strategic Approach to Social Media

- 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)





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## 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





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## Alternative

- Use Twitter instead of Facebook
  - Six times the number of potential viewers (60k v. 9k)
  - 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





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## Conclusion

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



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Questions?

