



Sunnyvale

Live Streaming City Council Meetings

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November 17, 2020



Current Options

Viewing City meetings online



Research

- Surveyed all Santa Clara County cities
- Inquired with 3,500-member Government Social Media Facebook group
- Reviewed findings from San Jose's Civic Engagement through Technology Pilot
- Drew on Sunnyvale's experience

Findings: Summary

For streaming government meetings:

- Most cities use and prefer YouTube
- Disadvantages outweigh advantages for using Facebook Live

Findings: Platform Use

Most cities in Santa Clara County use YouTube

Live Streaming by Cities in Santa Clara County

YouTube	Facebook Live	Neither	Both
10 (67%)	5 (33%)	3 (20%)	3 (20%)

Findings: Comments & Staff Support

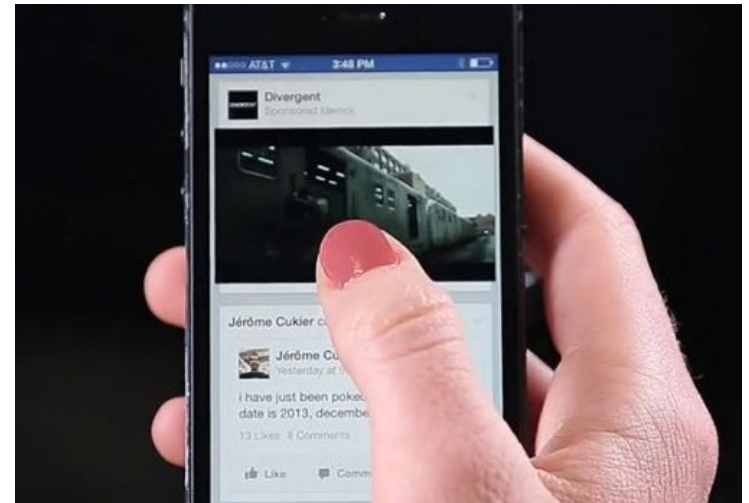
- Facebook comments cannot be turned off
 - ◆ Risks: phishing attacks, inappropriate content
 - ◆ Decision: Monitor comments or not
- FB Live requires additional staff support
 - ◆ Comment monitoring
 - ◆ Technical issues

Findings: Community Engagement

- In San Jose, reach quickly dropped
- Facebook inflates views
 - ◆ Autoplay
 - ◆ View = 3+ seconds



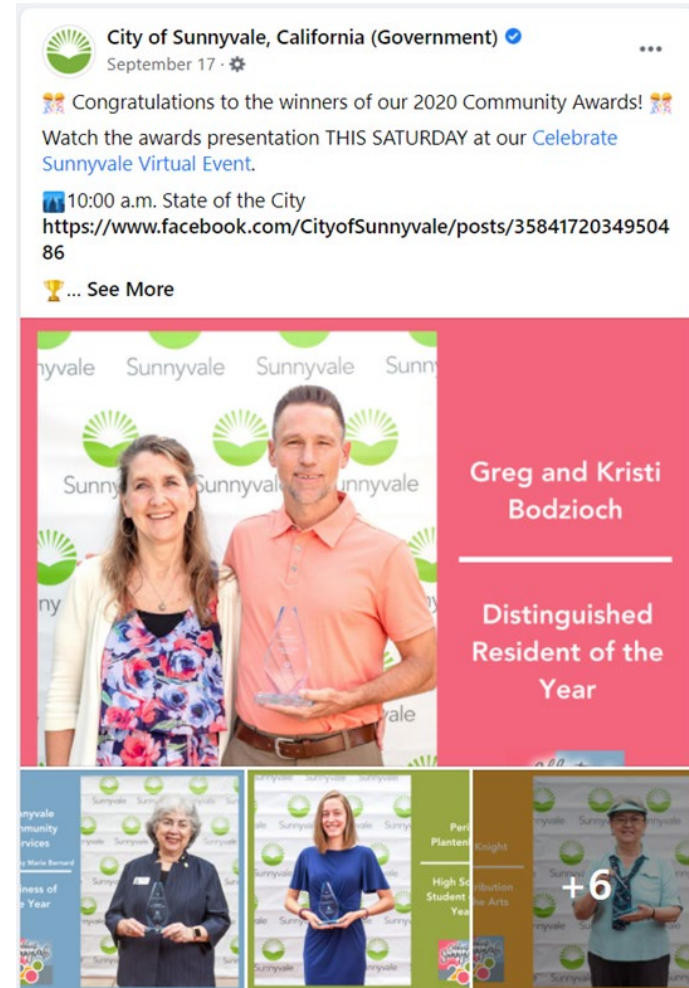
76% drop
in FB reach



Findings: Engaging Content Best on Facebook



Reach: 2,531, Engagement: 672



Reach: 6,236, Engagement: 1,041

Findings: Engaging Content Best on Facebook

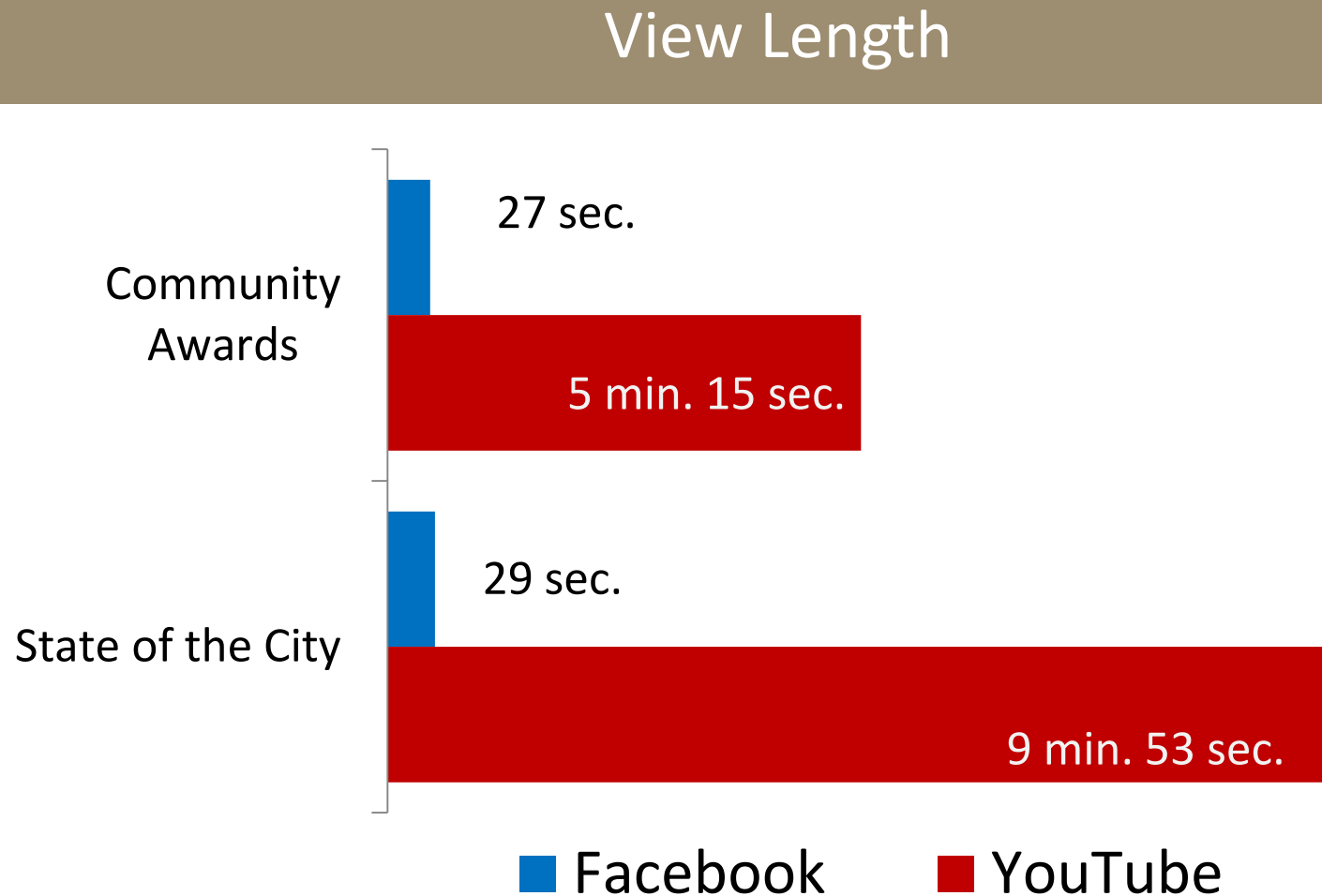
Shareable stories vs. Traditional government topics

Shareable Stories Increase Reach & Engagement

	Community Awards	Housing Strategy	Shop Sunnyvale	COVID Testing
Reach	6,236	697	2,531	608
Engagement	1,041	25	672	6

Users prefer engaging, personal content on Facebook

Findings: YouTube Favors Long-Format Video



YouTube Better for City Meetings

YouTube

- Optimized for video
- Good video archiving

Facebook

- Optimized for social interaction
- Two-way communication

Users Prefer YouTube for Long-Format Video

Sunnyvale Nextdoor users preferred YouTube over Facebook 2.5 times to 1 for State of the City

YouTube best for streaming City meetings

Recommendation: No Pilot Needed

1. City is already successfully using YouTube, Granicus, and Zoom
2. Many agencies validated the challenges associated with Facebook Live and prefer YouTube
3. Our data shows users will not engage with this type of content on Facebook
4. Downside risks outweigh potential for increased engagement



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