


City of Riverside Administrative Manual

Effective Date: 09/01/2011
Review Date: 09/01/2014
Prepared by: City Manager

Approved:



Department
City Manager

SUBJECT:

Guidelines for Video Posting

PURPOSE:

The City of Riverside ("City") provides access to online video to enhance communication with residents. Key objectives for video content should meet one or more of the follow goals: provide information about City services, showcase City and community events, explore City issues and highlight outstanding individuals and organizations that contribute to Riverside and the region. The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate. These standards should be used in conjunction with the City's Social Media Use Policy.

POLICY:

VIDEO POSTING GUIDELINES:

The department head or designee will be responsible for approving the video content.

Video quality should be comparable to DVD quality.

Low quality video will be considered as long as audio is clear and the content is compelling and informative.

The department must have secured rights to stream the video:

The video was produced by the department; or

Permission has been granted to host and stream the video on City websites or City television

Videos streamed from sources other than Riversideca.gov may not be embedded on Riversideca.gov pages. Links to external videos are permitted, but should only be used when content is not available through Riverside Channel video distribution.

Videos may be submitted to YouTube, Facebook, Twitter, other video sites on a case by case basis under the direction of the departmental head, if there are needs that cannot be met using Riverside Channel video distribution - video linking, video embedding on site.

Most of these sites limit the video to 10 minutes in length or less than 1 GB.

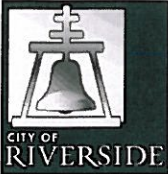
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Comments by the public on video should be turned off on these sites, if feasible.

The Riverside Channel and Informational Technology Department will administer these additional video site accounts.

Archive

Any video posted to a third party video site must also be posted to Riverside Channel's site at [youtube.com/riversidecagov](https://www.youtube.com/riversidecagov).



Social Media Approval Request
Please complete a separate request for each project

Project Name: _____

Requested by: _____ Department/Division: _____

Telephone Extension: _____ Fax: _____

Today's Date: _____ Date Needed: _____

Which social media tool will you be using (i.e. Facebook, Twitter)? _____

Does the Department have other social media outlets? Yes No If so, what is the web address of the site(s)? _____

Department Supervisor Approval*: _____

Please complete the form below and return to City Manager's Office, Attn: Communications Officer.

***Approval must be in the form of a signature or an e-mail. The project cannot begin until this is received.**

Project Summary: *Clear, concise description of social media purpose. (What are you promoting? What is your target posting frequency (weekly, daily, more than once per day?)*

Target Audience: *Who outside of the city will be participating (park users, community for capital project updates, library patrons or more general departmental messaging)? Be as specific as you can.*

Key Messages and Benefits and Tone: *Identify type of messages – marketing/promotional or time-sensitive / emergency information.*

Key Personnel: *Who will be administering/monitoring social media site? Who will approve key messages and make post?)*

Other: *Add any key information not covered under the above items.*

For Internal Use Only:

Communications Officer:

Date received: _____ Project #: _____

Authorized by: _____ Date Authorized: _____

Date submitted to IT Web Development Team _____

IT Web Development Team:

Date received: _____

File Location: _____

IT Comments: _____

IT Authorization by: _____ Date Authorized/Created: _____

Department and Communications Officer notified: _____