Response to Scrutiny Panel questions on video meetings and communications

Paper by: David Hardiman, Head of External Communications

Following her appearance at the Panel last year, members asked Polly Cziok, Strategic Director, Engagement, Culture and Organisational Development, to respond to the following questions in writing:
1. the availability of training to create video excerpts and the feasibility of officers creating video highlights from scrutiny meetings
2. to discover the full extent of the information analytics available from the YouTube channels used for live streaming
3. to confirm if scrutiny's meeting videos on YouTube could be given their own section or be displayed in a more distinct way
4. explore the feasibility of media training for Scrutiny Panel Members
5. explore and implement the expansion of feedback form

Response to members

1. The availability of training to create video excerpts and the feasibility of officers creating video highlights from scrutiny meetings

The Media & Campaigns team would be happy to offer a session of officer time to panel chairs and support officers to demonstrate hints and tips for video editing using software readily available on most smartphones and personal devices.

This would help panel chairs create their own excerpts for use on their own social media channels at their choice, once the video file of the broadcast is available for them from the IT team.

2. to discover the full extent of the information analytics available from the YouTube channels used for live streaming

YouTube's analytics are most useful for channels, rather than individual videos. The most useful analytic for individual videos is the number of views, which is already listed publicly under the video. The Council's IT team have provided this detailed report on all council meetings from July to November, which members may wish to view.

Analytics about watch time, average view duration, and the number of people who subscribed to the Hackney Council channel are also available, but would be of very limited use to panel chairs – especially as scrutiny meetings are hours long and are unlike the vast majority of other YouTube videos.

3. to confirm if scrutiny's meeting videos on YouTube could be given their own section or be displayed in a more distinct way

The vast majority of users do not access videos by visiting the Hackney Council channel and then searching for videos, but rather being linked to them from elsewhere, so this would have a very limited impact. However, we would be happy to create a playlist or folder if panel members wish.

4. explore the feasibility of media training for Scrutiny Panel Members

Professional media training is available after each local election, but is limited to the Mayor and Cabinet who are the Council's official spokespeople. If panel chairs have specific questions or would like guidance on using social media, the Media & Campaigns team are

happy to assist, and the team would be happy to offer a session of officer-led discussion and advice about how to manage the presence of media at scrutiny meetings . Any contact from journalists should be directed to the press office.

Broader guidance on using social media is available from the Local Government Association. The Council's Monitoring Officer has asked officers to draft a Use of Social Media guidance pack for members, which will be considered at Standards Committee this year. The Member Code of Conduct requires that Councillors abide by ICT policies, including the [Using Systems and Data Policy](#). This has guidance on social media usage under section 4.2.3.

5. explore and implement the expansion of feedback form

All virtual meetings have a feedback form link on the YouTube video for each scrutiny commission meeting. This feedback form was set up following the launch of virtual meetings, but is not managed by the Communications team. This form is still active. This feedback form is currently used to capture feedback for Governance and Scrutiny council meetings. The link to the feedback form is below.

Tell us about your experience. This will help us to improve. Fill out the feedback form: https://forms.gle/nnW5t7P422ZcC1y48

ENDS