

Media Content Development and Expansion During the Pandemic



March 2020-April 2021 Summary

The pandemic and subsequent campus closures forced the communications teams to pivot in regards to the expansion of developing and distributing information using various digital tools. While there were already multiple modes and methods being used to distribute content, MMS worked along side the Public Info Office and Executive staff to find new and innovative ways to provide stakeholders with relevant and timely information. While there is still much work to be done, there has been tremendous growth in regards to expanding both content and modes of distribution.



Live Stream

- Board of Education Meetings & Workshops
93 cumulative live streams in English, Spanish, Khmer and ASL
 - Community Meetings including DELAC, LCAP, ASB training, Measure E, CAC and more
29 cumulative live streams in English, Spanish, Khmer and ASL
 - Parent University
71 cumulative live streams in English, Spanish, Khmer and ASL
 - Misc. one-time broadcasts
34 cumulative live streams in English, Spanish, Khmer and ASL
- Total: 227 live streams** (Not including additional streams simulcast on Cable)

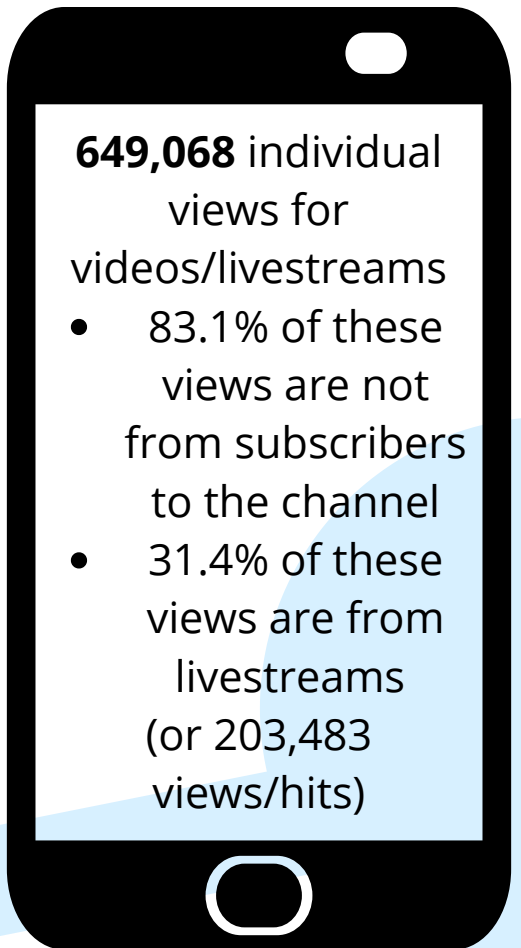
MMS has developed capabilities to provide fully virtual, hybrid and remote live streams across the district.



Video

- Superintendent and Exec. Staff
 - Messaging
 - Safety Videos
 - Campus Tours
 - CDC Videos
 - LBUSD News Byte
 - Voices of LBUSD Heritage Celebrations
 - BOE Staff, Student & School Spotlight
 - Video Podcast and Vlogs
 - Teacher recruitment and ELTD promo
 - Training videos
 - Measure E
 - College Promise
 - MIS, Virtual Graduation and misc. content
- Total Videos: 634**

861 public-facing and non public-facing videos or livestreams since March 13, 2020



"With video consumption on mobile devices rising by 100 percent every year, experts predict that by 2022, online videos will comprise more than 82 percent of all consumer internet traffic. So, the power of video for a communications program cannot be underestimated. "
 (NSPRA Audit Pg. 42)

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Language Access

Notifications and Updates during the Pandemic

- Notifications in English, Spanish, ASL and Khmer
- Typically video and text
- Posted at LBSchools.net and LBUSD Social Media

Total Notifications since March 13, 2020: **63**

Video messaging (LBUSD website and YouTube)

- Superintendent Community Messages provide In-person audio/video recorded in English, Spanish, Khmer, and ASL
- Standard protocols- ADA compliant closed captioning in English and Spanish.
- All videos archived on the LBUSD YouTube page are captioned in English, and the majority also provide Spanish captioning. (Spanish captioning is now standard for all videos produced and has been since July 2020)
- Accompanying text is provided in English, Spanish and Khmer)

Social media supplemental support (Facebook, Instagram and Twitter)

- Headlines provided in English and Spanish
- All posts direct stakeholders to multiple translation options if applicable
- All major social media platforms have translation options

School Safety Opening Plan and COVID-19 Response Notifications

- Available in English, Spanish and Khmer
- Provided in both print and digital formats
- Developed and distributed- September 2020
- Revised- February 2021

Live Stream Community Events and Informational Media

- Broadcast live on YouTube and LBUSD cable channels
- Live streamed on YouTube in English, Spanish, Khmer, and ASL
- Use of Thought Exchange that provides access in multiple languages for some events. Allows direct community input in real-time.
- Recorded and uploaded to YouTube for future access
- Closed captioning in English and Spanish (ADA Compliant)
- Social media advertising in English and Spanish (All posts direct stakeholders to multiple translation options)



Social Media

- Expanded content, interactions and followers
- Provide supplemental messaging for all centralized communication
- Collaboration with various community partners for social media campaigns (LB City, Mayor's Office, LBHT, etc..)
- Amplifying messaging, celebrations and events for sites and departments.



Twitter Followers

March 2020: 2,812
April 2021: 4,398 **(+1,586)**

Total Impressions:
2,143,800



Instagram Followers

March 2020: 2,321
April 2021: 4,518 **(+2,197)**

Video Views: **+100,000**



YouTube Subscribers

March 2020: 104
April 2021: 7,034 **(+6,930)**

649,068 individual views for videos/livestreams



Facebook Followers

March 2020: 3,217
April 2021: 4,681 **(+1,464)**

People reached: **178,000**
Engagements: **100,840**