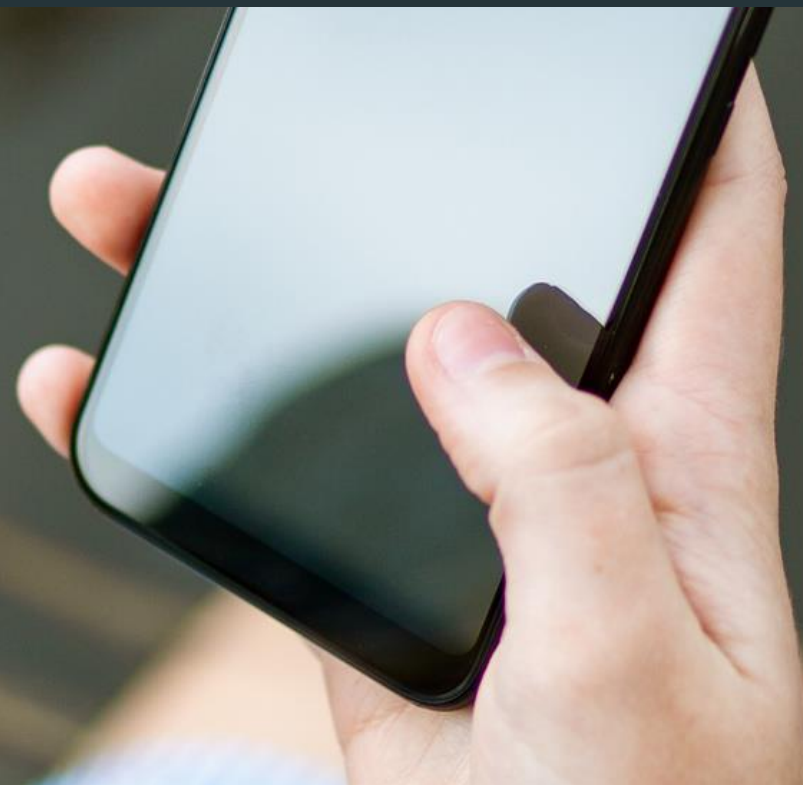


Presented by Amanda Kleber

Scroll-Stopping Civics: Engaging Citizens One Reel at a Time

REEL IN YOUR AUDIENCE



About Me



Communications Specialist for the City of University Place since 2015



Government Social Media Enthusiast



On a mission to make government communications as addictive as dog videos



TODAY WE'LL COVER

01

**The Shift from Long
to Short Form Video**

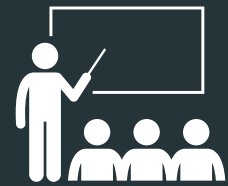
02

**“Reel” World
Success Stories**

03

**Practical Tips
& Tools**

Consumers enjoy content from a brand when it...



**Teaches me
something new**



Makes me laugh



Inspires me



**Makes me
feel something**



**Visually
engages me**



Surprises me

Screen Time Secrets

Unveiling Social Media Trends

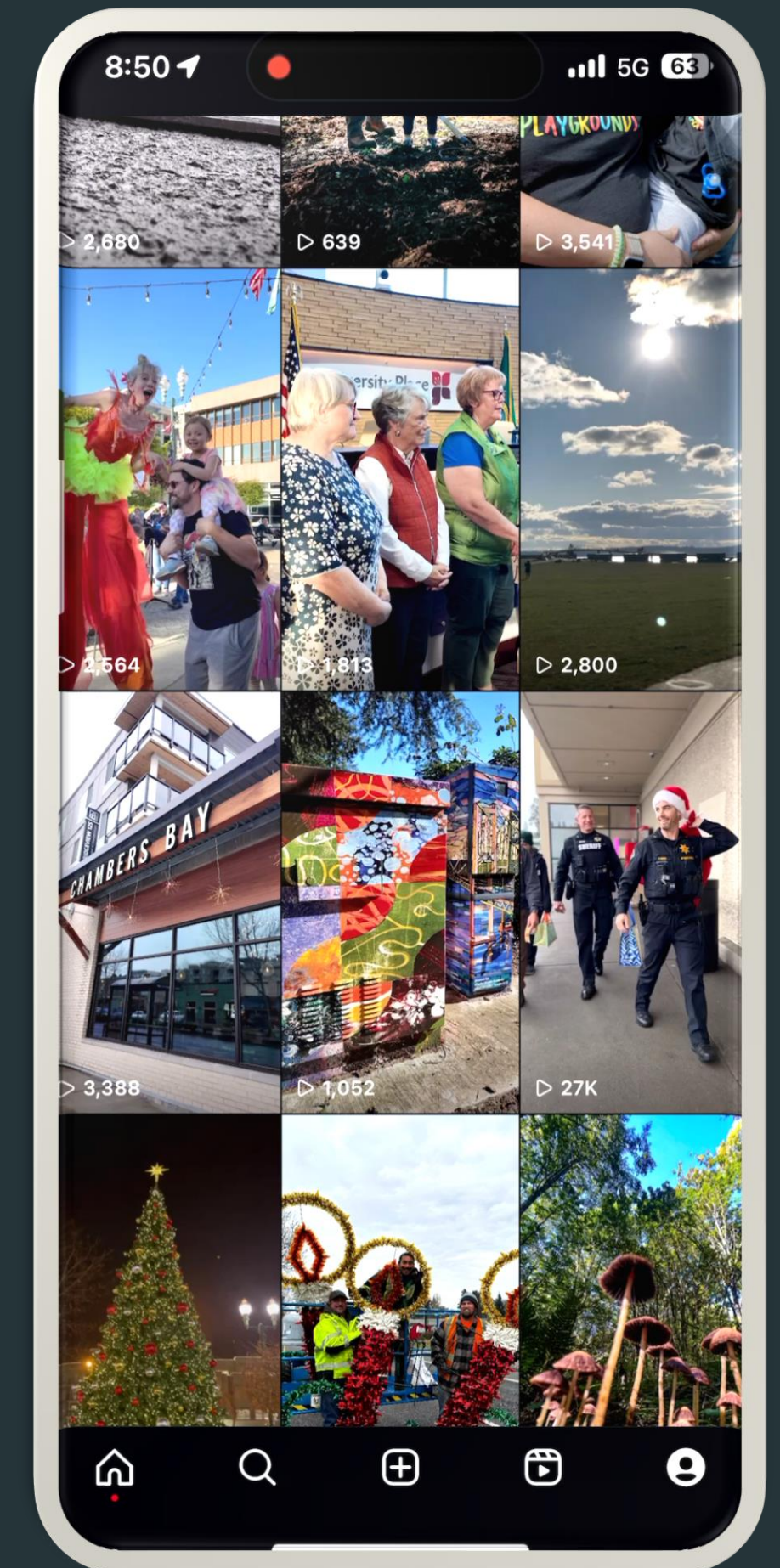
89%

of consumers want to see more short-form videos from brands in 2024.

69%

of US consumers prefer watching videos on a smartphone, making it the top device for digital video consumption.

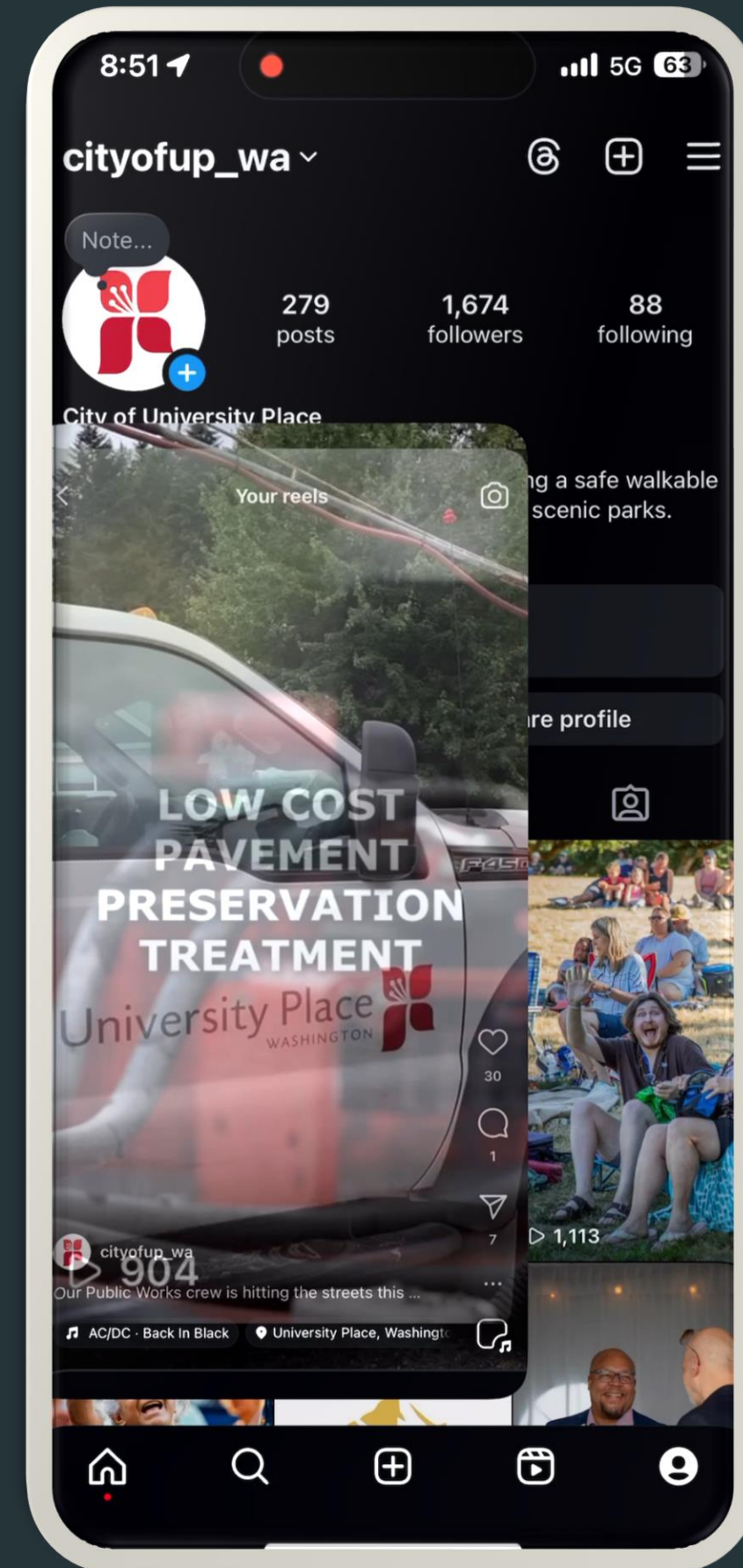
Source: Sprout Social & Hootsuite 2024 Report



Police Elves in U.P.

The Magic of Reels & Shorts

- Expands Reach
- Increases Engagement
- Educates & Entertains
- Humanizes Your Agency
- Includes Accessibility
- Provides Quick Feedback
- Amplifies Agency Collaboration

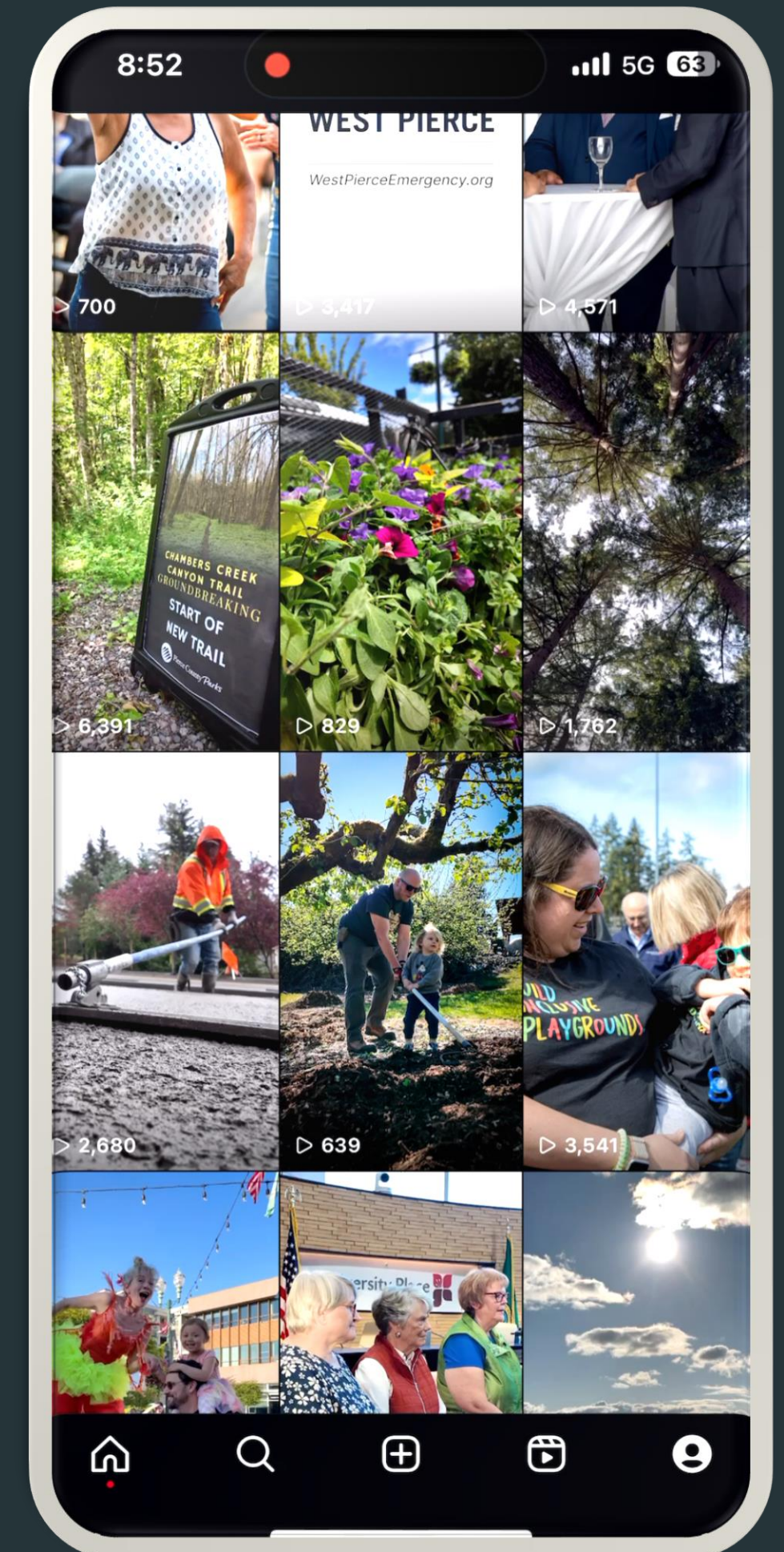
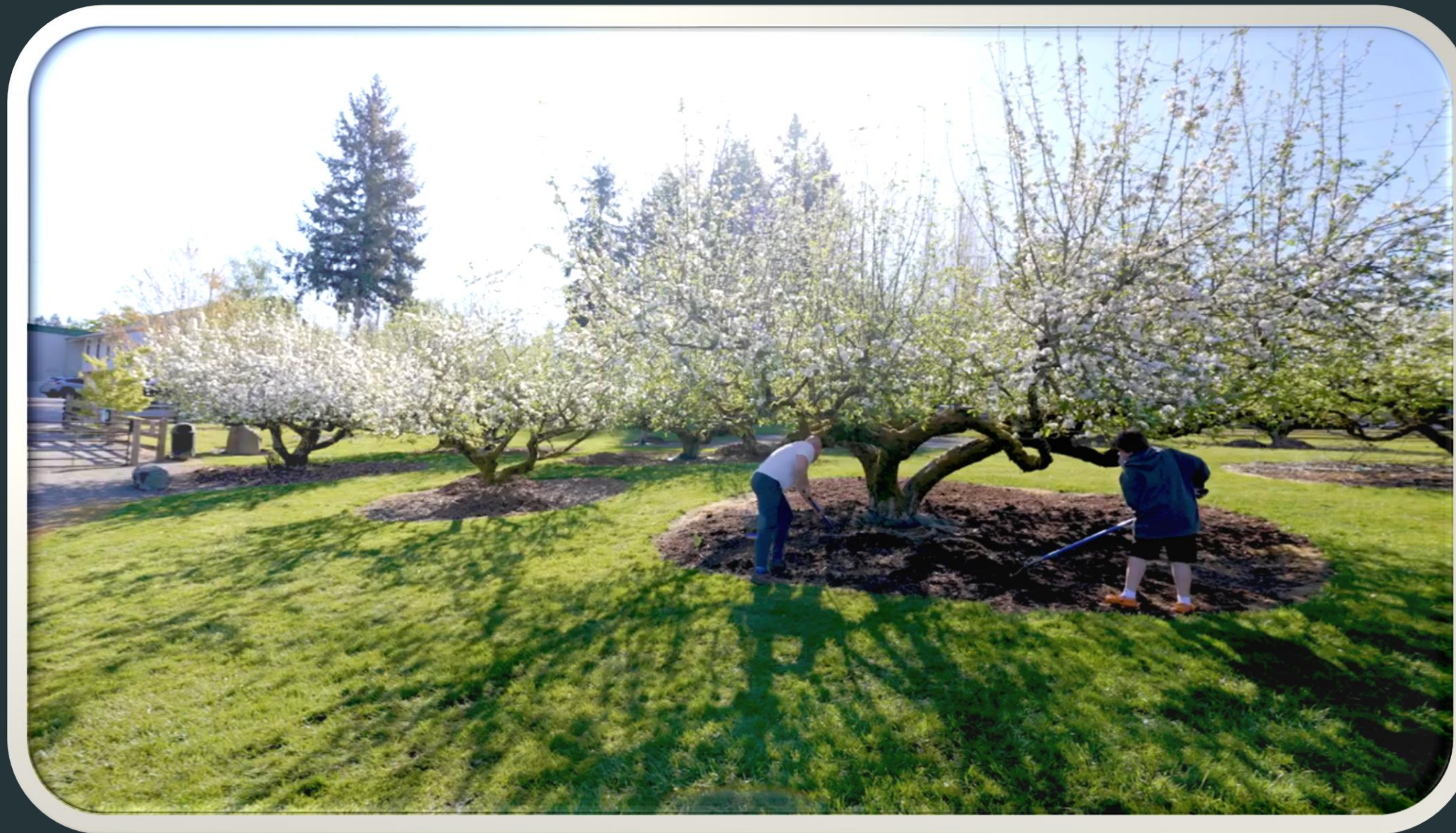


Crack Sealing in U.P.

When to Sprint & When to Marathon

66% of viewers will watch the entirety of a video if it's less than 60 seconds long.

Source: Sprout Social & Hootsuite 2024 Report

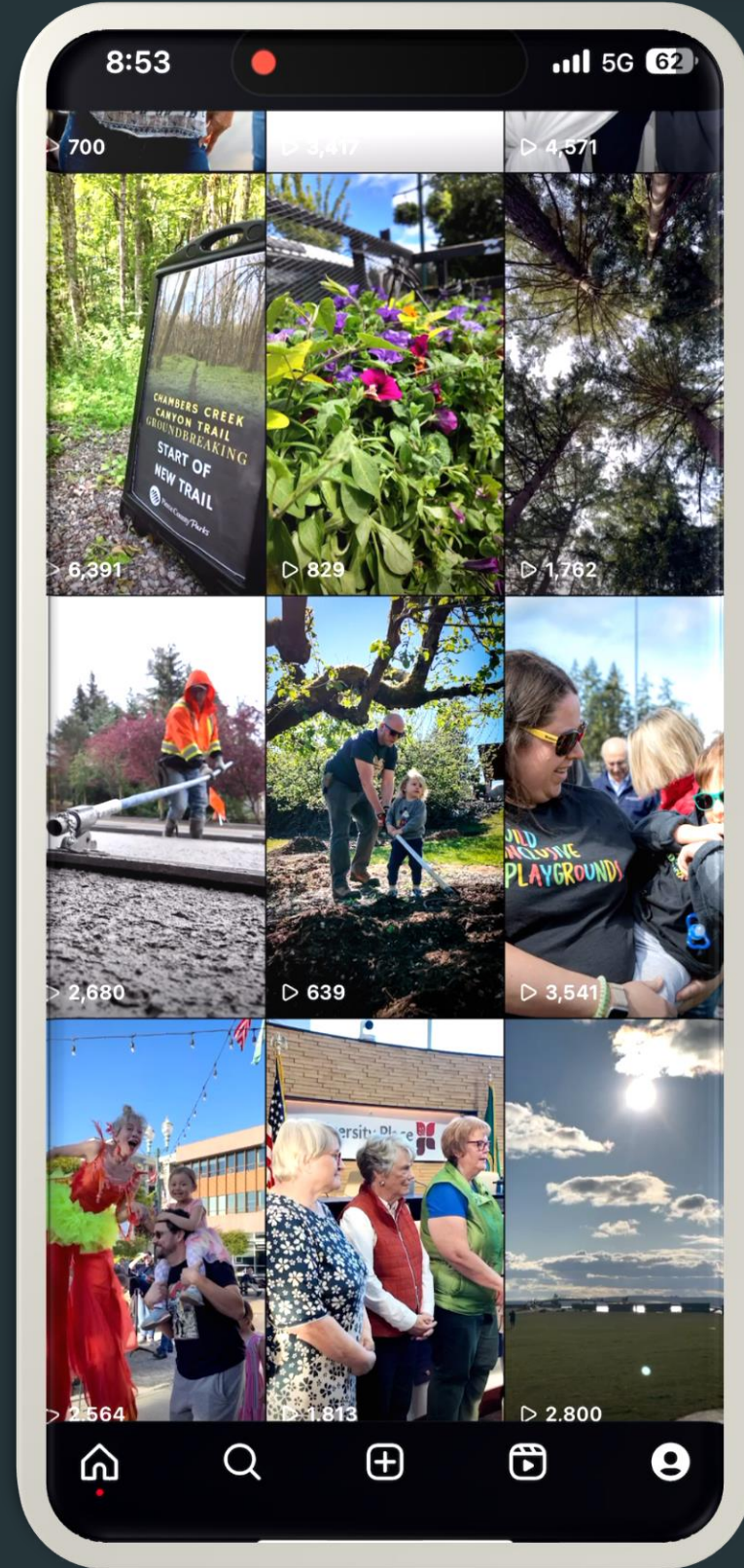


Lights, Camera, Brainstorm

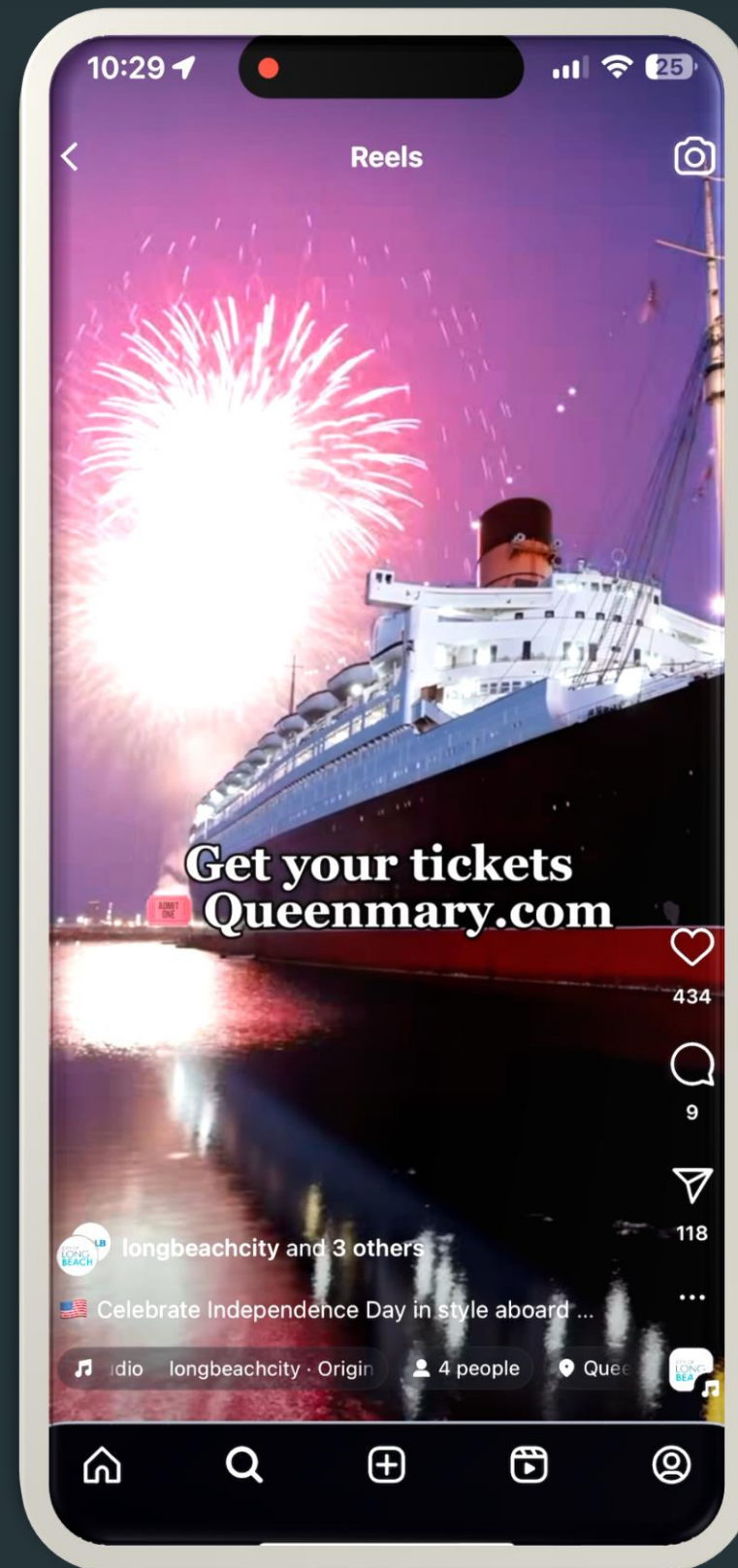
- **Community Spotlights**
- **Event Recaps**
- **Behind the Scenes**
- Did You Know?
- Safety Tips
- **Local Events and Activities**
- **Environmental Awareness**
- Services Provided
- Timelapse
- New Infrastructure
- **Project Updates**
- **Emergency information**
- Weather Related
- Training Events
- Success Stories
- Agency Milestones
- National Calendar
- **Ribbon Cuttings**
- Series/Segment
- Day in the Life
- **Roadwork/Construction**
- Video Teasers
- Recruitment



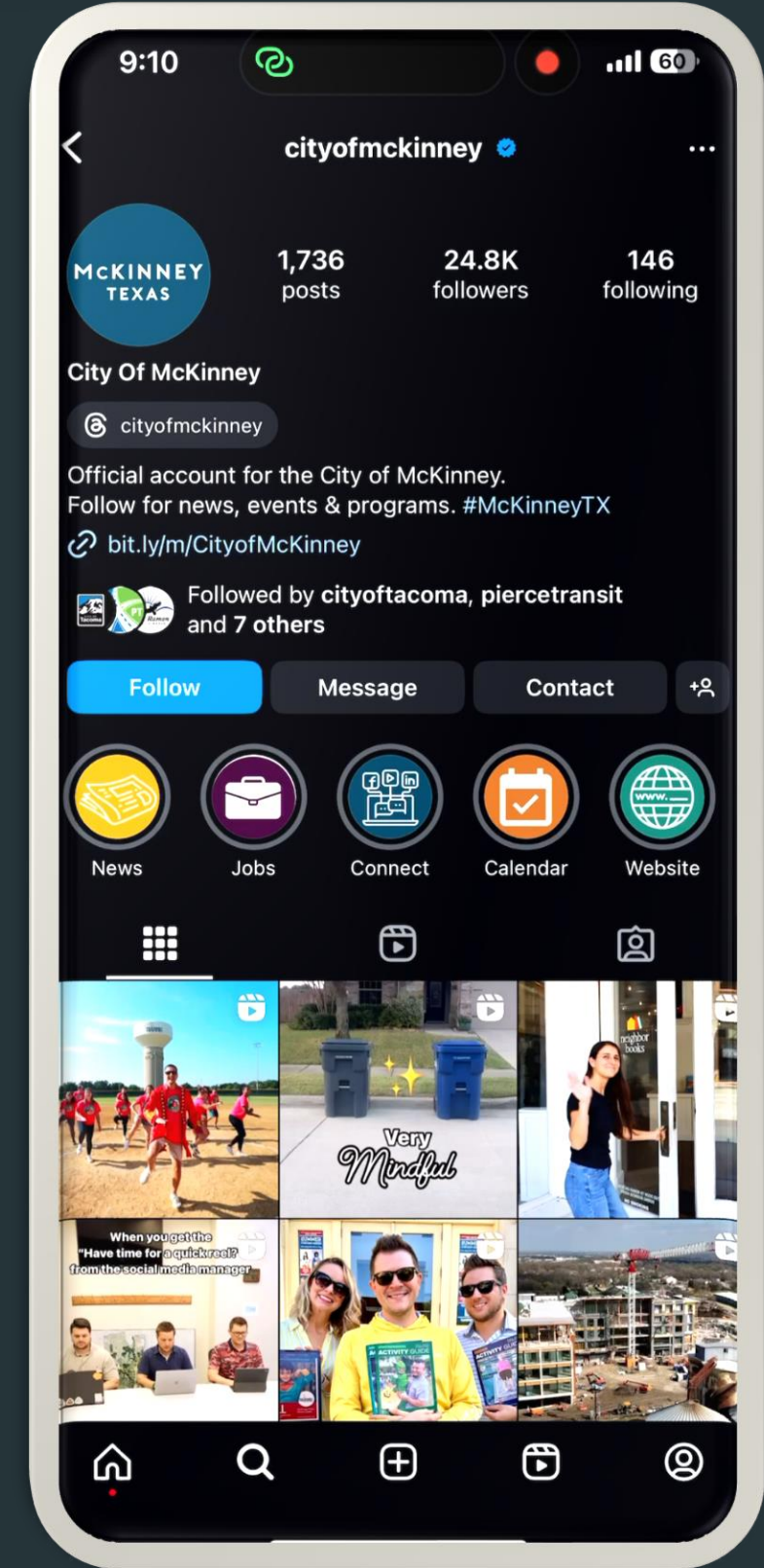
Hopping on a Trend



Road Project Update – University Place, WA



4th Of July Parade – Long Beach, CA

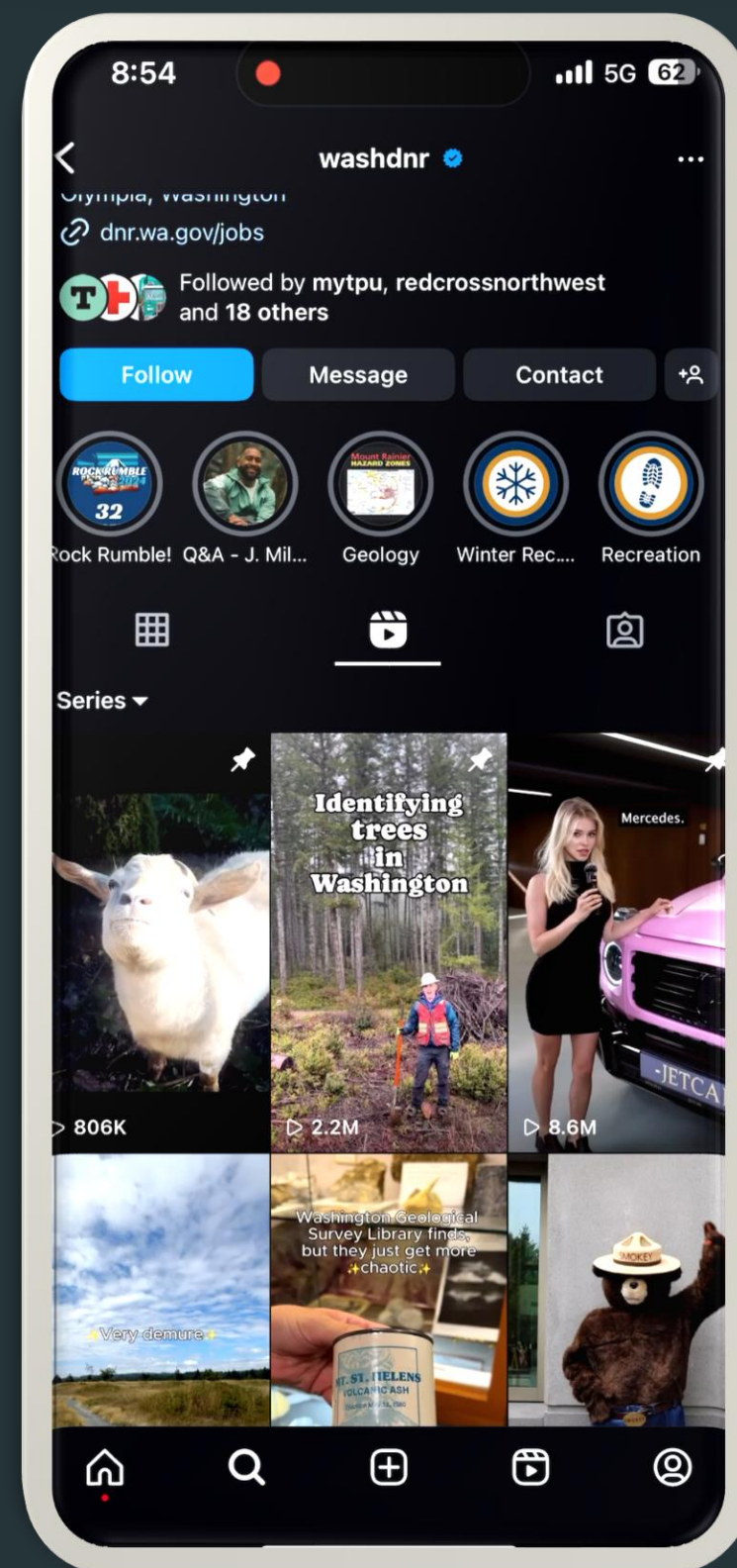


Recycling Tips – McKinney, TX

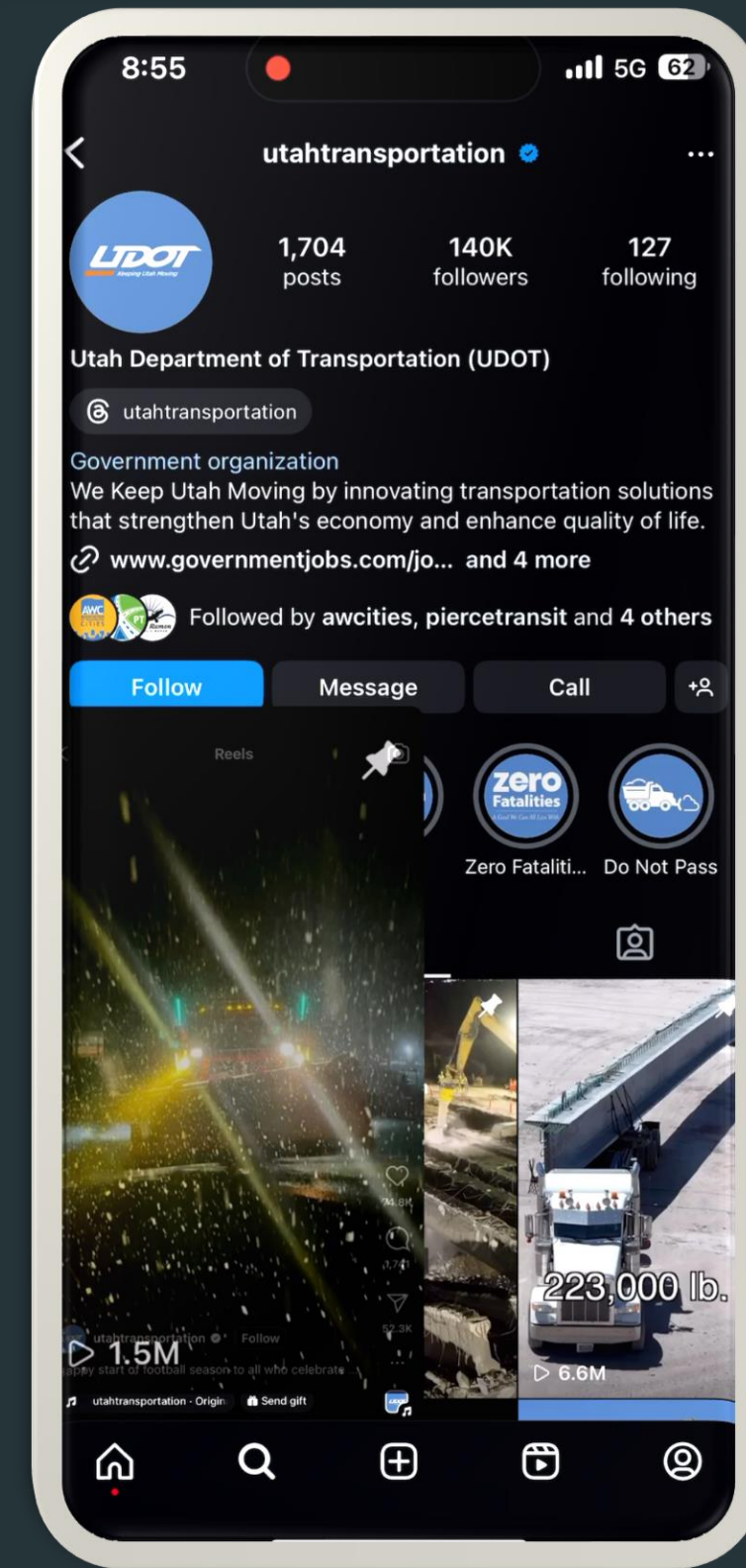
Educational



Library Updates – Round Rock, TX

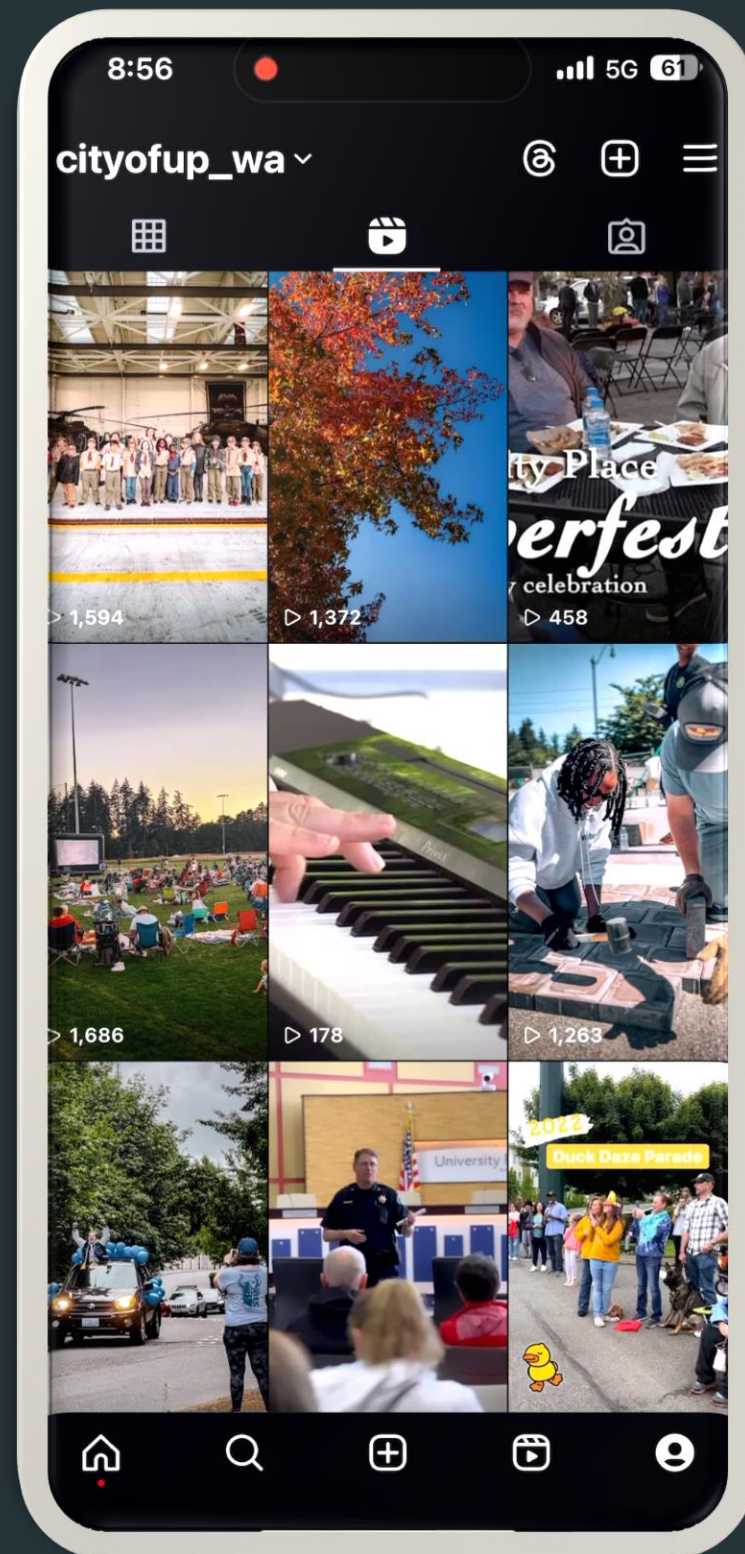


Root Rot & Goats – Washington DNR

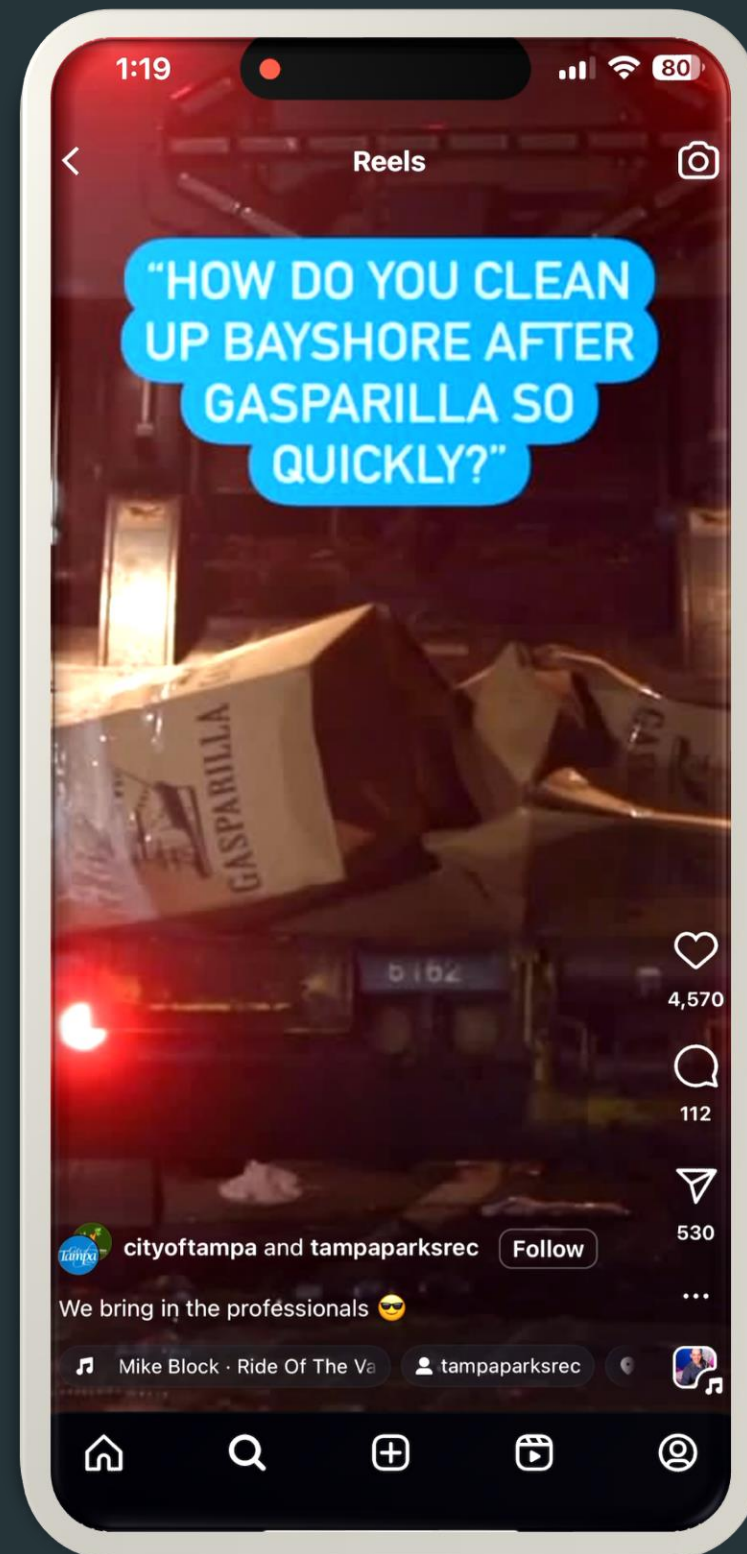


Weather Crew – Utah DOT

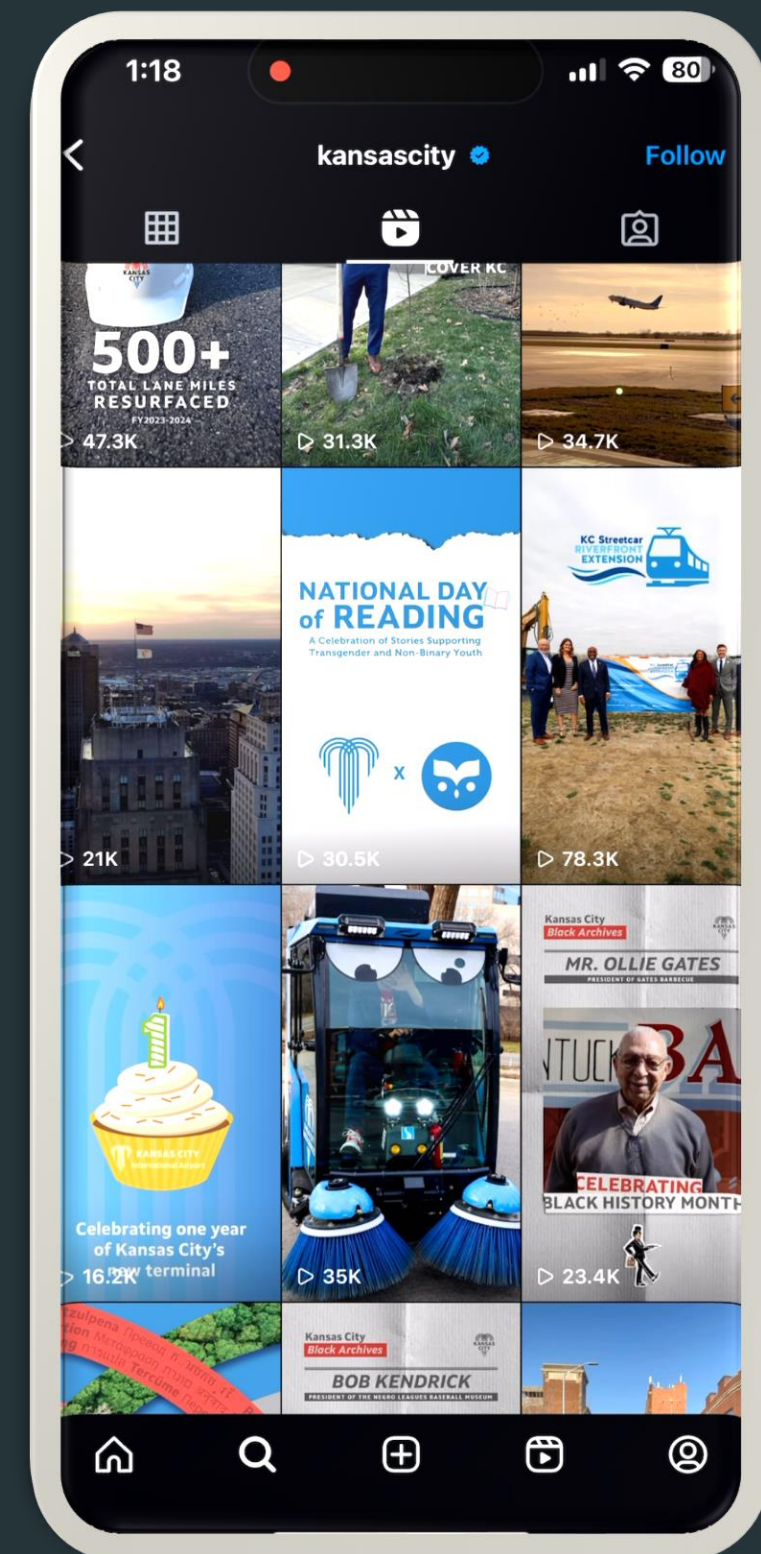
Behind the Scenes



16th CAB & Vet Memorial – University Place, WA



Bayshore Clean Up – Tampa, FL



Street Sweeper – Kansas City, MO

Practical Tips

Scripting & Planning

Consistency & Authenticity

Scroll & Engage

Captions & Hashtags

Trending Audio, Formats & Transitions

Crack Sealing Information (15-45 seconds)

On Site Lead: Kevin Schmidt

Music: Rock, Upbeat, Construction vibes

On-Screen Text:

- Crack Sealing
- Applied to Residential and Main Arterials
- Low Cost Pavement Prevention
- Over 6 Tons of Material Applied to the Roadway
- Prevents Potholes
- 10 Lane Miles Covered
- Thanks for your Patience While We Work

Shot List - Reel

- Equipment
- Cracks before seal
- Cracks after seal
- Vehicle/Equipment
- Tar gun
- tar being pushed (idk if it's actually called tar but calling it tar for our purposes)
- close ups of hands working equipment
- close ups of faces/focused expressions
- Any smiles if we can get them to smile
- Any City vehicles, usually a city vehicle on site with a city logo on it
- Any Caution/warning/road work signs
- roads



Shot List - Future video

- 2 wide shots (roads/equipment)
- 2 medium shots (equipment/roads with crack seal)
- 2 close ups (tar being pushed/something else that looks interesting)

Photos

- 1-3 photos, wide shot, medium, close up of the work being done
- 1-2 photos of the crew if possible! (this may just be included in the first 1-3 so disregard if so)

Social Media Content:

 **Heads up, neighbors!** 

Starting Tuesday, August 13, our Public Works team will be out and about sealing cracks on roads across the city—including in your neighborhood! This essential maintenance will continue through September.

Why is this important? Over time, our roads develop cracks, and with the freeze-thaw cycles, those cracks can get worse. Crack sealing helps prevent water from getting into the cracks and freezing in the winter, which can lead to pesky potholes. By sealing these cracks, we're extending the life of our pavement and keeping our roads safer for everyone.

While our crews are hard at work, please give them a little extra space on the roadway. They're out there ensuring smoother, safer roads for all of us. Thanks for your patience!

External Tools



Claude (AI)

- Brainstorming
- Script Assistance



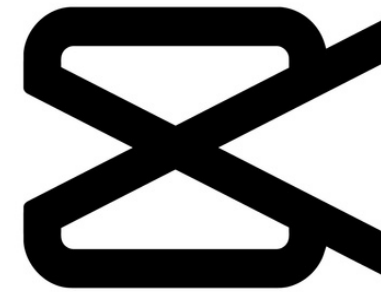
Mojo App

- Templates
- Text Effects



Canva

- Thumbnail Graphics
- Stock video/photos



Capcut

- Mobile Video Editing
- Trends/Templates
- Captions



Adobe Rush

- Mobile Video Editing



Splice

- Mobile Editing
- Royalty Free Music Library

Reel Anatomy

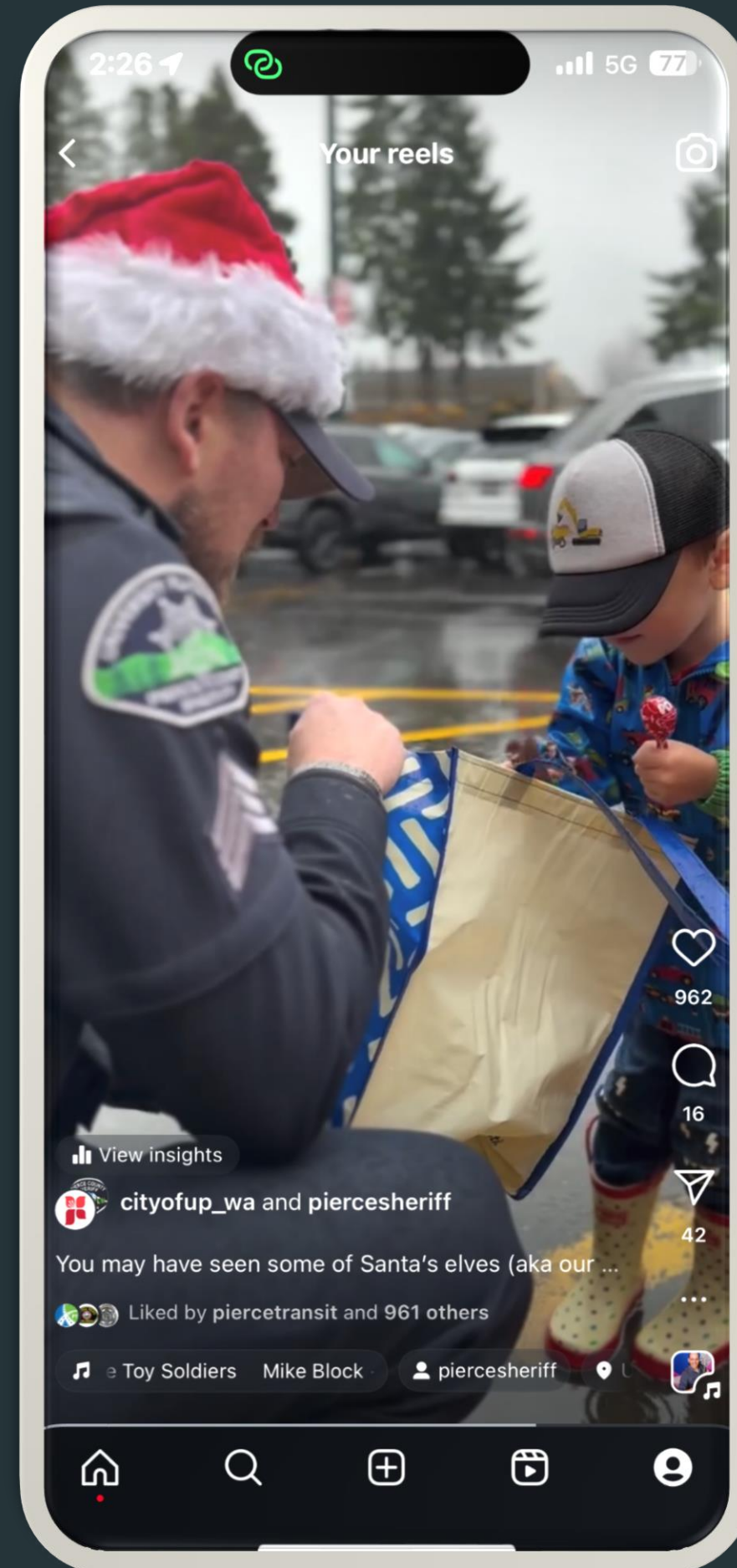
Adobe Premiere Template



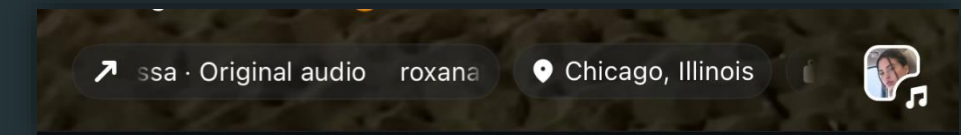
Agency Profile(s)

Captions & Hashtags

Audio



Trending Audio



Engagement Icons



Location & Profile Tag

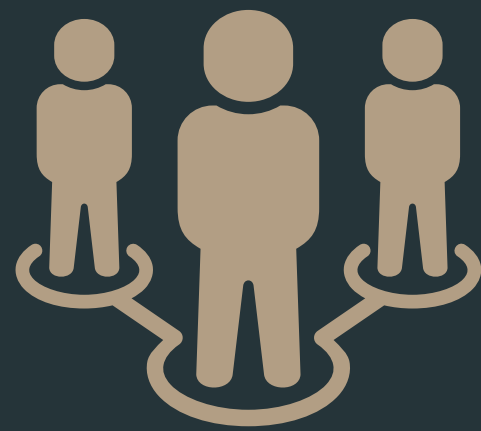


Collaboration

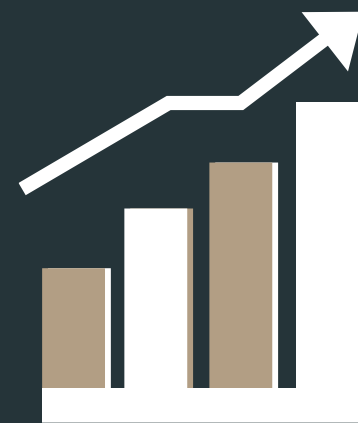
Two or more creators working together to produce and share content, combining their skills, audiences and ideas to create more engaging posts or videos on the platform.



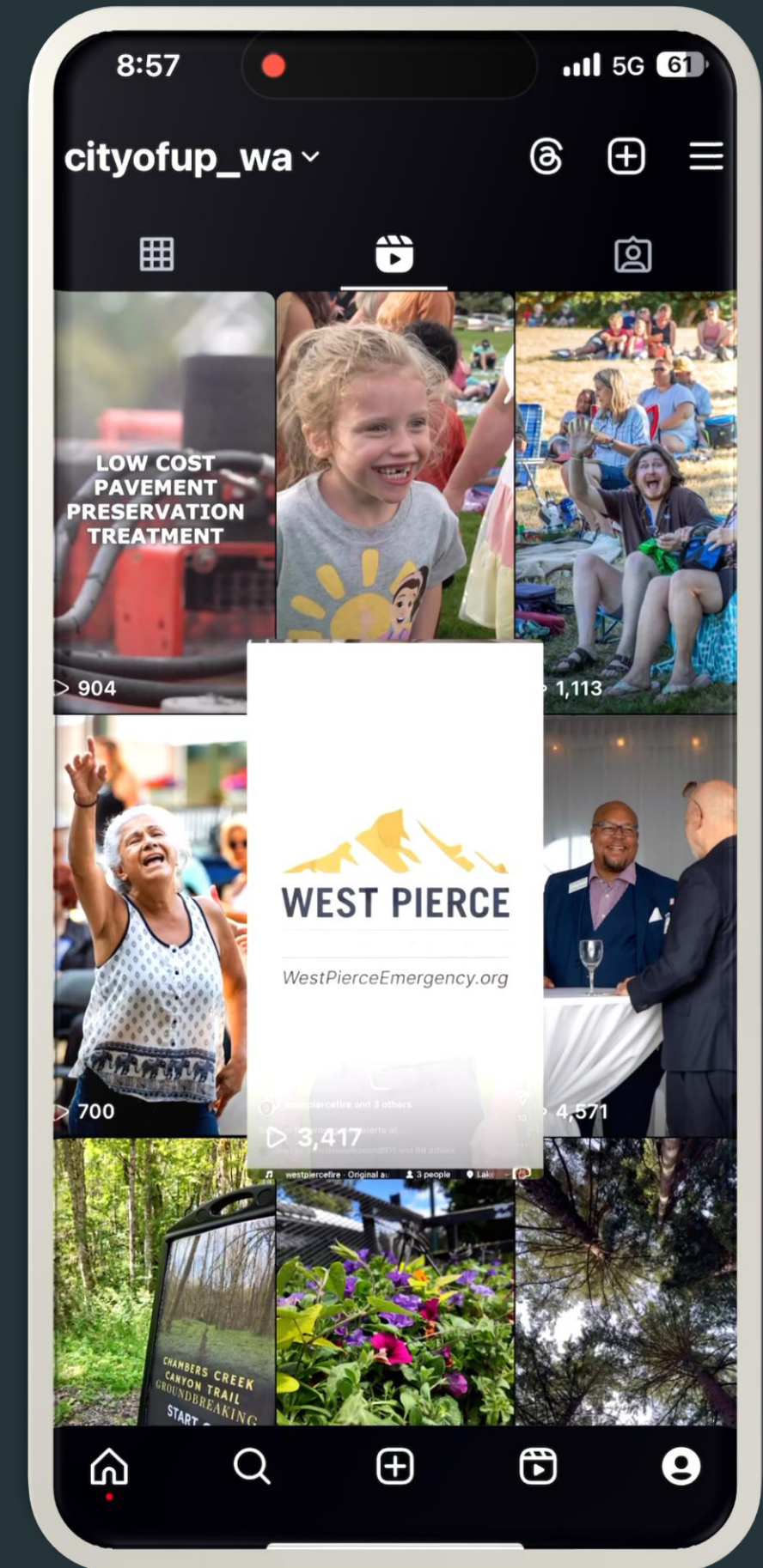
**Expanded Reach &
Cross Profile
Promotion**



**Networking &
Relationship Building
Opportunities**



**Increased
Engagement &
Algorithm Boost**



Let's Review



Shift in Trends



Examples



Tips & Tools



THANK YOU



Let's Stay Connected

Email Address

✉ akleber@cityofup.com

LinkedIn

🌐 [Amanda Kleber](#)
City of University Place