



LYNCHBURG
WATER
RESOURCES

Water Wonders: A Virtual Education and Outreach Campaign



Our Job is Clear!

Quick Poll



What has been your largest challenge with communications during the pandemic?

- a) Internal Communications
- b) Relaying important information to the public
- c) K-12 Programming (Virtual school is hard!)
- d) Other: Write in Chat box

March...the month of cancellation



- 2 weeks of field trips
- Scheduled classroom visits
- Spring events and festivals
- Earth Day Festivities
- Arbor Day Festivities
- Plant Tours

CANCELLED

A few moments of grief...



Our Job is Clear!



Our Job is Clear!

The Solutions



Water Weekly Episode 7

Unlisted

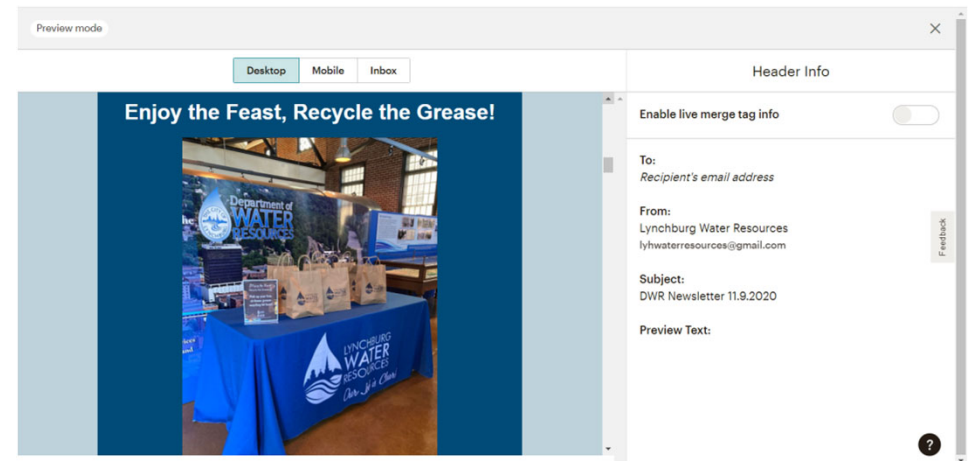


Covid Training Introduction

Unlisted



College Lake Dam ~ Remove. Restore. Reconnect.



Our Job is Clear!

The Solutions



Goals and Objectives

1. Continue and maintain relevant education and outreach
2. Increase viewership and engagement on social media platforms
3. Provide audience with education regarding LWR services



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How we did it



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Filming and Editing



- Required Equipment

- ✓ Camera
- ✓ Phone (headphones ideal)
- ✓ Tripod



- Recommended Equipment

- ✓ Lapel Mic
- ✓ GoPro or other camera for multiple angle shots

- What we have now...

- ✓ Canon Rebel
- ✓ Canon 80D
- ✓ GoPro
- ✓ Rode Wireless MicroGo Mic
- ✓ Rode Lapel Mics
- ✓ Rode Video Micro On-Camera Microphone

Filming and Editing



- Be prepared for a multiple takes and many bloopers
 - ✓ 3 minute video took us about 1-2 hours to film (once we got good at it)
 - ✓ Scripts and plans go quite a long way
 - ✓ Always have healthy snacks on hand
 - ✓ Be on watch for sneaky co-hosts catching footage of you eating and shaking out the bloopers

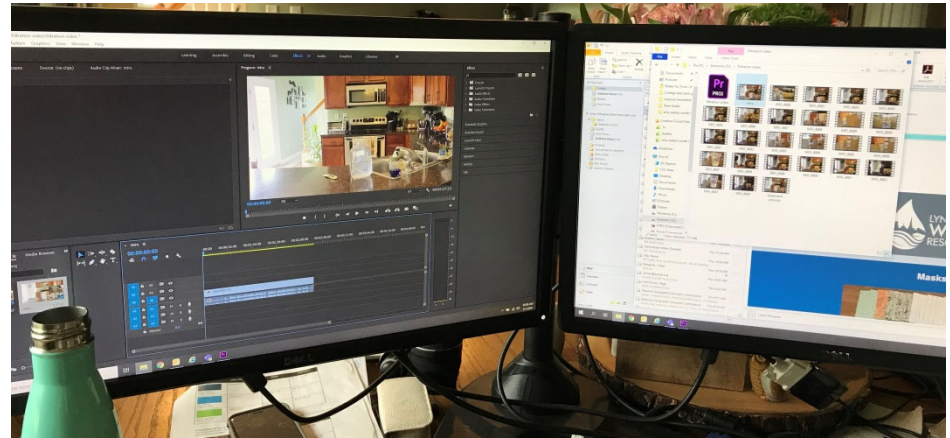


Filming and Editing



- Editing Software

- ✓ Adobe Premiere
- ✓ Editing time depends on equipment, complexity, and length of video

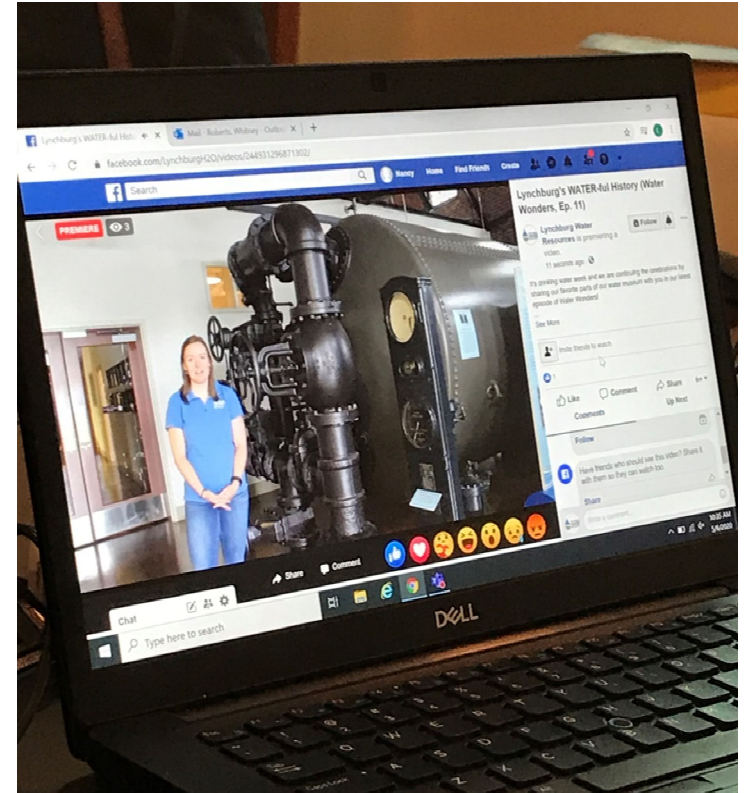


- There are free/inexpensive video editing options
 - ✓ iMovie
 - ✓ Windows Movie Editor
 - ✓ Adobe Elements (Beginner version for Adobe Premiere, associated fee)
 - ✓ Many other video editing options

Virtual Premieres



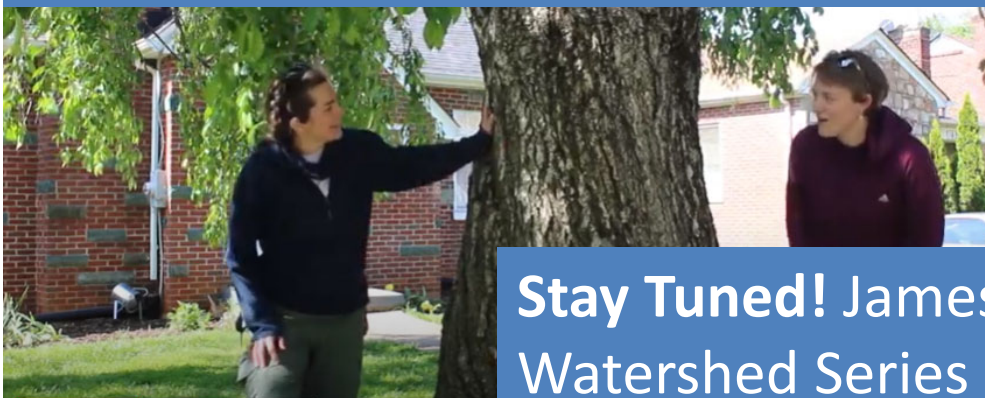
- Videos launch on Social media mid-morning on **#WaterWondersWednesday**
 - ✓ Facebook
 - ✓ Instagram (IGTV)
 - ✓ YouTube
 - ✓ Links to YouTube on Twitter
 - ✓ YouTube videos embedded on website
- Videos embedded in each platform (instead of linking to YouTube) performed better



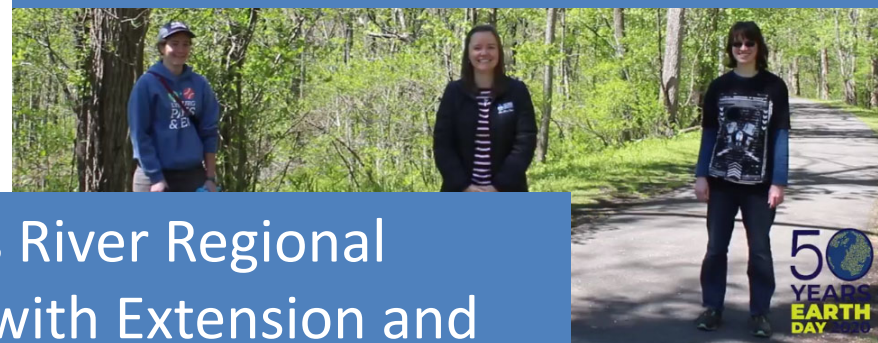
Partnership Videos



Arbor Day Video with **Public Works**



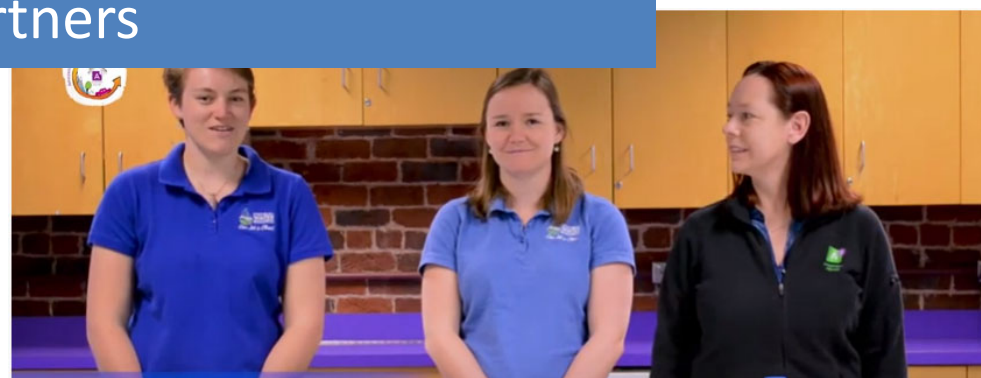
Earth Day Videos with **Lynchburg Parks and Rec**



Stay Tuned! James River Regional Watershed Series with Extension and James River Partners



Grease Video with **BRWA**



Water themed video with **Amazement Square** (Local Children's Museum)

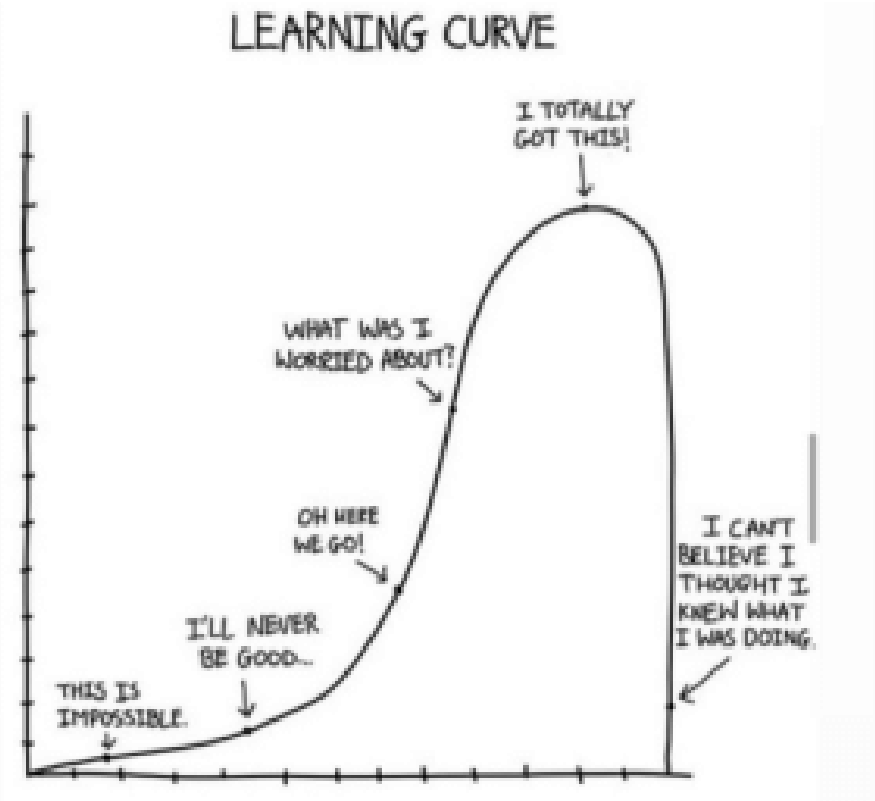
Our Job is Clear!

Challenges and Lessons Learned



- Technology Learning Curve

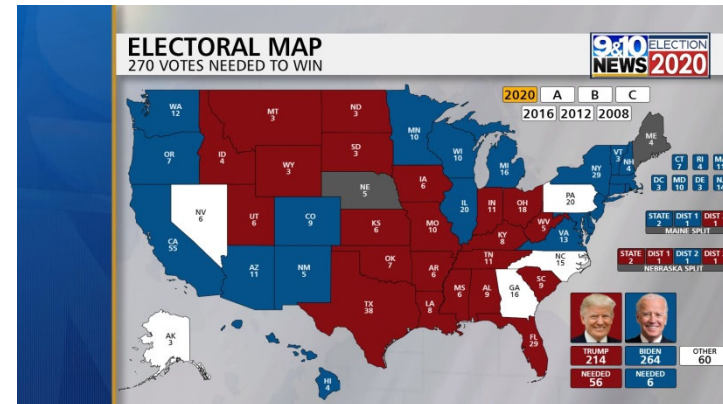
- ✓ Equipment helps (but you can make do with what you have)
- ✓ Practice, practice, practice
- ✓ The more you use it, the better you get!



Challenges and Lessons Learned



- Communication Noise
 - ✓ Some of the videos didn't perform as expected due to other significant news at same time
 - ✓ Still good content and curriculum for the future!

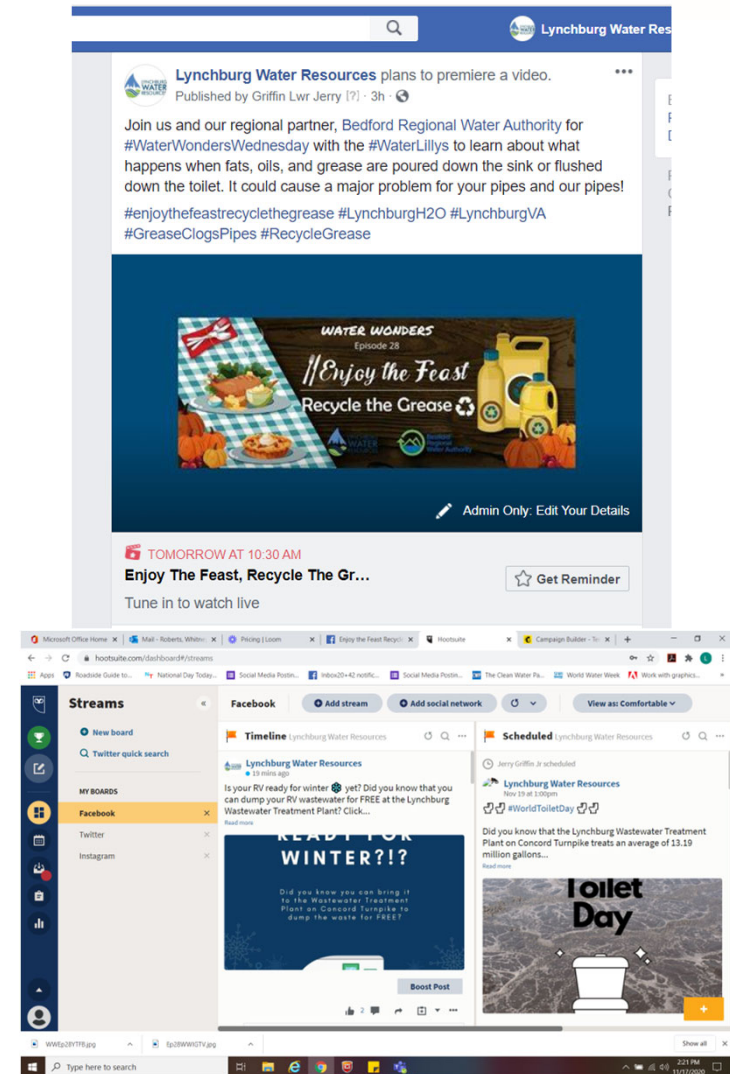


Our Job is Clear!

Challenges and Lessons Learned



- Social Media formatting
 - ✓ Trial and Error for what works best for your audience
 - ✓ Sizing and appearance of thumbnails
 - ✓ Timing of posts for virtual learning



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Challenges and Lessons Learned



- Always have snacks on hand when filming!



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Impact: The Numbers



EPISODES

Starting in March Water Wonders premiered regularly 27 times

27

14,360

TOTAL VIEWS

In total our videos were viewed 14,360 times

ENGAGEMENT RATE

On social media people interacted our content 7% of the time

7%

532

AVERAGE VIEWS/EPISODE

We have an average viewership of around 500 people

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Beyond the Numbers



APR 15, 2020, 1:58 PM



Just watched the video on the Vactor trucks and the work the crews do across the city. Question: The City-installed concrete pipe at the edge of my drive and the city street is evidently quite clogged, causing rain downpours to back up onto the drive and in the yard ... is using that 3,000-psi hose to blow out the pipe something the crews do? I've tried cleaning it out myself with a shovel, etc., but the pipe is just too long. Thanks!

Our Job is Clear!

Beyond the Numbers



From: [Redacted]
Sent: Thursday, September 3, 2020 1:28 PM
To: Lilly, Nancy

[Next](#)

[Previous](#)

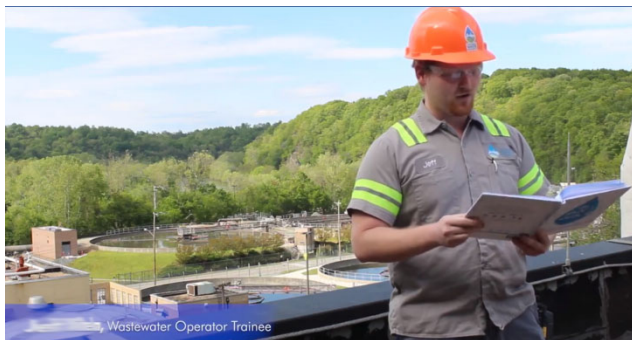
CAUTION: External Sender

Hey Nancy

I know you have been busy this summer. Emma Grace loves watching your Water Lily's videos and has decided to be a "water watcher" and likes to police all the usage of water in our house lol.

Our Job is Clear!

Beyond the Numbers



Our Job is Clear!

Water Wonders in the New Normal



Existing outreach
programs

Virtual Plant
Tours

Tool for
Construction
Communication

Integration into
School
curriculum



Pre and Post
LWR Education
Visits

More
partnership
videos!

Our Job is Clear!

Conclusion



- Be flexible
- Don't be afraid to learn something new
- The right equipment helps, but you can go virtual with minimal (or no) budget
- Have fun and share your enthusiasm!



Our Job is Clear!



Questions?



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