

The image features a white background with four decorative geometric shapes in the corners. The top-left and bottom-right corners contain overlapping squares in shades of light blue and medium blue. The top-right and bottom-left corners contain overlapping triangles in shades of light blue and medium blue. The text 'LIVE STREAMING' is centered in the middle of the page.

LIVE STREAMING

Terms used for Live Streaming

Views: when a user watches for at least 30 seconds

Watch time: total cumulative time that viewers spend watching video

Subscriber: a viewer who clicks "Subscribe" on a platform like YouTube to formally follow a creator or channel

Average view duration: average time that viewers spend watching a specific video

Impressions: no. of people who see one of your video thumbnails on YouTube and have the opportunity to click on it to see your video

Impressions click-through rate: how often viewers watch a video after seeing its thumbnail or title (an impression)

Video Thumbnail: a clickable reduced-size static image that acts as the preview for a video on platforms like YouTube and social media

Council Videos

Over 6 Council meetings ▾	Total ▾	Per meeting ▾
Views	250	43.33
Watch time (hrs)	37.8	43.33
Average view duration		9.03
Impressions	5480	43.33
Impressions click-thru rate		2.30%
Subscribers	2	

Committee of the Whole Videos

Over 6 CoW meetings	Total	Per meeting
Views	220	36.67
Watch time (hrs)	36.2	6.03
Average view duration		9.53
Impressions	4,441	740.17
Impressions click-thru rate		2.70%
Subscribers	2	

9. What prevented you from attending public meetings?

	%	Respondents
Prefer written updates	25	8
Timing of meetings	18.8	6
Other	18.8	6
In-person only format	15.6	5
Lack of interest	12.5	4
Lack of awareness	9.4	3
Total		67

Advantages of live-streaming (as communicated to Town Hall)

1. Town has invested in live-streaming equipment including the Owl camera.
2. Provides important transparency and accessibility for those who cannot attend meetings in person due to work schedules, mobility challenges, childcare, or other commitments.
3. Being able to watch meetings online allows more members of our community to stay informed about the issues being discussed and the decisions being made.

Advantages (cont'd)

4. Live-streaming has become a standard practice in many municipalities across Nova Scotia because it improves public engagement. Examples include the Nova Scotia House of Assembly, and municipalities such as Wolfville, Chester, East Hants.
5. Residents can see discussions directly. They don't have to rely only on meeting minutes or summaries, and it increases confidence that decisions are being made openly.

Disadvantages of live-streaming

1. Live streaming or permanent video archives (on Youtube) increase the risk of misidentification, or misuse of footage- risks that are far harder to mitigate than written minutes or audio records.
2. Video recording can discourage town residents from speaking freely, especially in our small community. This can disproportionately affect vulnerable groups, such as newcomers, survivors of domestic violence, youth, or people discussing sensitive neighbourhood conflicts, leading to less public input, not more.

Disadvantages (cont'd)

3. Our processes suffer when participation becomes performative (council members included).
4. Video snippets taken out of context can be easily edited, shared, and weaponized on social media. Remarks may be misrepresented, mocked, or used for harassment, particularly in polarized environments.

Disadvantages (cont'd)

5. Written minutes provide a neutral record.
6. Transparency does not require video. Agendas, detailed minutes, staff reports, community engagement sessions already allow residents to understand decisions and hold council accountable.

Disadvantages (cont'd)

7. In-person attendance preserves openness while maintaining appropriate boundaries around privacy and civic discourse
8. Outside of council and the committee of the whole, no other committee meeting is video recorded and the public appears to be agreeable to just written minutes.

