



## City of Riverside Administrative Manual

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Policy Owner(s): City Manager's Office

Approved:

*Kaitlin Reavsen*  
\_\_\_\_\_  
Department  
*Michael D. Nasso*  
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City Manager

### SUBJECT:

### Guidelines for Video Posting

### PURPOSE:

The City of Riverside ("City") provides access to online video to enhance communication with residents. Key objectives for video content should meet one or more of the follow goals: provide information about City services, showcase City and community events, explore City issues and highlight outstanding individuals and organizations that contribute to Riverside and the region. The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate. These standards should be used in conjunction with the City's Social Media Use Policy.

### POLICY:

#### VIDEO POSTING GUIDELINES:

The department head or designee will be responsible for approving the video content.

Video quality should be 1920X1080 resolution and be supplied in a mp4 file.

Low quality video will be considered as long as audio is clear and the content is compelling and informative.

The department must have secured rights to stream the video:

The video was produced by the department; or

Permission has been granted to host and stream the video on City websites or City television

Videos streamed from sources other than Riversideca.gov may not be embedded on Riversideca.gov pages. Links to external videos are permitted, but should only be used when content is not available through Riverside Channel video distribution.

Videos may be submitted to YouTube, Facebook, Twitter, other video sites on a case by case basis under the direction of the departmental head, if there are needs that cannot be met using Riverside Channel video distribution - video linking, video embedding on site.

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Comments by the public on video should be turned off on these sites, if feasible.

The Riverside Channel and Informational Technology Department will administer these additional video site accounts.

**Archive**

Any video posted to a third party video site must also be posted to Riverside Channel's site at [youtube.com/riversidecagov](https://youtube.com/riversidecagov).