



Virtual Public Involvement Initiative

Learn About

Do-It-Yourself Videos



What are Do-It-Yourself (DIY) Videos?

Video content – whether viewed on television or on the web – reaches people in a very different way than written or published material. Video has been a mainstay of internet content for several decades.

Today's tablets, smartphones, and digital cameras make it easier than ever for individuals to create high-quality live or recorded videos. Features like image stabilization, drones, and other equipment have become ever more affordable and accessible to consumers, giving agency staff an alternative to hiring costly video production firms to create video messages.

Transportation agency videos about plans, projects, events, and more can be posted to streaming sites, shared on social media, and made accessible on project websites. By creating DIY videos, planners and program managers can create personalized, accessible content about a project to share with stakeholders, reaching potentially new audiences through a popular medium.



Image courtesy Utah Department of Transportation (UDOT)

VPI in Practice

Utah Department of Transportation [regularly creates short videos](#) using smartphones and easy-to-use digital cameras. UDOT uploads these videos to the web then shares them on social media. The videos are short, low-cost, and give stakeholders an opportunity to hear directly from agency staff about issues like project planning, construction activities, and upcoming public events and meetings.

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Can DIY Videos Help My Agency?

Engaging with stakeholders during the transportation planning and project development process is not only a requirement, it's the right thing to do for the public good. Community members want to understand how tax dollars are being invested, and residents have unique perspectives and insights about the places they live, work, and visit.

Video content can reach more people than other methods of engagement, especially in communities with high rates of internet use. Different stakeholder groups may also be more inclined to watch a short video on a smartphone or through a social media feed than to read a printed meeting announcement or text website content. Videos also have high engagement rates, meaning stakeholders may be more likely to share an agency's video than a flyer or an email.

Costs to develop DIY videos are largely associated with hardware and equipment. An agency that already has smartphones, digital cameras, or drones is well-positioned to use that equipment to create video content for stakeholders.



How Can My Agency Start Creating DIY Videos?

Agencies have a range of options for creating in-house video content. Simple, short, unscripted video messages can be easily created on a smartphone, then uploaded to a video site and shared via social media. If an agency prefers to use more advanced recording features, a staff person familiar with more sophisticated digital cameras can record footage and edit it using desktop video editing software.

Finally, an agency could invest in hardware like drones to capture video footage of project locations that are harder to reach on foot. Drone footage can be shared via social media or an agency website without any editing, or can be incorporated into longer videos with higher production value.

Utah DOT has experimented with different kinds of video content, from planned, scripted announcements to in-the-field recorded messages and project updates.

TAKE NOTE...

- Video can engage viewers in a way print media can't
- Video creation hardware might already be in your pocket!
- Agencies can quickly and easily share video content on the web and through social media
- Videos can be closed-captioned or translated into various languages to reach even more stakeholders

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