



REPORT

To: Chair and Directors

Report Number: ADM-BRD-640

From: Corporate Administration

Date: October 2, 2025

Subject: Metrics on Livestream and Recorded Board Meetings

RECOMMENDATION: [Corporate Unweighted]

That the Regional Board receive the report titled 'Metrics on Livestream and Recorded Board Meetings, ADM-BRD-640' which provides statistics on the number of views of the videos of Board and Committee meetings on the Peace River Regional District Facebook page, for information.

BACKGROUND/RATIONALE:

The Peace River Regional District livestreams Board Meetings via Facebook to support public engagement and accessibility. The purpose of this report is to provide a brief overview of recent available metrics of livestreamed Regional Board meetings.

Facebook Livestream Metrics

Metrics are only available within a 30-day window. As of September 19, 2025 the Peace River Regional District (PRRD) communications department has three available data points (dates) for livestreamed meetings:

- September 18, 2025 (Committee of the Whole, Regional Hospital District Board and Regional Board Meeting)
- September 11, 2025 (Electoral Area Directors Committee Meeting and Rural Budget Administration Committee Meeting)
- August 21, 2025 (Electoral Area Directors Committee Meeting and Rural Budget Committee Meeting)

There are two types of data views available: "During Live" and "Lifetime".

- "During Live" data captures real-time engagement while the stream is active.
- "Lifetime" data reflects all traffic and interactions after the video has been processed and posted to the account.

Within these views, the following data points demonstrate averages over the last three livestreams:

- Reactions
- Comments
- Shares
- 3-second views
- 15-second views
- 1-minute views

- Average watch time
- Total watch time (the total time the video was played, including replays)
- Audience retention (identifies when the audience dropped off)
- Interactions
- Watch time breakdowns (available only for ‘lifetime’ data)

METRIC	Board – Sept 18 ‘During Live’	Lifetime	Electoral Area – Sept 11 ‘During Live’	Lifetime	Electoral Area – Aug 21 ‘During Live’	Lifetime
Reactions	1	2	0	0	0	0
Comments	0	0	0	0	0	0
Shares	0	2	1	1	1	1
3-sec Views	196	249	80	148	44	141
1-min Views	40	87	21	32	15	26
Avg Watch Time	5:08	5:17	2:29	1:26	2:38	0:55
Total Watch Time (sec)	1546	N/A	331	N/A	176	N/A
15-sec Views	115	116	51	51	47	48
Avg Watch Time (sec)	318	317	86	86	55	55

ALTERNATIVE OPTIONS:

1. That the Regional Board provide further direction.

STRATEGIC PLAN RELEVANCE:

- Not Applicable to Strategic Plan

FINANCIAL CONSIDERATION(S): None at this time.

COMMUNICATIONS CONSIDERATION(S): None at this time.

OTHER CONSIDERATION(S): None at this time.

Attachments:

1. PRRD Livestream Analytics-30 Days Aug-Sept 2025.pdf