



New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE



New Mexico Department of Transportation's

Public Engagement Material Guide

A guide to developing NMDOT public engagement materials across different platforms.

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Introduction

Communicating messages clearly and consistently is key when sharing information with the public with graphic design playing an important part in the communications strategy. To promote a clear, consistent image for the New Mexico Department of Transportation (NMDOT) and its projects, the agency has developed guidelines and templates to define the look and function of everything from the agency logo to print materials, signage, exhibits and presentation materials.

The templates use typography, visual arts and page layout techniques to produce a desired result with each element serving to unify the piece (or multiple products), ensure readability and support NMDOT's brand. These templates also conform to ADA and Title VI standards and present a professional public facing product. Having a good design will attract attention and support the key message(s), yet it is easy for the public to read and digest.

Public involvement and communication planning takes time and effort. If a project requires public engagement, start your conversation with NMDOT's NEPA environmental and public engagement staff in the early stages of planning to determine the best communication strategies and tools to use.

Before developing content, establish your goals by defining project goals, the audience, any context-sensitive considerations, and purpose of the public involvement process. If there are others who will be involved in the approval process, be sure their input is included early in the process.

Content should be designed with NMDOT's tone and brand standards and written with the public's comprehension of complex engineering terminology in mind.

Formatting

The following strategies should be used when writing and designing material for public involvement:

- Reference NMDOT's public involvement guidance materials. Be consistent in how information is displayed.
- Prepare content that is visually attractive, engaging and to-the-point.
- Use visual hierarchy to help guide the reader's eye to key information.
- Avoid too much text. Write short sentences and limit paragraphs to one issue.
- Stay on message. Text should be written in clear, concise language.
- Use content that is easy to read and accessible.
- Avoid use of jargon, technical terms, abbreviations or unnecessary legal language.

HELPFUL HINT:

Before working with the templates or developing public involvement materials, review the following documents: Public Engagement Material Guide; NMDOT Guide to Public Involvement; NMDOT's Brand Guidelines; and the instructions within the templates.

- Use tone that is warm, thoughtful and intelligent.
- Communicate early and often.
- Know your audience and any context-sensitive considerations.
- Provide special accommodation when necessary, including literacy levels.

Required Meeting Disclosures and Necessary Information

The following key information should be included in notifications, flyers and other informational documents:

- Project name and control number
- Brief project description
- Include why the project is needed (Purpose and Need)
- Project location map
- Event date, time and location or platform links (if applicable)
- Comment period and how to share comments (phone, email, mail, web, at meetings/events)
- Link to project-specific website or event page
- Proposed detours and maintenance of traffic plans (if known)
- Contact information to receive requests for reasonable accommodations due to a disability, language interpretation or translation services

Style Guides

The following style guides should be used for writing and designing NMDOT materials across all platforms.

Follow NMDOT's Brand Guidelines for:

- Color
- Typography
- Logo use

Follow the Merriam-Webster's Collegiate Dictionary for:

- Spelling
- Definitions
- Compounding of words

Follow the Associated Press Stylebook for:

- Grammar
- Punctuation
- Capitalization
- Use of numbers
- Equations
- Quotations

- Formats for reference
- Bibliographies

Below are tools that may assist in writing content for NMDOT materials:

- [Grammarly.com](https://www.grammarly.com) - Check the grammar of your work (note: Grammarly cannot check for AP style)
- [Style Guard](https://www.styleguard.com) – Check AP Style in Microsoft Office

Abbreviations, Acronyms, Symbols and Standardized Terminology

Abbreviations, acronyms and symbols used in public involvement materials must be fully defined at first use; the full term should be spelled out first, followed by the abbreviated term in parentheses.

It is required to define acronyms (e.g., NEPA, NHPA, SAFETEA-LU, etc.) and technical terminology (e.g., superelevation, auxiliary lane, Section 4(f), etc.) to your audience who may be unfamiliar with these terms.

Section 508 Compliance

Section 508 of the Rehabilitation Act requires accessibility compliance on government internet and intranet sites, including documents and other public involvement materials shared as part of the process. Below are tools to help ensure compliance with Section 508.

- [Section508.gov](https://www.section508.gov) - Information on creating Section 508-compliance documents in Word, PowerPoint, Excel and PDF
- [PlainLanguage.gov](https://www.plainlanguage.gov) - Regulations, requirements, training and examples for providing reader-friendly material
- [WebFX.com](https://www.webfx.com) - Test the readability of your work

Photos and Images

When using photos or images on public involvement materials, photos should be taken from the project area rather than using imagery provided in a library, stock images or search engine. Be aware of copyright rules when using any images. Before using or publishing any images, images should be reviewed and approved by NMDOT's Communications team.

Below are some general guidelines and best practices for taking photos for NMDOT materials:

- Set your camera to a high-resolution. Using low-resolution photos for print can result in photos appearing out of focus or fuzzy.

- Make any adjustments to photo resolution on a duplicate copy of your photo in photo manipulation software. High-resolution photos can always be converted to low-resolution photos, but the reverse can cause a loss in image quality.
- Turn off the date and time stamp feature on your camera.
- Balance light and space.
- Do not shoot into the sun.
- Use the rule of thirds when possible.
- Take several shots to capture the right instance during a moment of action.
- Shoot images that are compelling and reflective of the work that NMDOT is doing and are representative of racial, gender, age (over 18), ability/disability and professional diversity.
- Avoid rehearsed images. Use simple and direct images.
- Take a variety of close-up and wide shots, contrasting depths of field and carefully composed backgrounds.
- Avoid using images that are out of focus, low resolution or darkly lit.
- Conduct test prints to see how photos will appear in printed materials.
- Check with NMDOT's Communications team to determine if photo subjects need to sign a photo or video release form, especially for photos of children.

Icon Library

Graphic design uses various methods to create and combine words, symbols and images to create a visual representation of ideas and messages. An icon library has been developed for use on NMDOT materials (see Figure 1).

Figure 1 – NMDOT Icon



Tips for using icons in materials:

- Icons should help the user absorb and process information more efficiently while providing visual interest;
- Be relevant to the content;
- Used to draw attention to your content, not diminish or replace it; and
- Used to represent complex thought processes, ideologies or concepts.



HELPFUL HINT:

To create contrast between white or light-colored backgrounds and darker backgrounds, each icon is available in yellow or purple colors.

Some templates already include icons in the design, such as the meeting mailer, road signs and comment form templates.

Maps

Using maps is an important way to illustrate details about your project location, phases, etc. Below are some general guidelines and best practices for developing maps for NMDOT materials:

- Determine what information the map will convey to determine scale.
- Include a legend, north arrow and scale bar.
- Include names of cities/towns, counties, roadways or other identifiable landmarks to depict the map's location and scale.
- Use colors and/or symbols to convey information, such as highway or interstate names, project/study area location, alternatives, closures, etc.
- Include clear labels when using names, colors or symbols.
- Use high contrast colors on the map to distinguish map elements.
- Use insets to illustrate a smaller or specific area within the larger map.

Comment Forms

Public comments are a critical part of the environmental process, and the solicitation of public comments is required under NEPA. The methods for comment submission can include phone calls, email, traditional mail, online or in-person at a meeting. Public comment sheets, forms or cards are common resources for in-person meetings. These allow for community members to voice their concerns, questions, support or opposition about a project in written format. The comment form and comment sheet templates are designed to provide flexibility for the project team to determine what content to include on the form.

Contact Methods

Comment forms should include a date when comments are due and information on all methods the public can submit comments, such as phone number, email, web address or mailing address. One point of contact should be designated on the project team for all public comments.

In addition to providing comments on the project, the comment form can also include sections for stakeholders to optionally provide their contact information to join the project mailing/email list.

HELPFUL HINT:

Break out the lines for address, city, state and zip to allow stakeholders options for what contact information they provide.

Demographic Information

Comment forms can also be utilized to gather demographic information of participants. This information is helpful in ensuring the fairness and equity of NMDOT's public involvement process. When adding demographic questions to the comment form, it should be clearly stated in the instructions that: answering these questions is optional and all submissions will be kept confidential and separate from any personally identifiable information so respondents will remain anonymous.

Demographic questions could include:

- Race/ethnicity
- Primary language spoken at home
- If project information was translated into other languages appropriately
- Household size
- Age
- Annual household income
- Level of education completed
- Gender
- Disability status

- General comment area for suggestions on how NMDOT can improve the inclusiveness of its public involvement efforts

Public Involvement Questions

Comment forms can also be utilized to collect information on the public involvement process for the meeting. Questions could include:

- How attendees heard about the meeting and/or how they would like to receive project information.
- If the information provided was easy to understand, relevant and informative.
- Interest in the project area (e.g., resident, business, commuter, agency/organization).
- General comment area for suggestions.

Display Boards

Display boards can help to convey critical project information. Many times, display boards are best used when conducting an open-house style meeting or portion of the meeting where project team members are assigned to specific stations and can have detailed conversations with the community and stakeholders in a more intimate fashion. Display boards can also be helpful to include as project resources on a dedicated project website.

Content for display boards could include project schedule/timeline, purpose and need, project goals and objectives, maps, alignment options, renderings/visualizations, how to comment, etc.

Display board templates are available in portrait and landscape orientations and are in two different sizes – 24 x 36 and 36 x 48 inches. The templates include design options for including text with multiple images or graphics or a full-size image board.

Email Blasts

Email distribution can be the most cost-effective and efficient way to notify the community and stakeholders about engagement opportunities. Email communication may be used as a tool throughout the project’s lifecycle to inform and notify the public. Depending on the scale and complexity of the project and/or the subject of the email, the frequency to send email blasts may vary.


For email blast distributions, email banner templates are available in the Public Engagement Portal. There are five banner templates designed for various types of communications with stakeholders, including:

- Project Update
- Public Meeting
- Traffic Alert
- Construction Notice
- NMDOT Thanks You!

Each banner template also includes the NMDOT logo.

To distribute project emails, team members should first develop a comprehensive email list, develop content in the same style as other advertisements, and then either distribute the notice via a designated project team member email or through a subscription-based email distribution service.

One drawback to this type of distribution includes excluding those members of the public who do not have an email address or lack reliable connectivity to the internet.

 **HELPFUL HINT:**
NMDOT’s Public Engagement Guide advises that an email blast should be sent to the project contact list a minimum of two weeks prior to the public meeting/workshop.

Fact Sheets

Fact sheets can be printed or digital and include design information, process information, graphics and other information that helps convey the project's complexities. Fact sheets are especially useful for complex, lengthy projects that will require extended time between the study phase, environmental processes, final design and potential construction. All developed fact sheets should be posted to the NMDOT project website for easy accessibility.

When developing a fact sheet, the project development team should review the community demographics and identify if the development of an accompanying fact sheet in a language other than English is warranted.

The Public Engagement Portal includes an 8.5 x 11-inch fact sheet template. To provide flexibility, the fact sheet template can be formatted as a flyer or mailer and includes design options for:

- Logos
- Project name and control number
- Headlines
- Text
- Graphics
- Project contact information
- Accommodation language
- Mailing information
- Spanish translation (or translation to another language)

Flyers

Flyers, or fact sheets, can be a useful method for distributing meeting notices and project information. Depending on the scale and complexity of the project and/or the subject of the flyer, the frequency to distribute flyers may vary.

Flyers can be distributed as a mailing and/or passed out or placed at venues within the project area that can be seen potentially by a larger segment of the public. These venues may include, but are not limited to:

- Libraries
- Community centers and parks
- Transit stops
- Municipal buildings
- Major retail establishments
- Shopping centers, malls, big box stores
- Local retail or service establishments
- Gas stations, car wash, laundromats, banks, grocery stores
- Locally owned restaurants and national chains
- Social service providers
- Local school districts
- Local events, fairs and festivals

The venues listed above may have rules or guidelines regarding the distribution of materials on their premises or to their members/groups. It is highly recommended that coordination occurs with the venue before distributing any materials.

To design a project flyer, utilize the fact sheet template on the Public Engagement Portal.

HELPFUL HINT:

Meeting notices should be distributed a minimum of two weeks before a public meeting/workshop.

Mailer/Postcard

Mailers and postcards are common ways to notify the public of project meetings and information. Mailers may be used as a tool throughout the project's lifecycle.

Distribution of physical mailers can be an efficient and cost-effective way to reach a large population of community members within or near a project corridor.

The development of a mailer should begin several weeks prior to the public meeting/engagement opportunity to allow for content development, printing and mailing. Project stakeholders should receive the mailer at least two weeks before the meeting/event.

To provide flexibility to the project team, there are several design options within the mailer and postcard templates. The postcard template is sized to 6.25 x 9 inches and the mailer is sized to 8.5 x 11 inches with fold lines.

The mailer and postcard templates include design options for:

- Logos
- Project name and control number
- Headlines
- Text
- Public meeting information (date, time, location or platform)
- Graphics and icons
- Project contact information
- Accommodation language
- Mailing information
- Spanish translation (or translation to another language)



HELPFUL HINT:

Refer to Appendix D in the NMDOT's Public Engagement Guide for a sample materials checklist/timeline.

Presentations

PowerPoint is the most widely used form of presentation and is a great way to tell NMDOT's story. The PowerPoint template includes slide designs that can be used for NMDOT projects. Template slides include:

- Title slide and section break
- Presenters list
- Meeting agenda
- Project map
- Content configurations
- Schedule and next steps
- How to comment
- Thank you, questions and contact information
- Icon library

The goal is to prepare a presentation that is engaging, easy to read and tells the story using a combination of graphics and minimal text. Below are some best practices for developing a presentation:

- Focus on the needs of the audience versus the content or data – who is your audience and what do they want.
- Plan for one moderator and one presenter.
- Determine how many slides are needed to clearly convey the content based on the presentation's subject matter.
- Outline your presentation before laying out your slides.
- Use as few slides as possible to present your key points. Focus on engaging more with the audience while speaking and avoiding 'overloading' them with too many slides.
- Remember that viewers may be viewing the meeting in person and on different types of devices with screens of various sizes and resolutions.
- Keep visual information simple. Font size and color choices can impact legibility on a screen.
- Create a more visually interesting presentation for the audience through photos, graphics and video clips.
- Keep slide effects and transitions to a minimum.
- Do not animate any of the logos.

HELPFUL HINT:

Reference the NMDOT Public Engagement Material Guide, NMDOT Brand Guidelines and NMDOT Guide to Public Involvement for guidance on creating public involvement material on behalf of NMDOT.

Press Releases

Press releases can be used to notify schools, emergency responders, media sources, public officials and others about upcoming public events. Press releases are distributed via email by the NMDOT District Public Information Officers (PIOs) to an existing email distribution list specific to the district.

To assist the PIO in the development of a press release:

- Prepare the content as a Word document using the Press Release template.
- Keep the message to one page.
- Share all images with the appropriate District PIO as an attachment in a JPG or PDF format.

Public Meeting Recordings and Videos

A major benefit of hosting a virtual public meeting or workshop is the ability to record the session for posting onto the NMDOT YouTube channel and/or project website. In addition to serving as part of the public record, videos allow community members and stakeholders who were unable to attend the meeting to receive the same information as those in attendance. The project team is required to record every virtual public meeting for posting following the event. Another option is to use livestream through NMDOT's YouTube channel for broadcasting and recording the meeting.

Meeting recordings should be posted within five business days following the meeting.

Video editing must occur prior to providing NMDOT with the video recording. When editing the video, any dead air should be removed from the recording. Typically, dead air occurs at either the start and/or completion of the meeting when the meeting is being recorded but there is no speaking or content being displayed. Recordings should be provided to NMDOT in .MP4 digital multimedia file format and include a brief description of the video.

 **HELPFUL HINT:**

A major benefit of hosting a virtual public meeting or workshop is the ability to record the session.

Radio Announcements

In conjunction to written announcements, radio advertisements can be an effective tool to inform the community about an upcoming public engagement opportunity.

These types of ads are especially useful when engaging rural audiences or tribal audiences on tribal lands where mobile phone service can be sparse. If issuing a radio advertisement on a tribally affiliated radio station, the project team should consider issuing it in the target audience's native language to reach a broader stakeholder base.

First, a script or general talking points should be developed. All radio announcements need to include: "Paid for by NMDOT or the state of NM" at the end of the message.

Laptops or mobile phones can be used to record audio. Most computers have software available to edit audio recordings, or online software can be used as needed.

All radio announcements should be reviewed and approved by NMDOT's Communications team prior to recording or airing.

Like written announcements, radio announcements should begin two weeks before the engagement opportunity.

Signage

Corridor signage is useful for providing notice of public participation opportunities, especially for projects near heavily trafficked areas with lower travel speeds. Corridor signage can come in different forms ranging from campaign-style signs to large banners. Project team members should include minimal text and direct the audience to the project website or NMDOT website for more information.

Road sign templates are available in the Public Engagement Portal in portrait and landscape orientations sized at 30 x 56 inches. There is also a 24 x 18-inch yard sign template in landscape orientation. The template design includes placeholder text/space to insert your public meeting date and location, project website information, contact email, QR code and any additional logos.

Signage should be placed at least two weeks prior to the public participation opportunity and removed once the event/opportunity ends.

Sign-In Sheets

Sign-in sheets are utilized for all in-person meetings and allow attendees to identify themselves and place their contact information into the project contact database. For NMDOT projects, the sign-in sheet requests participants identify their name, phone number, email address and mailing address.

Providing any personal or contact information is optional for attendees. Additionally, when collecting personal information, there should be an acknowledgment that collected personal contact information will not be made public to protect privacy.

The 11 x 17-inch sign-in sheet template is customizable to include the meeting date and presentation time. It also includes a placeholder for the project name and control number.

Social Media

The project team should use NMDOT's Facebook and Twitter social media channels to announce upcoming public events or milestones and real-time status updates on project development. Social media can involve a more diverse audience. A social media package can also be shared with interested stakeholders for posting on their social media channels to help get the word out.

Social Media Post Frequency

For public events, prepare three social media posts per platform. Depending on the scale and complexity of a project, additional posts may be necessary.

- One post on Facebook and Twitter platforms 7 to 10 days before a public event.
- One post on each platform the day of the public event.
- One additional post on each platform before the comment period ends.
 - » Thank participants for engaging
 - » Point to a project-specific website or event page for more information
 - » Request comments before the closing deadline

Developing Post Schedule

Develop a spreadsheet with the desired social media platform, posting date, post body (e.g., caption, call to action, hashtags, links to resources), and image title/ALT TEXT. See the **Example Post Schedule** on pages 25-26.

- Include “who, what, where, and why” within the body of the post.
- Use clear, consistent and concise language.
- Confirm information is correct and all links are working properly. Never place links within images.
- Prepare one image per post.
 - » Include ALT TEXT for images in post schedule.
 - » Include a separate file for images as a JPG.
 - » Images with text can draw attention with a statement, question or headline.
 - » Images should be sized accordingly (size requirements for each platform below).
 - » Images should be taken from within the project area.



HELPFUL HINT:

Alt text is meant to convey the “why” of an image as it relates to the content. Those with vision impairment often utilize a text-to-speech function that will read captions with image descriptions.

Hashtags

Use the hashtag below on posts for NMDOT public engagement events. This helps users keep track of posts and helps with consistent messaging.

- #NMDOTgetinvolved

Know Your Networks

Below are audience profiles for each of the NMDOT social networks and some specific best practices for each.

X (FORMALLY KNOWN AS TWITTER)

- The character count is 280 max. Research shows that an average of 150 characters or about 15 words gets the most clicks.
- The most important information should be at the top of a post to catch the eye of the viewer.
- There is a four-photo limit per post; however, NMDOT will typically use one photo per post.
 - » Image size should be as follows:
 - i. Landscape: 1080 x 566 pixels with a 1.91:1 aspect ratio
 - ii. Portrait: 1080 x 1350 pixels with a 4:5 aspect ratio
 - iii. Square: 1080 x 1080 pixels with a 1:1 aspect ratio
- Audience
 - » Hashtags are important for X posts
 - » X is the place most platform users go for news
 - » Most X users are between 25-49 years old (60% of users)

HELPFUL HINT:

Character count is the number of characters typed into a document or text box. This includes letters, numbers, spaces, and punctuation.

FACEBOOK

- The character count is 63,206 max. Most people will not read over 100 words in a post.
- The most important information should be at the top of a post to catch the eye of the viewer.
- There is an 80-photo limit per post; however, NMDOT will typically use one photo per post.
 - » Image should be sized as follows:
 - i. Landscape: 1080 x 566 pixels with a 1.91:1 aspect ratio
 - ii. Portrait: 1080 x 1350 pixels with a 4:5 aspect ratio
 - iii. Square: 1080 x 1080 pixels with a 1:1 aspect ratio
- Audience
 - » Seventy percent (70%) of US adults use Facebook
 - » Forty-nine percent (49%) of those users check the social media platform multiple times a day

Templates

The Public Engagement Portal contains templates for both Facebook and X networks for landscape, portrait and square images, all sized to the correct pixel specifications. Customizable templates can be used for: construction traffic alerts, public meeting announcements, event today announcements, thank you announcements, etc.

Date	Example Post Schedule <i>Use to inform your project-specific language</i>	Social Media Channel	Image Title and ALT TEXT
X (Formerly known as Twitter) Example Posts			
[Insert date here] <i>7 to 10 days before public event</i>	Learn about the NM 63 Pecos Canyon Bridge Replacement Project! Join us for a public meeting at Pecos High School on Tuesday, June 20 th , starting at 5:30 PM. For more information, go to [Insert project-specific website or event page] . We hope to see you there! #NMDOTgetinvolved Note: This is approximately 259 characters.	X (formerly known as Twitter)	[insert image title #1a] 1200 x 628
[Insert date here] <i>Day of public event</i>	JOIN US TONIGHT at Pecos High School starting at 5:30 PM, to learn more about the NM 63 Pecos Canyon Bridge Replacement Project. For more details, visit [Insert project-specific website or event page] . We can't wait to see you there! Note: This is approximately 233 characters.	X (formerly known as Twitter)	[insert image title #2a] 1200 x 628
[Insert date here] <i>2 to 5 days after public event</i>	The NM 63 Pecos Canyon Bridge Replacement Project will provide safer travel for all users. Have questions or comments? Submit your comments to our team by July 20 th . For more information, visit [Insert project-specific website or event page] . We want to hear from you! #NMDOTgetinvolved Note: This is approximately 269 characters.	X (formerly known as Twitter)	[insert image title #3a] 1200 x 628

Date	Example Post Schedule <i>Use to inform your project-specific language</i>	Social Media Channel	Image Title and ALT TEXT
Facebook Example Posts			
[Insert date here] <i>7 to 10 days before public event</i>	Did you know the NM 63 Pecos Canyon Bridge Replacement Project is currently in design? Construction is anticipated to begin in late 2024 and will involve replacing the current bridge across the Rio Mora. Join us for a public meeting on Tuesday, June 20th starting at 5:30 PM at the Pecos High School Auditorium for an opportunity to learn more about the project and ask the study team questions. For more information, visit [Insert project-specific website or event page]. We hope to see you there! #NMDOTgetinvolved <i>*Red pin emoji* Panther Parkway at N. Main St./NM 63</i> Note: This is approximately 498 characters.	Facebook	[insert image title #1b] 1080 x 1080
[Insert date here] <i>Day of public event</i>	JOIN US TONIGHT for a public meeting starting at 5:30 PM at the Pecos High School Auditorium, located at Panther Parkway at N. Main St./NM63. Learn more about the NM 63 Pecos Canyon Bridge Replacement Project and ask the team questions about the new bridge near Mora Campground. Interested in learning more? Visit [Insert project-specific website or event page]. We hope to see you there! <i>*Red pin emoji* Panther Parkway at N. Main St./NM 63</i> Note: This is approximately 387 characters.	Facebook	[insert image title #2b] 1080 x 1080
[Insert date here] <i>2 to 5 days after public event</i>	Thank you for attending our public meeting to discuss the upcoming NM 63 Pecos Canyon Bridge Replacement Project. Didn't make it to the meeting? Stay in the loop by visiting [Insert project-specific website or event page]. Questions or comments? Use the online comment form and don't forget to share your comments WITH US BEFORE JULY 20, 2023. #NMDOTgetinvolved Note: This is approximately 343 characters.	Facebook	[insert link to asset #3b] 1080 x 1080

Note: Include a separate file for images in a JPG format.

Video Production

Videos can be an informative and impactful tool for communicating project information; however, they can also be an expensive and nebulous process. The following are best practices for video production.

Brainstorming

Below are some tips and questions to ask to help focus your effort and create impactful videos.

- Determine who is the target audience, such as what makes them laugh or what do they value.
- Craft messaging with the audience in mind, such as what are customs and etiquettes unique to your viewers.
- Create a video distribution plan on where the audience will most likely find your video, such social media ads, YouTube, project website, presentations, etc.
- Determine what actions you want the audience to take after watching your video (what is the desired end goal with the video).

Video Production Documents

Create a set of guidance documents to help establish the key messages, generate consensus and build a timeline for the production.

- A video outline will help identify the key message to be delivered with the video.
- A script or interview questions list will help ensure key messages are addressed whether the video will be a recording narration or conducting interviews. Consult with NMDOT's Communications team for review and approval of script and/or interview questions.
- A production schedule will help manage timeline expectations to keep production on target.

Video Recording Standards

With many different video capture devices available, it is important to create a video recording minimum requirement to ensure that video productions use high-quality visuals and audio.

Minimum requirements:

- B-Roll or miscellaneous video capture: 3840 x 2160 (4K) 60 frames per second (.MOV or .MP4 .AVI)
- In-person interview video capture: 3840 x 2160 (4K) 30 frames per second
- Online recorded meetings: 1920 x 1080p (HD) 30 frames per second

- Social media specific video capture: 2160 x 3840 (4k vertical) 30 frames per second
- Audio formats: 48 KHz samples per second (.WAV, .AAC, .AIFF, M4A and .MP3)

Export and Delivery

Once video production has completed, a standardized set of digital deliverables should be exported and stored in an agreed upon NMDOT repository:

Digital deliverables could include:

- .MP4 streaming file format for online video hosting sites (YouTube, Vimeo)
 - » For videos to be posted on social media, other formats will be required. Check the network's website for requirements.
- .MOV QuickTime full resolution backup file
- .JPG photos or stills taken from video files or "behind the scenes" footage (great for thumbnails, social media posts and presentations)
- .SRT caption file to have accurate captions for online videos