

CLC VIRTUAL MEETUP

Thursday 4/23/20

Via Zoom

Topic: Virtual Programming Best Practices

Host: Jennifer Keohane & Julie Yulo-Medieros

SUBJECTS:

- COPYRIGHT
- LIBRARY USE STATISTICS
- CHILDREN
- COMMUNITY PARTNERS
- SOCIAL MEDIA
- EMAIL NEWSLETTERS FROM LIBRARY
- STORYTIME
- ZOOM
- COOKING
- GARDENING
- WORKING REMOTELY
- DISCONNECTED PATRONS
- MAKING VIDEOS
- ONLINE CALENDARS & BURBIO CALENDAR
- REOPENING
- COPING/WELLNESS
- 3-D PRINTING
- PPE
- BOOKCLUBS

CLC updates

- Continue virtual meetings after quarantine
- CLC has done more than 30 Zoom meetings since March 19
- 800 people have attended
- Next week topic: reopening questions
- CT state library putting together resource list for reopening
- WCRV radio interview with Jennifer K.
- Large CLC summer reading meeting on April 30
- CLC is working to provide libraries the resources needed to continue programming & services

What have you learned?

- Children's librarians started right away
 - Regular storytime
 - Drawing program
 - Yoga
 - Music and movement
- For security: Attendees have to register in order to attend
 - Using regular online calendar registration
 - Keeps attendance stats
 - Staff send zoom link to the email list of those who registered
 - Library Market online calendar

- Have discussion questions to draw out conversation during online meetings
 - People eventually warm up and join conversation
- Consider: Can patrons access/manage Zoom?
- Facebook live: can watch later as well. Makes content available for more people.
- For stats: count everything
 - Live attendees
 - Views
 - “Views” will be a new category for state reporting
 - Count everything and keep track for stats!
- East Lyme Public Library pre- records and posts on FB
 - Nothing live
- Go2 meeting for adult program--crafting
- Copyright
 - SLJ website lists each publisher’s rules
 - School Library Journal Covid-19 Publishers Information Directory.
<https://www.slj.com/?detailStory=publisher-information-directory-copyright-storytime-social-media-permissions-covid-19>
 - Most ask you to name the publisher and remove video in June
 - Folk songs are copyright free
 - Get performance rights for newer songs from BMI or ASCAP
 - Mr. John from Englewood PL in NJ does live songs on FB
 - Takes requests
 - Facebook has been shutting licensed performances down even with copyright permission
- Casual virtual chat programs
 - Book Chat
 - Kitchen & Garden
- Positivity video, each staff member recording 10-20 second message.
- Video of 3-D printer producing PPE's for area hospitals - big, big hit!
- Zoom virtual book club

Platforms/Social Media

Use the platform that your target audience actually uses

- Connect with community partners/town announcements
- Facebook Live/Kahoot Star Wars Trivia for Star Wars day. downloaded OBSZoom
- podcast--Westport Public Libr
- Crowd Cast
- Overdrive Big Read book club
- Facebook
- Discord (gaming)
- Instagram
 - Can have separate accounts for teens, childrens, etc
 - Can go live
 - Great way to reach teens
- Youtube
 - Post links to your youtube channel on website and fb
 - Different program each day of the week
 - For ex: Fingerplays on friday
- Email blasts

- More people signing up for emails
- email “storytime at home” pdf with book list, craft, songs

Thinking about trying

- Trivia via zoom
 - Norwalk PL had 25 teams
 - Harry Potter
 - Star Wars
 - Disney
- Family Jeopardy
- Digital escape room
- Working from Home tips webinar
- Interviews with authors
- Poets sharing poetry

Keep in mind:

- Pick and choose
- Consider staff ability and scope
- We don't all have to do all the ideas
- We are doing enough
- Think about long-term sustainability
- Evaluate--change if it does not work
- Zoom fatigue is real
 - Taking in all the faces and conversation
 - Sitting for long periods
- Burbio calendar aggregates libr events all over the state of CT
 - Oppty for PR and advocacy
- CLC will do statewide marketing about all the things libraries are doing
- CLC will organize statewide referenceUSA database programs
 - Job seekers
 - Businesses
 - All CT libraries can offer to patrons

Use in-person meeting strategies for Zoom meetings

- Props
 - Cabbage for a cooking chat

Reach out to community groups that normally use the library space to collaborate on virtual programs.

- Town arts council--Easton PL
 - Virtual art show
 - Local artists submit pieces
 - High response
 - Includes other towns too
- Book chat
 - Interview local people, commty leaders
 - Discuss books that they recommend

Consider production values for virtual programs

- Lighting
- flowers
- Background
 - Kids artwork, stuffed animals,
 - greenscreen
- Don't always have options--wherever there is room
- Outdoors

Silver linings

- We can now attend and learn from virtual meetings all over the state
- Kym Powe is doing a great job with the DLD conferences
- More time to exercise
- Older folks learning how to use Zoom
- Weeding the collections
- Maintenance/improvements can be done in the library building
- Cooking
- Baking
 - A lot of Bread
- Online shopping
- Saving money