

We Are ALSC Chat - Thursday, May 21, 2020 -- Notes

- Ø Point patrons toward programs
- Ø Can also share other info, like early literacy tips
- Peach Jar

- Zoom
 - Free version only allows ~40 minutes
 - Some libraries purchase multiple accounts
 - Allows interaction with attendees
 - Webinar format for Zooms allows more attendees; all attendees are muted and their video is not shown
- YouTube
 - Some library systems are not allowed to use it
 - Can do live video or prerecorded programs
- Crowdcast
 - Used webinar-style for author chats
- Google Meet
 - Similar to Zoom, but free
- Discord
 - Popular among teenagers
- Roll20
 - Designed for Dungeons & Dragons online play
- Facebook Live
 - Good for livestreaming
 - Facebook is less popular among kids and teens
- Instagram Live
 - Someone has to film you
 - One library hired a music performer to do Instagram Live musical storytime via their library Instagram again
- Microsoft Teams
- Regardless of platform, consider creating a content calendar model
 - One library uses an Excel spreadsheet
 - One library's marketing department handles it
 - Keep a tight limit on how many recurring/repetitive posts you offer to not be overwhelming
 - Don't create simultaneous content/programs. Think of it as, "The virtual branch only has one meeting room."
 - Sprout Social is a site that does content scheduling for ~ \$100 per month
 - Create promotional templates for virtual programming specifically
 - Ø One library uses Lucidpress
 - Ø Some use Canva
- Live versus asynchronous - asynchronous works well with families because they can watch on their own time, which also helps manage families' screen time

Heather Beverly's blog post 5/23: <https://www.alsc.ala.org/blog/2020/05/is-it-enough/>
<https://www.alsc.ala.org/blog/2020/04/new-adventures-with-virtual-programs-for-children/>
<https://www.alsc.ala.org/blog/2020/04/virtual-programming-and-patron-privacy/>
<https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>