



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

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- 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

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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/>