



from resume-building, to proofreading, to computer skills, to help with online applications. The library has also partnered with Nebraska Workforce Development to offer resume writing workshops and individual jobseeker support sessions and plans to offer similar support for jobseekers in the COVID-19 context.

Helping small businesses thrive online

Libraries help local businesses gain the digital skills they need to thrive and increase their visibility online.

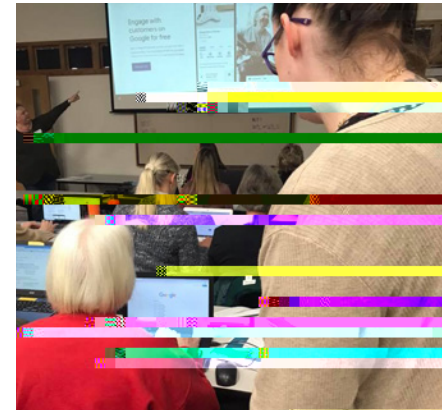
The Wilson Public Library partnered with the Cozad Chamber of Commerce to offer a series of classes for small business owners, including Get Your Business Online, Reach Customers Online with Google & YouTube, and Using Data to Drive Business Growth.

The library worked in conjunction with local newspapers, neighboring chambers of commerce and economic development corporations, and Dawson Area Development, to get the word out about the workshops to a wide range of businesses in the area. The first class in the series was attended by 20 businesses, 15 of which were from Cozad—reflecting a high level of local demand for these skills. Among other benefits, the workshops helped the owner of a local hardware store to understand how to better reach current and potential customers through social media and expand his use of platforms beyond Facebook. He stated, “I have gained insight into the analytics so I

can see how my posts are doing, [and] the reach/impact they have so I can continue to expand on what potential customers are looking for.”

Providing digital services to provide pandemic services

When the Wilson Public Library temporarily closed its doors to comply with public health measures to combat COVID-19, the library continued to support the community. Among other things, the library began offering a curbside fax and copy service to meet the needs of businesses and residents who would normally visit the library in person. The library also made its Wi-Fi network available for use outside the building. Additionally, classes for local businesses originally planned for the early months of the pandemic were rescheduled and held online. The library plans to support



both jobseekers and small businesses during the upcoming economic recovery, starting by re-writing its community needs plan—recognizing that what the community needed pre-COVID versus what it will need post-COVID will more than likely look different. ■

