Transition to Virtual Programming, May – September 2020

August 18, 2020

The Marketing Team has been working to transition in-person adult programming to online, and support other departments in developing their virtual programming. This has not been a “one size fits all” endeavor, and we continue to explore technologies and techniques.

Adapting existing programs

Several contests were already planned for 2020, and the marketing team assisted staff in adapting them for online participation. Entries were submitted via email. Advertising, voting, and patron interaction took place on social media, and was managed by the marketing team.

- **PEEPS Diorama Contest**
  - 29 Entries
  - March 18, 2020 - The Peeps Contest Has Gone Virtual!
    - 3.1K People Reached
    - 263 Engagements
  - March 31, 2020 - It’s Voting Time!
    - 7.7K People Reached
    - 1,865 Engagements
  - April 3, 2020 - Winners Announcement
    - 3.1K People Reached
    - 688 Engagements

- **Children’s Photo Contest**
  - 23 Entries
  - July 22, 2020 - It’s Voting Time!
    - 3.9K People Reached
    - 931 Engagements
  - July 23, 2020 - Winners Announcement
    - 3.3K People Reached
    - 966 Engagements

- **Adults and Teens Photo Contest**
  - 125 Entries
  - July 25, 2020 - Voting Time
    - 7,241 People Reached
    - 1,552 Engagements
  - August 4, 2020 - Winners Announcement
    - 2,379 People Reached
    - 402 Engagements

Programs of this format are not difficult to adapt to a virtual format, and they get a high amount of engagement on social media. However they are labor-intensive. Time-consuming tasks include: organizing the entries and preparing them for uploading to Facebook, monitoring comments, questions, and voting, and creating certificates and graphics for the winners with a short turnaround time.
Interactive programs

The staff of the Information and Children’s Departments developed two programs using Google Forms, and Marketing helped publicize them through social media and targeted email. Google Forms have several pitfalls: design options are limited, videos and links are awkward to navigate, and accessibility suffers when linking from social media apps.

Children’s Escape Room
April 4, 2020
113 people clicked the link (included in an email) to begin the activity, and 279 people accessed the escape room through Facebook.

Adult Scavenger Hunt
June 22 - 28, 2020
106 people clicked the link (included in an email) to begin the activity, and 71 people accessed the scavenger hunt through Facebook.

37 people completed the activity and entered to win prizes.

Launched July 14, 2020
The staff of the Information and Children’s Departments gave personalized reading recommendations to participants via Facebook Live each Tuesday and Thursday in July. Readers commented which books they’ve enjoyed and our staff gave suggestions to them based on their interests. There were a total of 13 live participants.

Kindergarten Readiness Home Activity Series
First kits available August 10 - 15, 2020
This program is a virtual version of the in-person Ready... Set... Kindergarten program. Parents and children can participate in all of the same learning experiences from the safety of home, with the songs and stories coming from online resources, videos produced by the library, and packets of hands-on activities available for pick-up at the library.

The online component bypasses the shortcoming of Google Forms. It is easy to find on the library’s website and can be accessed from any computer or mobile device. Each month, Children’s Staff will present new activities, stories, and tips.

1,341 People Reached and 63 Engagements on Facebook
24 views of “Scissor Tips” video on YouTube, 47 Activity Kits and 12 Starter Kits distributed as of 8/19/2020.

Upcoming Program:
Carry-Out Crafts for Adults – Bee Earrings
September 3, 2020
Participants will pick up project supplies one week before the program, and then learn how to make the craft together during a livestreamed video which will be filmed at the library.
Prerecorded and live programs provided by presenters

Some presenters have supplied prerecorded videos, which the library streams live via Facebook Premiere. The Marketing Team handles advertising and promotion.

Livestreams with the Western Reserve School of Cooking
Chef Catherine, owner of the Western Reserve School of Cooking, demonstrated cooking techniques from her home kitchen.

**Sushi 101 - May 12, 2020**
36 live viewers

**Mediterranean Mezes - July 28, 2020**
34 live viewers
The archived video reached 1,060 people

**Upcoming Classes:**
Italian Basics - September 10, 2020
Holiday Appetizers - November 5, 2020

Children’s Performers, Summer 2020
Several already-scheduled Children’s performers provided prerecorded videos to the library. *Didgeridoo Down Under* and *Outback Ray* premiered on Facebook. *Dragon Adventures* is available on the library’s website.

**Didgeridoo Down Under**
Facebook Premiere Video
June 23, 2020
29 live viewers
The archived video was viewed by 1,000 people

**Outback Ray’s Amazing Animals**
Facebook Premiere Video
July 8, 2020
25 live viewers
The archived video was viewed by 990 people

**Dragon Adventures**
Hosted on www.smfpl.org
Available through Aug. 31, 2020
The webpage has had 320 visitors

**Upcoming Virtual Program of this format:**

**Chardon Polka Band** - August 27, 2020
Library-produced, prerecorded videos

Prerecorded (vs live) videos are ideal for presentations that need to be high-quality or that require edits or captioning. When scheduled as Facebook livestreamed Premieres, they can be included in programming numbers for the State Library of Ohio.

Story Time at Home

We began producing Story Time at Home videos in January 2018 and broadcasting them on YouTube. The Spike’s Place YouTube channel has 393 subscribers, and videos have been viewed 47,604 times in the last year.

In June, we began premiering the videos on Facebook.
57 live viewers in June and July (combined total)
The archived videos were viewed by 2,593 people

The History of Stow’s Fourth of July Parade

This program presented by Local History Librarian Gretchen Quinn on July 2 was livestreamed to our Facebook page.
13 live viewers
The archived video reached 6,815 people and was watched for a total of over 2,300 minutes.
Library produced, livestream broadcasts

We have found that Facebook Premiere Videos do not get as much audience reach as livestream broadcasts. Usually, a person would use their smartphone’s camera to livestream. However, this limits sound quality, camera placement, and the ability to interact with Facebook users while the program is being recorded.

The Akron-Summit County Public Library’s marketing department shared with us that they were purchasing a dedicated livestreaming camera. After some research, we decided to purchase a Mevo livestreaming camera. Edits can be performed on-the-fly using a smartphone app, and the camera’s on-board microphones are excellent.

Future livestreaming plans

• Transition Story Time at Home to a livestream broadcast.
• Livestream reading recommendations for adults and teens

Summer Reading Update
Livestream test – June 29, 2020

14 live viewers

The archived video was viewed by 925 people

Virtual Concert: Krista Solars and Peter Douglas

Livestreamed program – July 16, 2020

94 live viewers

The archived video reached over 8,870 people and was watched for a total of over 6,600 minutes.

This was our first full-length, livestreamed program. Lisa Maruna handled filming, while Ann Malthaner and Sue Kirchgessner monitored the Facebook broadcast and comments.

Upcoming Virtual Concert: Matthew Ball

September 14, 2020

Matthew will perform a family-friendly concert of New Orleans Song, Boogie-Woogie, and Swing Dance Era favorites.
Virtual Author Talk with Eliese Colette Goldbach
August 13, 2020
Moderated by Tom Stephan and held via Zoom, Eliese discussed her memoir, Rust, and answered readers’ questions.

A broadcasting error occurred just before livestreaming the interview: there appears to be a sporadic issue with Facebook’s livestreaming API. Instead, the Zoom meeting was recorded and posted to Facebook later the same night.

The archived video reached 934 people and was watched for a total of 875 minutes.

Virtual Author Talk with Connie Schultz
Livestreamed program – July 30, 2020
Moderated by Tom Stephan and held via Zoom, Connie discussed her new book, The Daughters of Erietown, and answered audience questions. Lisa assisted Tom Stephan and Connie Schultz with Zoom. Ann, Lisa, and Sue monitored Facebook comments, assisted audience members via phone and Facebook chat, and relayed audience questions to Tom.

103 live viewers.

The archived video reached over 2,700 people and was watched for a total of over 6,000 minutes.

Program archive

Select virtual programs will be archived on the library’s website for patrons who do not wish to view them on Facebook, or don’t have a Facebook account. The day after a program airs on Facebook, the Marketing Department will download the video from Facebook, upload it to the library’s YouTube channel, and embed the video at www.smfpl.org/programarchive.