Upping Your Virtual Programming Game

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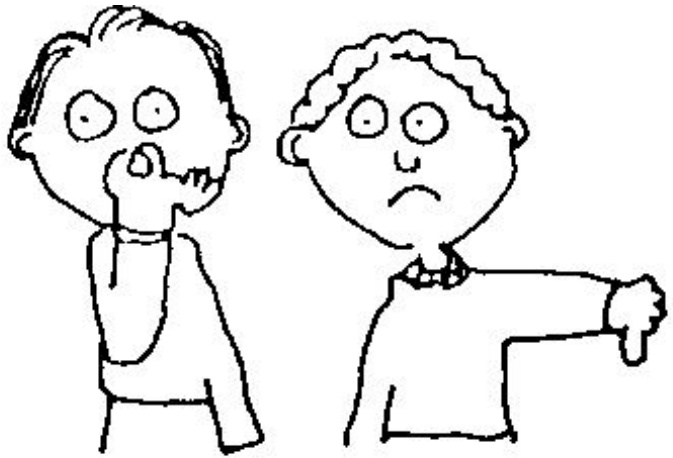


2020
January
February
Quarantine
December

Where Are We At?

Pandemic challenges

\+ Library challenges

= Working in uncertainty and crisis mode

Change is Challenging

Continuous change

Loving our work?

Balancing what you/patron wants with what you can do

A Round of Applause

Curbside service

Personalized Book Selection

Book Bundles

Home delivery of books

Grab and go kits

Call-a-story

Expanded wifi around libraries

Balance Questions

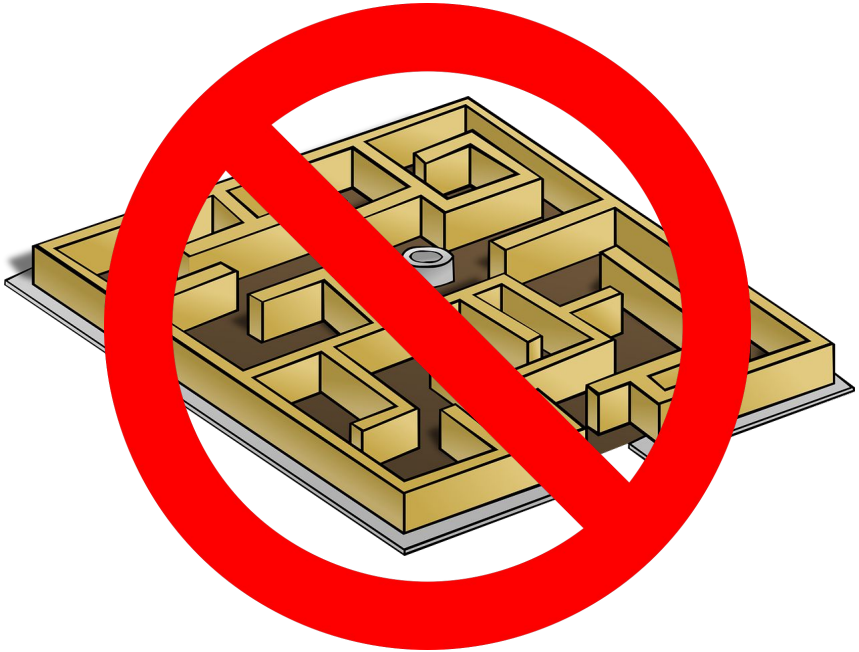
Capacity

Creativity vs. “It’s OK”

Sustainability of effort

WINTER IS COMING

Intention and Focus



Planning with intention

Avoiding complexity

Being realistic

Less Can Be More

Shorter program time lengths

Less frequent programs

Where is the Easy Button?

Make it simple

Expand your concept of programs

Being Realistic

Recognize your limits

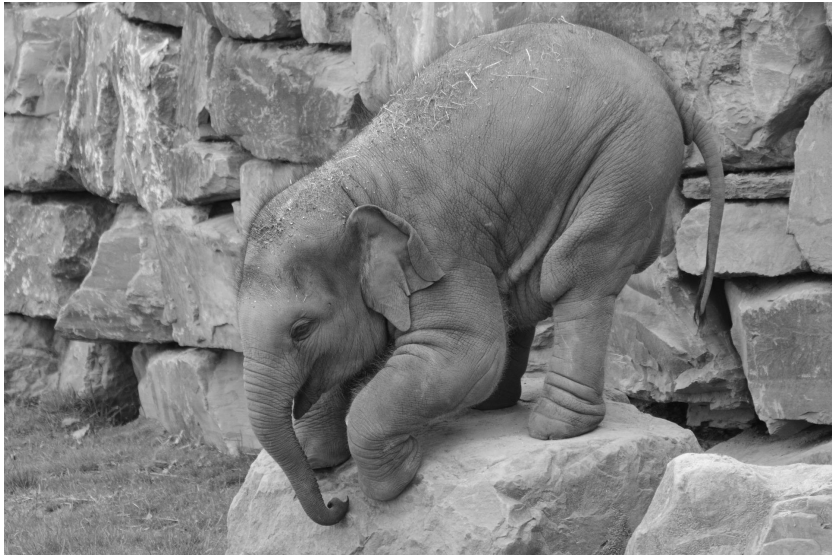
Avoid superhero complex

Stats and Data Worries

Asterisk year

Telling the library story

The big picture of programming



Upping Your Presentation Game

Preparation and variation

Practice

Really looking at your “selfie”

Here's Looking at You

Lens at eye level

Eye contact

Placement of reading material

Here's Listening to You

Speak slowly

Post it notes

Use pauses - it's ok

Getting Attention

Focus on one type of social media

Leverage your community networks

Mix up your focus

Create a “telephone” group of interested patrons to amplify

Don’t Be Afraid of Surprising

DIY storytime kits

In-the-house scavenger hunts

Librarian pen pal

Virtual material displays

Upping Your Content Game

What is popular?

What are people talking about? [friluftsliv]

(CO Libraries Outdoor Winter Programming webinar 12/10/20)

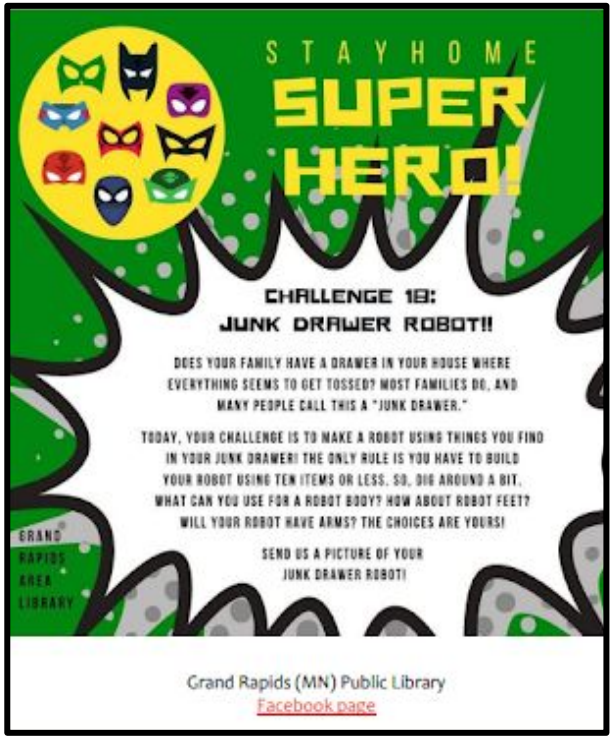
Where are the holes in the community?

Who are your potential partners?

Upping Your Partnerships Game

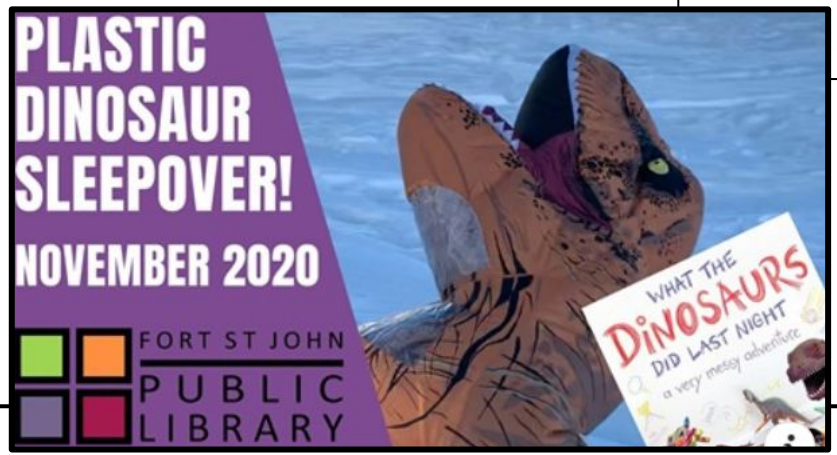
- Schools
- Day Cares
- Businesses
- County/Community Services
- Park and Rec
- Nearby libraries

Upping Your Children's Game



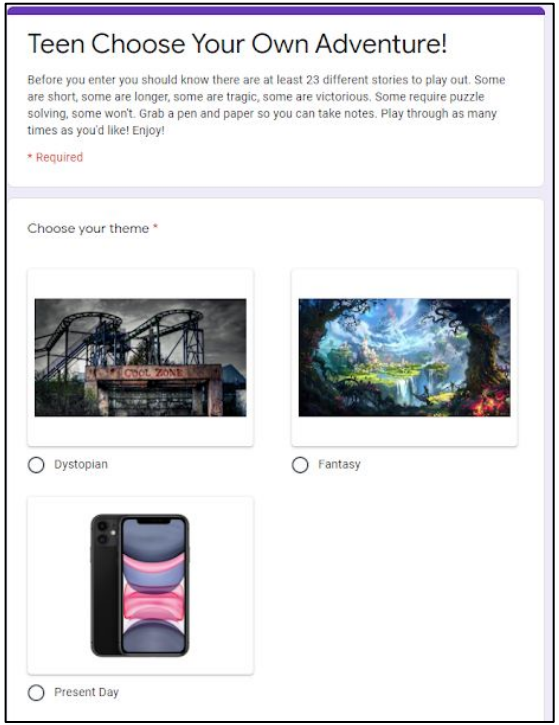
Grand Rapids (MN) Public Library
Facebook page

Birchland (OH) Public Library's
Facebook Scavenger Hunt page



Fort St John (BC) Public Library

Upping Your Teens Game



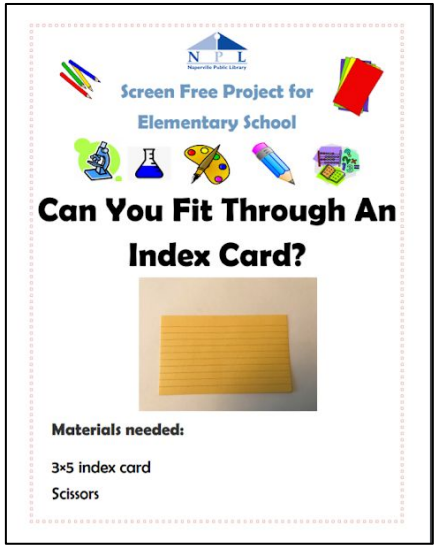
Seguin (TX) Public Library

Kansas City (MO) Public Library

Pikes Peak (CO) Library District

Passive is the New Active

Carrollton (TX) Public Library

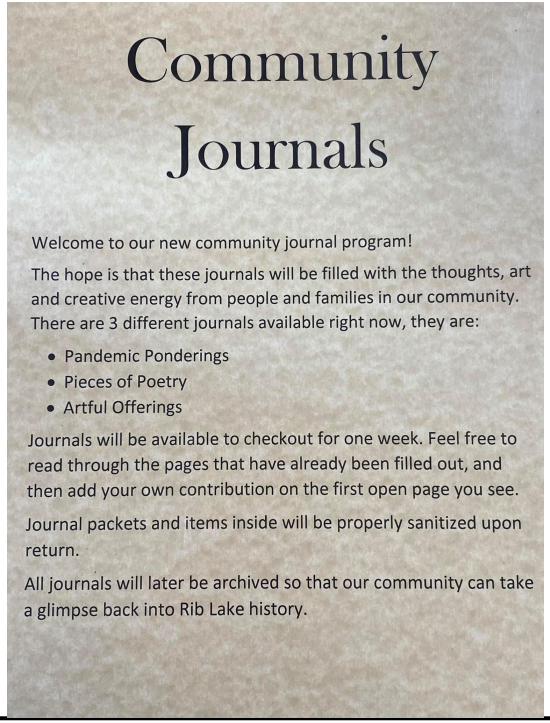


Naperville (IL) Public Library

Salina (NY) PL Pinterest page

Upping Your Adults Game

D.R.Evart (NY) Library



Rib Lake (WI) Library

Fargo (ND) Library

Remember the Fun

Marketing Mondays. Rebecca Kilde, IFLS

Friendly interactions

Humor in signage and messaging

Upbeat PR

Connect for Ideas!!!!

Connect with your peers

Blogs (YSS; ALSC; Teen Librarian Toolbox;Teen Services Underground)

Library Facebook user groups (Programing Librarian; Storytime Underground; Teen Librarians etc)

Webinars and CE to help you with ideas (SCLS; WVLS; NEWI CE page, etc)

Thank You!

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