



MEDIA TOOLS DURING CORONAVIRUS

MONDAY, NOVEMBER 9, 2020

The Media Committee of RASD
RASD is a Division of SCLA



HOW HAS COVID-19 IMPACTED LIBRARIES?

- Physical shutdown stifled patron interactions with local libraries.
- Shoved in-house services into the virtual spotlight
 - How do you make the transition? How do you make it seamless for patrons to make the transition?
- Re-evaluate staff strengths and library social media presence
- Fusing patron and staff safety and library services with the same vigor as before the pandemic.
 - Making these virtual services inviting to patrons
 - Encouraging staff to take the leap to virtual services
- Devising a way to explain to patrons why all library services are not available
 - "Why isn't there curbside pick-up?"



THE ROLE OF MEDIA IN LIBRARIES IN A PANDEMIC

Library staff have had to tailor services that can be facilitated into an entirely virtual outlet. This was made clear very early on in the pandemic- libraries must adapt!

Media services keep patrons connected with the library.

IDENTIFY TRENDS → **STAFF INVOLVEMENT** → **SECURE MEDIA OUTLETS**

THE TRENDS THEMSELVES



VIRTUAL PROGRAMS



VIDEO TUTORIALS



INCREASED EBOOK USAGE



SOCIAL MEDIA EXPANSION



UPTICK IN ONLINE RESOURCE USAGE

PROGRAMS WITH A MEDIA TWIST



Education



Virtual Cooking Programs



Take & Make Kits



**Technology &
Interactive Programs**

OVERDRIVE CHECKOUTS

January 2020- October 2020



Courtesy of Suffolk Cooperative Library System. Accessed 11/4/2020

STAFF AND MEDIA TRENDS

- How do you get staff on-board with these ventures?
- Will there be training?
- Do you provide library equipment for at-home use or is it expected that staff use their personal equipment?
- How do you communicate deadlines and details to the staff?



STAFF INVOLVEMENT

- Rally up staff
 - Make digital media appealing and not so daunting
- Identify strengths and talent
 - Ask staff who has experience filming, editing, etc.
 - Draw upon hobbies and personal interest
- Brainstorm ideas
 - Have a "behind the scenes" group of staff

VIABLE MEDIA OUTLETS

Zoom

Facebook

GoToMeeting

YouTube

Google Meet

Instagram





MARKETING MEDIA

- Library Newsletter
 - Digital/ Print
- Social Media
- Library Website
- Promotional materials
 - Flyers, posters, brochures
- Existing programs

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WHAT'S NEXT?