

Facebook Live



Taylor Shutt
Logan County Public Library

WE ARE LIVE

- Started live videos a month before the Eclipse
- Slowly turned into a weekly thing
- BIG ideas for the new year
 - More interactive with viewers
 - Advertising more than programs

The screenshot displays the Facebook profile page for Logan County Public Library. The page header includes navigation options like 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing Tools', 'Pages to Watch', 'Settings', and 'Help'. Below the header, there are interaction buttons for 'Liked', 'Following', 'Share', and 'Learn More'. The profile picture shows the 'lcpl' logo. The page name is 'Logan County Public Library' with the handle '@LoganCoLibrary'. A left-hand navigation menu lists 'Home', 'Posts', 'Reviews', 'About', 'Photos', 'Videos' (which is highlighted), 'Community', 'Events', 'Promote', and 'Manage Promotions'. The main content area features a search bar, a 'Playlists (1)' section, and a 'Weekly Updates' section with 16 videos. Below these are 'All Videos' and 'Video Insights' sections, each displaying a grid of video thumbnails with titles and view counts. The video titles include 'Events and activities happening this week and closing announcements!', 'Events and activities happening this week', 'Drop your drawers update!', and 'DROP YOUR DRAWERS info & programs happening this week'.

A Few Things to Think About/Remember

- Is all of your information correct and up to date?
- When is the best time to record?
- Is this something you want to continue?
- What are you going to talk about?
 - Order of topics/flow of video
- How can you keep it new and refreshing or not repetitive?
- Keep it short
 - 8 minutes seem to be the sweet spot for us
- Keep them entertained
 - You have about 1 minute to capture their attention
- Not everyone will watch or want to watch

Getting Started!

- Be comfortable
- BE EXCITED!
- Be consistent
- Look presentable
- Invest in the right equipment
 - Selfie stick with tripod that will fit a cell phone and DSLR camera



Feedback



- You'll be famous
 - They may not know your name, but they know you work for the Library
- Better turnout for programs
- More interaction/participation
- **F R E E** advertising
- Check out our videos on our website or facebook page!

PERISCOPE: BROADCASTING LOCAL HISTORY AND GENEALOGY LIVE! AT THE LIBRARY

Cierra Earl, MA
Cierra.Earl@kentonlibrary.org

Kenton County Public Library – Covington Branch
<https://www.periscope.tv/kentonlibrary>

What is Periscope?

- A free application that allows users to live-stream original content from a smartphone or tablet.
- Similar to watching a live broadcast on television (e.g. sporting events, morning news, et cetera), but with the ability to interact with the audience (if desired).
- Is *not* pre-recorded, but allows you to save your videos so that they can be shared later (replay views).



<https://www.periscope.tv/KentonLibrary/>

How to Download Periscope

Requirements

- ❑ An Apple or Android smart phone or tablet that supports apps
- ❑ A Twitter account (Periscope was developed by Twitter)
- ❑ Device must have a working camera and microphone for broadcasting
- ❑ The most recent version of your respective operating system must be installed
- ❑ Reliable data connection*

Downloads

- ❑ To download, access the Apple App or Google Play Store and follow the instructions as guided
- ❑ Once downloaded log-in to the app using a Twitter account

Creating Content for Periscope

- Show off your Library!
 - Collections – New material, reviews, etc.
 - Spaces – Departments, maker spaces, section spotlights.
 - Demos – Show how a resource works; or demonstrate staff abilities.
 - Tours /Behind-the-Scenes – Show off the library and the community.
 - Staff – Digital meet & greets, AMAs.
 - Promote Events – Teasers and Q&A for upcoming big events.



Kaira demonstrates how to make a decoupage family tree during a Periscope broadcast.

<https://www.periscope.tv/KentonLibrary/>

How Do We Use It?

Tours – Tours of places, features, and historic parts of the community inside and outside of the library.

TIL: Local History and Genealogy– Simply-explained genealogy and local history topics.

3G2: Glitter, Glue, and Genealogy, Too! – Genealogy craft time!

(WOO, SPARKLES!!)



Cierra demonstrates how to make family history themed recipe cards.

<https://www.periscope.tv/KentonLibrary/>

Successes and Challenges!

Successes

- Connecting with patrons
- New followers
- Repeat viewers
- Viewer feedback
- Share exclusive spaces and resources
- Interaction with other institutions
- iPad stand
- Wi-Fi hotspots
- Bug spray/sunscreen and water

Challenges

- Wi-Fi and data connectivity
- HOT summer days
- Bees
- Time Management/Staffing
- Content Creation
- Platform awareness
- Communicating in real-time
- It's live!



42 Viewers

ELI5: How do I find my moms
yearbook photo @ KCPL

Example Periscope Broadcast!

<https://www.periscope.tv/KentonLibrary/1IDxLkEaAYmJm>

Follow Us on Periscope @KentonLibrary

JCPL Facebook

Presenters

Charlotte Blakeman cblakeman@jesspublib.org

Carrie Green cgreen@jesspublib.org

Kelly Little klittle@jesspublib.org

Strategy

- ▶ Less direct advertising for programs
- ▶ Variety of posts
- ▶ Try to connect our posts to resources and programs offered
- ▶ Encourage interaction by offering give-a-ways
- ▶ Create events for our larger programs
- ▶ Use other libraries for ideas and inspiration
 - ▶ The Shareable Clique on Facebook is a great page to learn what other libraries are doing that works well.
<https://www.facebook.com/search/top/?q=shareable%20clique>



Adaptable Schedule

Day	Morning (9:00am)	Afternoon (5:30 p.m.)
Monday	Resource promotion/Interactive Post	Instagram (#MakerMonday)
Tuesday	Funny Meme	Resource promotion/Interactive Post
Wednesday	Videos	Instagram (Children's)
Thursday	Program Promotion/Interactive Post*	Instagram (#Teens)
Friday	Instagram (#Bookfacefriday)	Program Promotion
Saturday	Resource/Program Promotion	Caturday
Sunday	Inspirational/Funny meme	Blog post


Popular Posts

Photos and videos from popular events

- ▶ You don't want to post something on every event

JCPL Jessamine County Public Library added 9 new photos. December 9 at 9:25pm

We won 2nd place in the parade tonight! If anyone took pictures of our float in route feel free to share in comments below!



+6


Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2457 people reached

Boost Post

JCPL Jessamine County Public Library October 18, 2017

Dino dancing at Comic Surge.



Your video is popular in Kentucky

200 Views

Like Comment Share


Jonathan Jones, Kelly Little and 17 others

Write a comment...

Boost Post

JCPL Jessamine County Public Library added 5 new photos. December 8 at 4:49pm

You won't want to miss this! Yule Ball tonight from 6p-8p!



+2

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1679 people reached

Boost Post

Popular Posts

Blog Posts

- Write about trending issues
- Create eye-catching titles and headers



JCPL Jessamine County Public Library
Published by WordPress [?] · December 4 at 1:19pm · 🌐

Use the library's laser cutter or 3D printer to DIY gifts they'll love!
<https://www.jesspublib.org/10-creative-diy-gifts/>

10 Creative DIY Gift Ideas to Make at the Library

10 Creative DIY Gift Ideas to Make at the Library

What's more special than a handmade gift? How about a gift handmade by you in JCPL's Creative Space? Listed below are some of the easy and personal gifts that JCPL staff have made durin...

WWW.JESSPUBLIB.ORG

👤 1372 people reached Boost Post

Popular Posts

Interactive posts

- ▶ Simple and easy works best
- ▶ Responding in GIFs seems to be the most popular



Post Details

Jessamine County Public Library
Published by Hootsuite [?] · November 21, 2017 · 🌐

Like Page

Have you ever played "Have you ever?" Well, this is the book edition. Add up the "fines" for each of your book offenses and tell us about it in the comments!

Have you ever? Book edition

- Read a book to the end, even though you didn't like it. \$10
- Read CliffsNotes instead of the actual book. \$10
- Pretended to have read a book even though you didn't. \$10
- Watched the movie instead of reading the book. \$20
- Put a book back on the shelf because you didn't like the cover art. \$10
- Skipped ahead and read the ending. \$10
- Checked out a book more than 3 times from the library and still never got around to reading it. \$10
- Told a friend you've read a book they recommended knowing you never will read it. \$10
- Started reading a book you thought was new to you and a few chapters in realize you've read this before. \$20
- Request a book from the library but by the time it comes in you can't remember why you requested it. \$10
- Fell asleep while reading. \$10
- Had to reread entire chapters because you couldn't remember what was going on. \$20

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,231 people reached

Boost Post

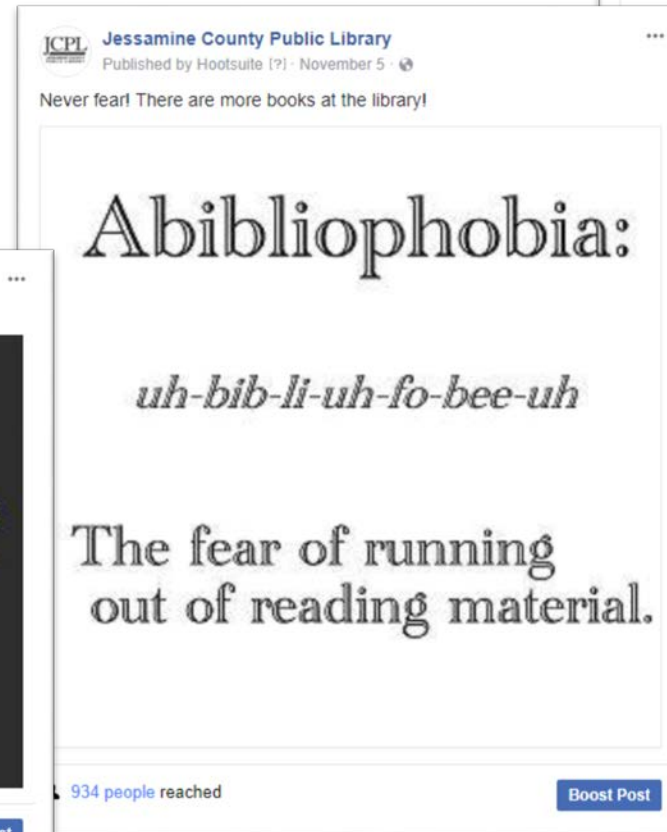
Rebecca Burge, Jim Critchfield and 4 others
18 Comments

Like Comment Share

Popular Posts

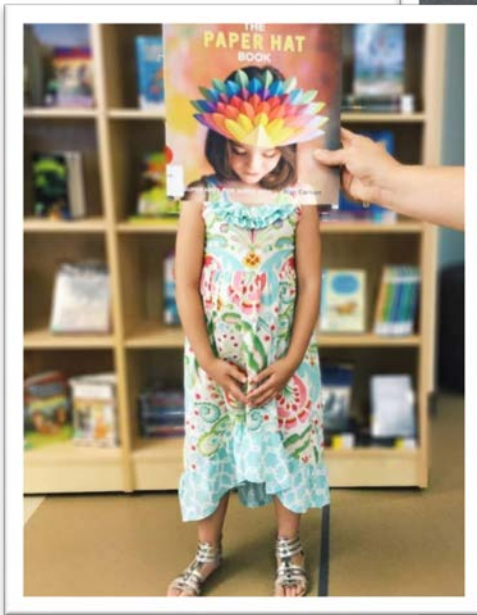
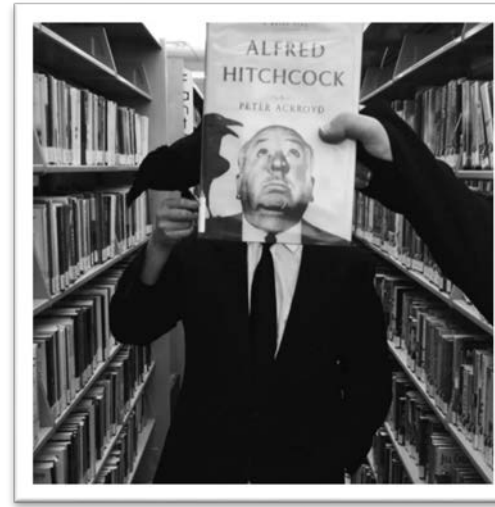
Humorous Memes

- ▶ Everyone loves a cat/animal picture
- ▶ They can often be tied into a library program or resource



Popular Posts

#bookfacefriday



Jessamine County Public Library · November 3

Today's #bookface comes with sparkles thanks to #ThelmaTheUnicorn. 🦄

#bookfacefriday #aaronblabey #libraryfun #unicorn #librariesofinstagram #jesspublib

Tag Photo Add Location Edit

Like Comment Share

27

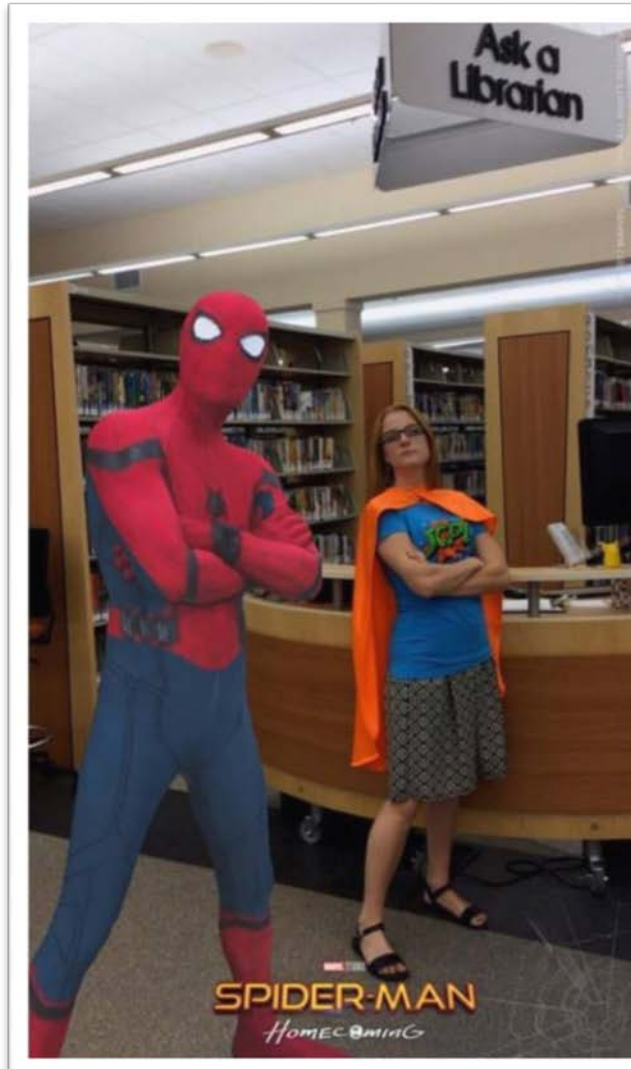
1 Share

Write a comment...

Suggested Pages See All

Jessamine County Education Foundation
77 people like this.
Like

Contests are great!



Jessamine County Public Library
Like This Page · October 10 · Edited · 🌐

It's contest time!!! 🎉🎉 Who's your favorite superhero? Let us know in the comments below for a chance to win a \$25 gift card to purchase items from the vendors and artists at JCPL Comic Surge. It's this Saturday, October 14, from 10:00 a.m. to 4:30 p.m.

Contest ends on 10/11/17 at 5:00 p.m. JCPL employees and their families are ineligible to win prizes.

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share 📄

👍 🎉 🤔 37 Chronological ▾

14 Shares 107 Comments

View previous comments

 **Becca Smith Gambit**
Like · Reply · Message · 🌐 1 · October 11 at 11:51am

 **Cheryl Nichols**



JCPL Write a comment... 🗨️ 📷 📄 📌

Jessamine County Public Library
November 30 at 5:29pm · 🌐

🎉🎉 **CONTEST TIME!** Comment below with who you would take on a camping trip to enter to win a signed copy of "When I Am Through With You" by Stephanie Kuehn.

🇺🇸 Open to teens and adults. Must comment by 5:00 p.m. on 12/1/17 and be able to pick up the book from JCPL. JCPL employees and their families are ineligible to win prizes



👥 1969 people reached [Boost Post](#)

Events

- ▶ If you don't have a designer Facebook has options for an event banner.
- ▶ Events are sharable and interactive.
- ▶ Most important info at top of details field.
- ▶ Ads are not very expensive.
<https://www.facebook.com/business/learn/how-much-facebook-ads-cost>
- ▶ Keep up with posts on your events. (Especially on the day of the event - Very Important!)
- ▶ Tips for making your event ad successful:
<www.facebook.com/business/help/1201940246592489>

FAMILY FRIENDLY COMIC CON FUN RIGHT HERE IN JESSAMINE COUNTY!

JCPL COMIC SURGE

OCT 14 2nd Annual JCPL Comic Surge
Public · Hosted by Jessamine County Public Library

★ Interested ✓ Going

Saturday, October 14 at 10 AM - 4:30 PM
about 2 months ago

Jessamine County Public Library
600 S Main St, Nicholasville, Kentucky 40356

About Discussion

Write Post Add Photo/Video Create Poll

Details

Free admission! Family Friendly event!
<https://www.jesspublib.org/jcpl-comicsurge/>

10:00 am – 4:30 pm: Vendors, Authors, and Artists available
10:00 am – 4:30 pm: Rose's Rolling Video Games
10:00 am – 4:30 pm: Mystery Machine replica, Jurassic jeep replica, Supernatural-style car on site
10:00 am – 4:00 pm: Scavenger hunt for all ages
10:00 am – 12:00 pm: Malicious Cosplay is on site
10:00 am – 1:00 pm: Cosplay Contest judging is open
10:00 am – 1:00 pm: Jedi/Manda is on site
12:00 pm – 2:00 pm: Princesses visit the library
12:00 pm – 3:00 pm: Free photos at the photo booth station
12:30 pm – 1:15 pm: Shadow Clone's Geek Party Concert
1:30 pm – 2:30 pm: Cosplay Contest
2:00 pm – 4:00 pm: Power Girl Trio visits the library
2:30 pm – 4:30 pm: Don Richardson as Ironman is on site
2:30 pm – 4:30 pm: Urban Ninja Obstacle Course featuring a super web-slinger

Jonathan Jones
October 14 · 🌐

We had an awesome time! Great con! If anybody's got any pictures of us, please tag me! I'd love to see them! 😊

Like Comment Share

Jessamine County Public Library, Les Lehman, Travis D. Berry and 3 others

Write a comment...

Mieko Junichi
August 23 · 🌐

Who is the person running this event, I have a question for them if they have a Facebook

Like Comment Share

Jessamine County Public Library There are multiple people in charge of this event. Who you would need to speak with would be determined by the nature of your question. If you would like to call the library once we are open today, we would be happy to transfer you to the appropriate staff member. Our number is 859-885-3523. On Thursdays we open at 11:30.

Like Reply · 18w

Mieko Junichi Well, I want to refer a Cosplay Photographer to you guys, she is really good and as been to many convention to do her photo shots, and she has cheap prices too, her photography page is Saya's Passion Photography



Laurel County Public Library

Leah Rudder

Programs and Promotions Manager

Kevin Bowman

Digital Content Manager

**GOING ON YOUTUBE JUST TO WATCH A 5
MINUTE MUSIC VIDEO**



**5 HOURS LATER WATCHING A TUTORIAL
ON HOW TO TALK TO GIRAFFES**

Why We Started

Our YouTube page started in 2013 as a way to share videos of performances that were hosted at the library.

The screenshot shows a YouTube video player with the following details:

- Video Title:** Stirfry Musette
- Views:** 102 views
- Channel:** Laurel County Public Library (Published on May 28, 2013)
- Description:** A clip from the Stirfry Musette's performance at the Laurel County Public Library in September 2011. You learn more about their eclectic style of original, americana and european gypsy music at their website. <http://www.stirfrymusette.com/>
- Right Sidebar (Performances):**
 - Bacchanal Steel Band (Laurel County Public Library)
 - Sogo Drums (Laurel County Public Library)
 - The Flute Symphony of Lexington (Laurel County Public Library)
 - Laurel River Line (Laurel County Public Library)
 - Joe La May and Sherri Reese - American Folk Music Duo (Laurel County Public Library)
 - Stirfry Musette (Laurel County Public Library)

The first LCPL YouTube video uploaded on May 28, 2013.

What It Became

We also use it as a way to reach people who can't visit the library as often as they'd like.

Created playlists

 <p>Our Veterans, Their Stories An oral history project by the Laurel County Public Library 6</p>	 <p>Quick Tips and How-to's 3</p>	 <p>Kids' Zone THE LEAH REPORT MILK JUG IGLOO 57 Updated today</p>	 <p>Interviews 11</p>	 <p>Performances TERRY LEE AND THE ROCKABOOGIE BAND 96</p>
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Playlists

 <p>Performances TERRY LEE AND THE ROCKABOOGIE BAND 96 Laurel County Public Library</p>	 <p>Kids' Zone THE LEAH REPORT MILK JUG IGLOO 57 Laurel County Public Library Updated today</p>	 <p>Our Veterans, Their Stories An oral history project by the Laurel County Public Library 6 Laurel County Public Library</p>	 <p>Interviews SILAS HOUSE 11 Laurel County Public Library</p>	 <p>Quick Tips and How-to's 3 Laurel County Public Library</p>
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The Leah Report - Milk Jug Igloo

26 views • 4 days ago



Merle A. Barrett

240 views • 1 month ago



Larry Henry Taylor

207 views • 1 month ago



Flint Robert Fivecoat

150 views • 1 month ago



Robert George Scholten

62 views • 1 month ago



James Holdiness

35 views • 1 month ago



Our Veterans, Their Stories

145 views • 1 month ago



The Leah Report - Book Bundles

160 views • 3 months ago



Terry Lee and the Rockaboogie Band - Blue

50 views • 4 months ago



Terry Lee and the Rockaboogie Band - I'm

86 views • 4 months ago



The Leah Report - Ambulance Inc.

131 views • 4 months ago



Berea College Black Music Ensemble - Amen It Is So

119 views • 6 months ago



Berea College Black Music Ensemble - I Hear The Sound

65 views • 6 months ago



The Leah Report - London City Police Department

287 views • 7 months ago



Viva La Strings - Radioactive

59 views • 8 months ago



Viva La Strings - Star Wars Theme

58 views • 8 months ago



Viva La Strings - Bohemian Rhapsody

61 views • 8 months ago



The Leah Report - Wildcat Harley

254 views • 8 months ago



Minnie Black's Gourd Band - Maybe She Go

51 views • 9 months ago



Minnie Black's Gourd Band - Sway

46 views • 9 months ago



Frontier - Can't Slow Down

212 views • 9 months ago



Frontier - Your Love

204 views • 9 months ago



Heidi and Ryan - Winter Wonderland

82 views • 1 year ago



Heidi and Ryan - Jingle Bell Rock

89 views • 1 year ago



Silas House Book Discussion

76 views • 1 year ago



Terry Lee Goffee - Wreck of the Old '97

247 views • 1 year ago



Terry Lee Goffee - Man In Black

197 views • 1 year ago



Sergeant Hurley Visits the Library

168 views • 1 year ago



The Leah Report - The Oobleck Experiment

184 views • 1 year ago



The Juggernaut Jug Band - Get With It

54 views • 1 year ago



Laurel County Public Library

Created: May 24, 2013 • Videos: 195

CHANNEL

This year (Jan 1, 2017 – Dec 31, 2017)

Watch time

Minutes

24,867



Average view duration

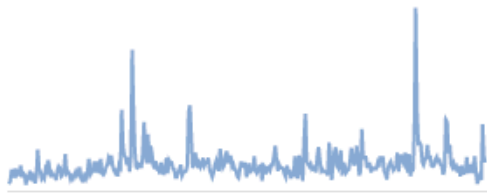
Minutes

1:54



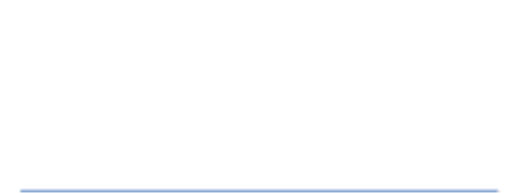
Views

13,073



Your estimated revenue

\$0.00 ●



Likes

97



Dislikes

3



Comments

12



Shares

168



Videos in playlists

295



Subscribers

24




Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Your estimated revenue	↓ Your YouTube Red revenue
Merle A. Barrett	1,885 7.6%	240 1.8%	\$0.00 0.0%	\$0.00 0.0%
Larry Henry Taylor	1,634 6.6%	206 1.6%	\$0.00 0.0%	\$0.00 0.0%
Iron Horse - Rocket Man	1,472 5.9%	1,018 7.8%	\$0.00 0.0%	\$0.00 0.0%
Our Veterans, Their Stories	1,386 5.6%	145 1.1%	\$0.00 0.0%	\$0.00 0.0%
The Leah Report - London City Poli...	1,050 4.2%	287 2.2%	\$0.00 0.0%	\$0.00 0.0%
The Leah Report - Wildcat Harley	898 3.6%	254 1.9%	\$0.00 0.0%	\$0.00 0.0%
Iron Horse - Crazy Train	896 3.6%	538 4.1%	\$0.00 0.0%	\$0.00 0.0%
Flint Robert Fivecoait	774 3.1%	150 1.1%	\$0.00 0.0%	\$0.00 0.0%
Berea College Black Music Ensem...	740 3.0%	322 2.5%	\$0.00 0.0%	\$0.00 0.0%
Madcap Puppets - How Puppets ...	715 2.9%	555 4.2%	\$0.00 0.0%	\$0.00 0.0%

Our Veterans, Their Stories

The perfect place to host our oral history project.



Our Veterans, Their Stories
Laurel County Public Library - 1 / 6

1:09:06

2 20:31
FLINT ROBERT FIVECOAIT

3 22:29
JAMES HOLDINESS

4 30:46
MERLE A. BARRETT

5 31:55
LARRY HENRY TAYLOR

6 52:53
ROBERT GEORGE SCHOLTEN

Our Veterans, Their Stories
Laurel County Public Library
142 views

Flint Robert Fivecoait
Laurel County Public Library
142 views

Merle A. Barrett
Laurel County Public Library

Laurel County Public Library
Published on Nov 6, 2017

SUBSCRIBED 102

Viewable On Many Devices

 YouTube



**Thank You
For Watching**

youtube.com/laurellibrary

Facebook Live:

Taylor Shutt - taylor@loganlibrary.org

Periscope:

Cierra Earl - cierra.earl@kentonlibrary.org

Facebook:

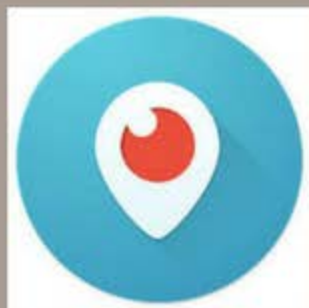
Kelly Little - klittle@jesspublib.org

Charlotte Blakeman - cblakeman@jesspublib.org

Carrie Green - cgreen@jesspublib.org

YouTube:

Leah Rudder - leah@laurellibrary.org



**Thank you
for
attending!**