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
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
- **FREE** 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

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

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

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

https://www.periscope.tv/KentonLibrary/
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
<table>
<thead>
<tr>
<th>Day</th>
<th>Morning (9:00am)</th>
<th>Afternoon (5:30 p.m.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Resource promotion/Interactive Post</td>
<td>Instagram (#MakerMonday)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Funny Meme</td>
<td>Resource promotion/Interactive Post</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Videos</td>
<td>Instagram (Children’s)</td>
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<tr>
<td>Thursday</td>
<td>Program Promotion/Interactive Post*</td>
<td>Instagram (#Teens)</td>
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<tr>
<td>Friday</td>
<td>Instagram (#Bookfacefriday)</td>
<td>Program Promotion</td>
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<tr>
<td>Saturday</td>
<td>Resource/Program Promotion</td>
<td>Caturday</td>
</tr>
<tr>
<td>Sunday</td>
<td>Inspirational/Funny meme</td>
<td>Blog post</td>
</tr>
</tbody>
</table>
Popular Posts

Photos and videos from popular events

- You don’t want to post something on every event
Popular Posts

Blog Posts

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

Interactive posts

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

Humorous Memes

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

#bookfacefriday
Contests are great!
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.


➤ Keep up with posts on your events. (Especially on the day of the event - Very Important!)

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 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.
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<th>Metric</th>
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<tbody>
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<tr>
<td>Average view duration</td>
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<td>Views</td>
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<td>Your estimated revenue</td>
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<td>Likes</td>
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<tr>
<td>Video</td>
<td>Watch time (minutes)</td>
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<tr>
<td>-------------------------------------------</td>
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<td>Iron Horse - Crazy Train</td>
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<td>Berea College Black Music Ensem...</td>
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<tr>
<td>Madcap Puppets - How Puppets ...</td>
<td>715</td>
</tr>
</tbody>
</table>
Our Veterans, Their Stories

The perfect place to host our oral history project.
Viewable On Many Devices

YouTube
Thank You For Watching

youtube.com/laurelllibrary
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@laurelllibrary.org

Thank you for attending!