



VIRTUAL PROGRAMMING ON THE FLY

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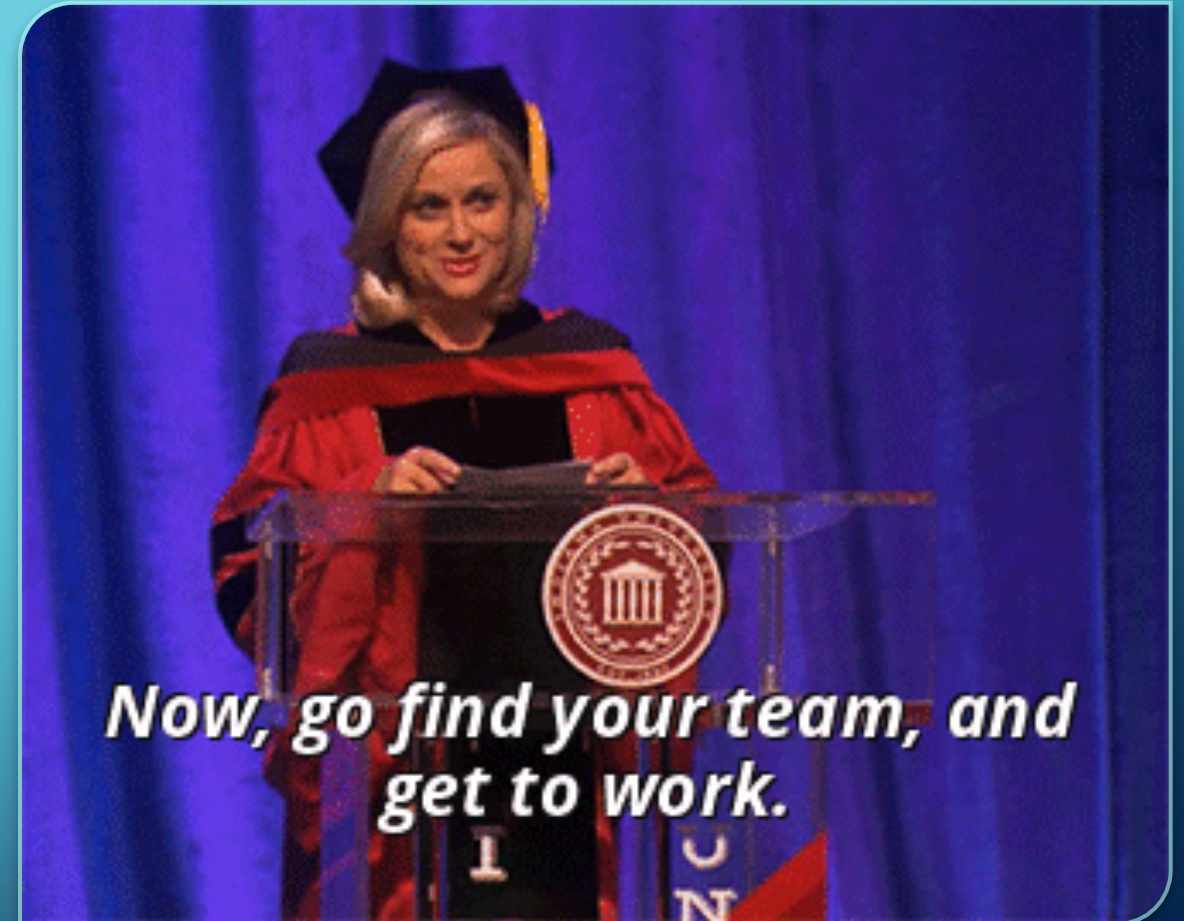
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GETTING STARTED WITH DIGITAL PROGRAMS

- Assemble your team!
 - Differences between a larger and smaller library structure
 - Look beyond your own department
- Forget what you know about traditional programming. The old rules don't always apply to new territory.
- Embrace creativity and don't be afraid to take chances!



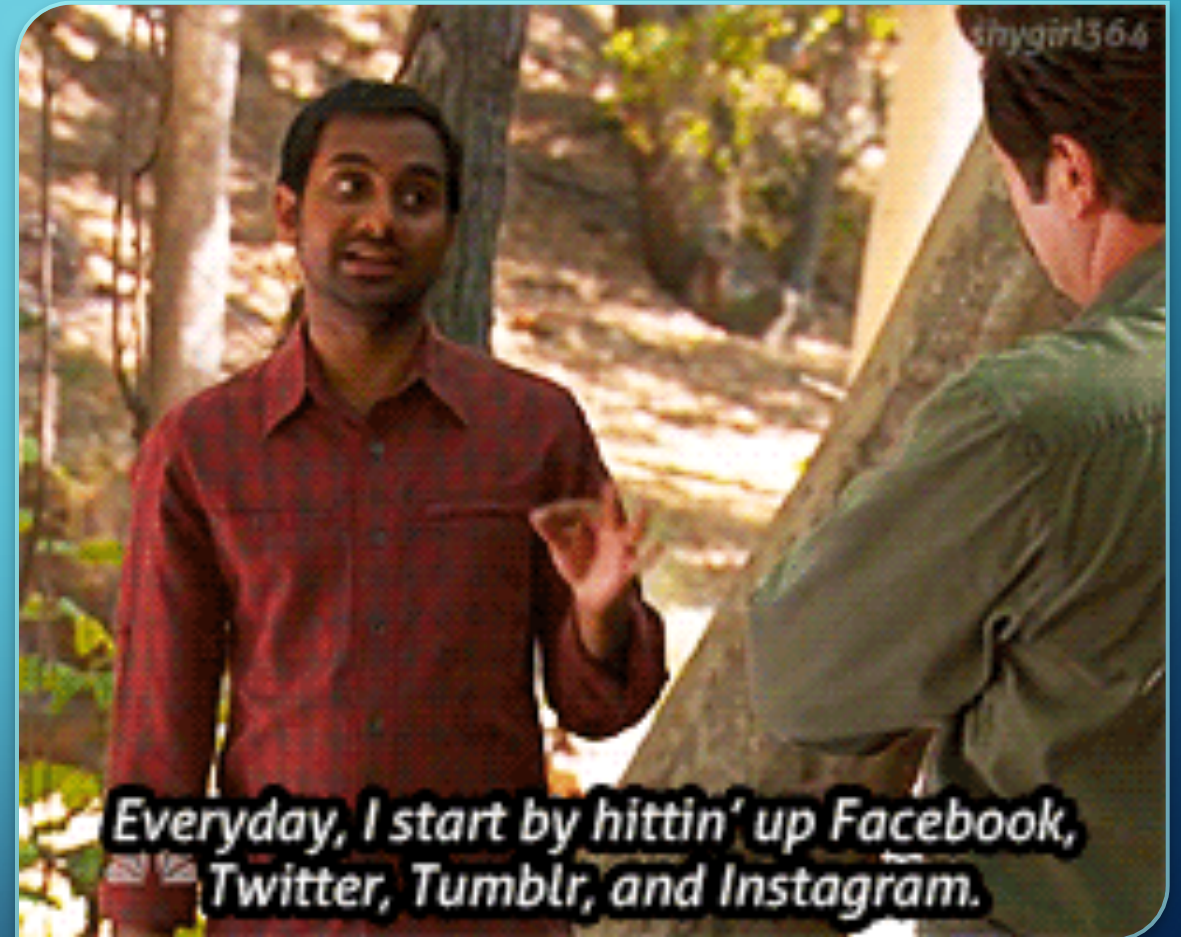
PLANNING YOUR PROGRAMS

- Jez's Big Questions:
 - What benefit does this have for our patrons, especially if we're not in the building?
 - Why should the library be the one to do this? Is someone else already creating the content?
- Consider your audience
- What is required of staff?
- Learn to say no



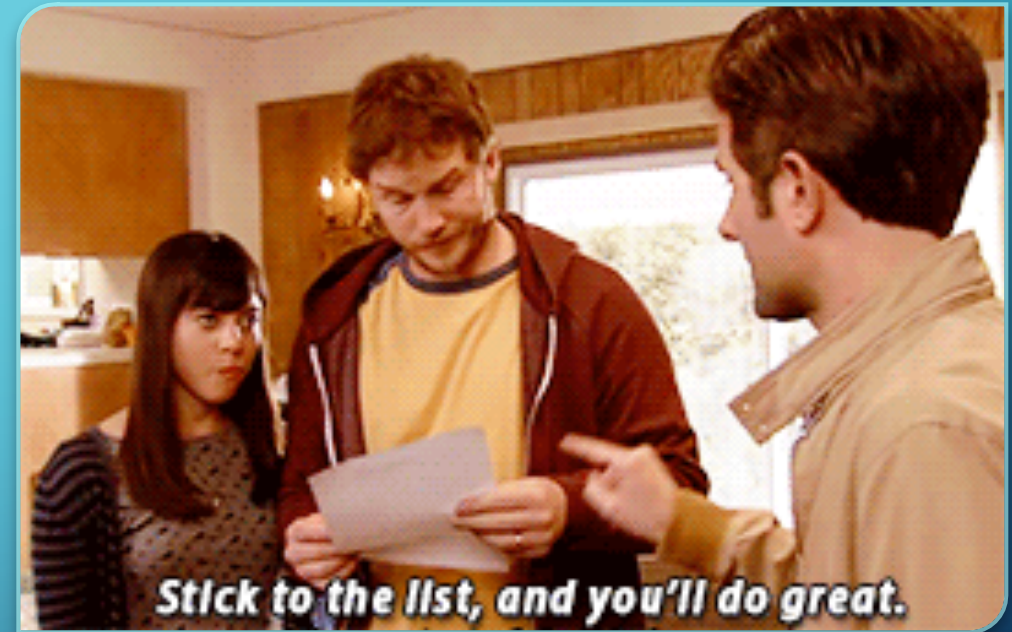
CONSIDERING PLATFORMS

- Video vs. Live
- Choose your platform(s)
 - Facebook Live
 - Zoom, Skype, & WebEx
 - YouTube
 - Phone programming
 - Instagram/Facebook Stories
 - Passive social media programming



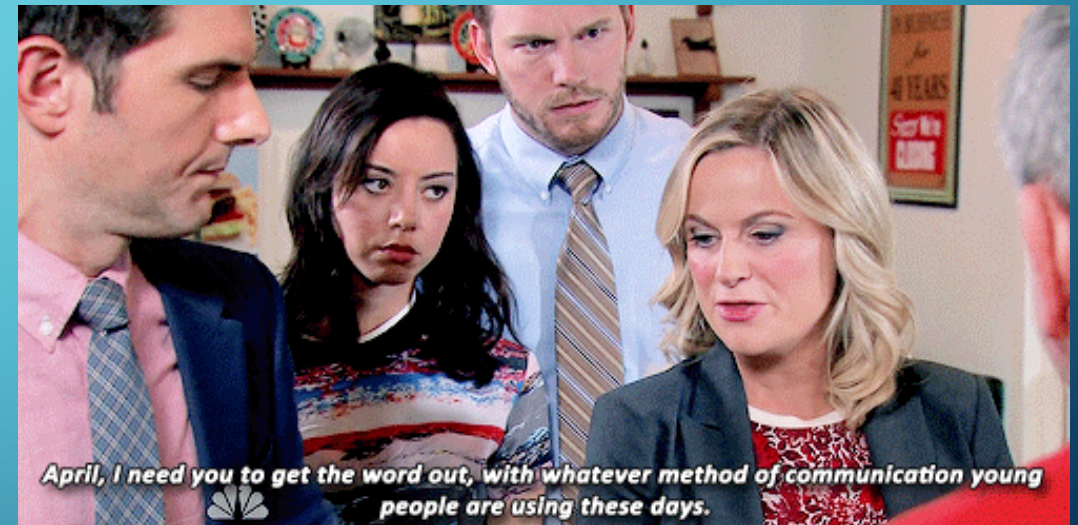
SCHEDULING

- Scheduling your digital programs
 - Designate clear roles for each of your team members.
 - Create a manageable schedule. Each of our libraries is doing 1-3 programs per week, Monday-Saturday.
 - Consider keeping some of your regular programming at their usual times.
 - Be flexible
 - Is time even real right now?



MARKETING YOUR PROGRAMS

- Get the word out! We have to work harder than ever to make our community members aware of what we have to offer. Consider a multi-pronged approach:
 - Social media
 - Press release
 - Website and website calendar
 - Postcard or other print media
 - Newsletter
 - Ask your partners to spread the word (tag them in social media posts)



GRAPHICS

- Create a weekly graphic that shows everything you're offering each week.
- Be clear about where and when
- Specify the program format
- Who should tune in?



ELMHURST PUBLIC LIBRARY @ HOME
Unless otherwise noted, all videos can be found at elmlib.org/athome

MONDAY April 20	Inkscape: Trace Feature This Inkscape tutorial video shows how to create a vector design from an image. Vector cutting is a feature of the Maker's laser cutter.
TUESDAY April 21	Fingerknitting Learn how to create an infinity scarf without needles. Anyone can learn!
WEDNESDAY April 22	What We're Enjoying Wednesday Our staff is here to tell you what they've been reading, watching, listening to, and playing lately that they recommend. Next Chapter Book Club • 2 p.m. Live on Zoom. Spill! • 4 p.m. A chance for teens to share thoughts and discuss current topics with EPL's social worker. Teen Smash Bros. • 7 p.m. Complete in a Smash Bros. tournament.
THURSDAY April 23	Read Aloud Fun Join us for fun songs, stories, and activities with our Kids Library staff. Trading Titles • 7:45 p.m. How it works: read whatever you want, and then come share your thoughts about it. Live on Zoom.
FRIDAY April 24	What is Ramadan? Tayyaba Syed explores the meaning of Ramadan, discusses how the current pandemic will change holiday observations, and shares craft ideas to help keep Ramadan meaningful. Spoken Word • 3:30 p.m. Celebrate National Poetry Month via FreeConferenceCall to listen to selected poems. (978) 990-5000 access code 443696 How to Help During the Pandemic Learn what supplies are in high demand at local non-profits, where to donate blood, and how else you can provide relief and support to the community!
SATURDAY April 25	Chicks Chicks Baby • 9:30 a.m. Join our Kids Library staff for twenty minutes of songs and rhymes perfect for infants. New Skill Saturday In need of an at-home recipe for an Instagram-worthy coffee drink? Follow this video for whipped coffee!



NORMAL PUBLIC LIBRARY @ HOME!

ALL AGES

E-RESOURCE SPOTLIGHT
Mondays–Fridays
NPL YouTube
Each weekday, head over to our YouTube page to see a quick tutorial on one of our free e-resources that you can use from home! We will highlight e-books, news resources and more.

YOGA WITH JULIA!
Tuesdays & Thursdays 12–1 pm
Facebook Live
Relax and unwind with this yoga class suited for all levels. If you can not join us that hour, no worries! It will be saved on our page for you to do whenever you please!

TEA & PAINT WITH FERAS
Saturday, March 21 2 pm
Facebook Live
Join Feras for virtual tea and paint. Using minimal supplies, Feras will guide you through creating a work of art at home all while enjoying a nice cup of tea.

TINY BOOK CONCERT AND Q&A WITH DOUGLAS TEMPLES AND CHRISTINE CHKA
Friday, March 27 2 pm
Facebook Live
Tune in on Live to hear a few solo cello, viola and violin pieces as well as have a chance to ask any questions you have about working as a musician!

TEENS

TEEN ADVISORY COUNCIL
Thursdays | 4–5 pm
Discord
We may not be able to meet in person, but you can still have a say in teen events and activities at the Normal Public Library! Join us to chat, brainstorm ideas and share what is going on in our lives.

TEEN WRITERS' WORKSHOP
Monday, March 23 | 3–4 pm
Discord
Connect virtually with other teen writers! Share ideas on a collaborative Google doc or read selections from our current projects out loud!

TEEN D&D CLUB
Monday, March 30 | 5–8 pm
Roll20 & Discord
Teens are welcome to join us for a one-shot D&D session. You do not need to have a character prepared in advance and all character sheets and everything you need for the session will be provided. You can create a Roll20 account for free at roll20.net.

Email Kristi at kcates@normalpl.org for an invite to the Discord server, or if you have any questions.

CHILDREN

BEYOND ROCK
Mondays | 10 am
Thursdays | 6 pm
Facebook & YouTube
Sadly no bubbles, but all your other favorites are still here! Join your NPL librarians for a bite-sized version of your favorite Baby Rock activities, like songs, stories or fingerplays.

TUESDAY TALES
Tuesdays | 10 am
Facebook & YouTube
Stories, songs and rhymes for the whole family to enjoy!

MAKE IT! WITH NPL
Mondays, Wednesdays & Fridays | 2 pm
Facebook & YouTube
Looking for something fun to do around the house? Look no further! Using simple household ingredients, we will share science experiments, crafts, kid-friendly recipes and more.

All programs will be prerecorded and uploaded to Facebook & YouTube

[YouTube.com/normalpl](https://www.youtube.com/normalpl) [Facebook.com/normalpl](https://www.facebook.com/normalpl)

PROGRAM EXAMPLES FROM NPL

- Storytimes: Baby Rock, Tuesday Tales, Sign and Sing (ASL, Partnered)
- Arts: Tea and Paint, Make it! With NPL, Spring Gingerbread
- Passive: Ask Me Anything: Children's Librarian, Your Next Great Read, May the Fourth

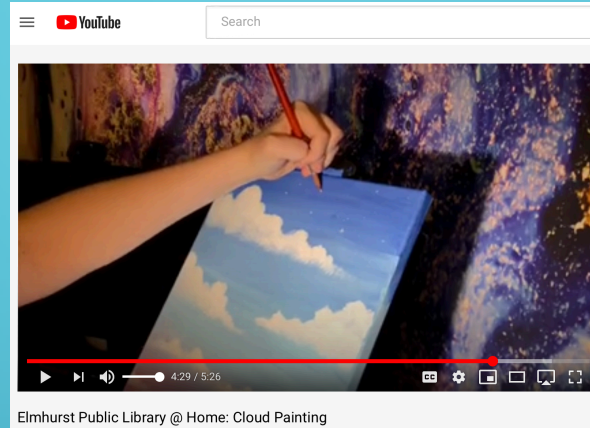


PROGRAM EXAMPLES FROM EPL

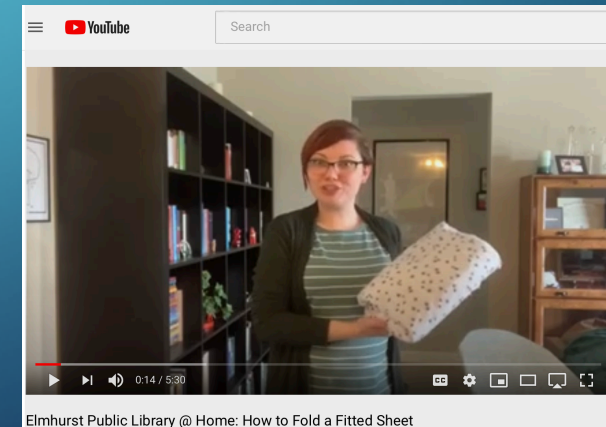
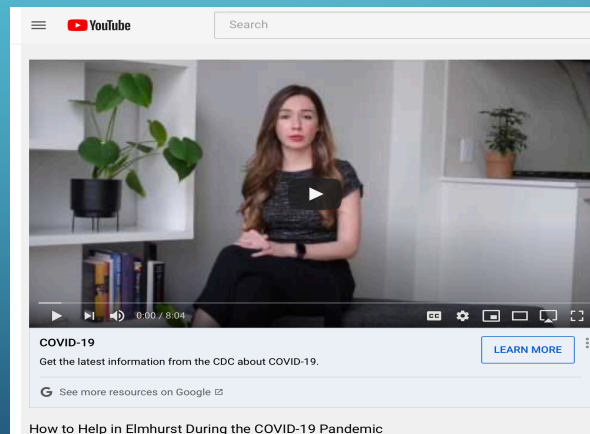
Monday - Technology



Tuesday – Art & DIY



What We're Enjoying Wednesday

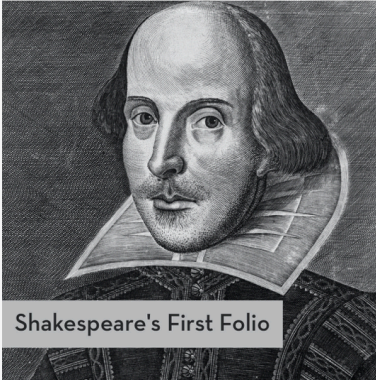


Thursday – Read Aloud Fun

Friday - Misc.

New Skill Saturday

Understanding Shakespeare



Thursday, April 30 • 7 p.m.
The First Folio was compiled by two of Shakespeare's fellow actors, John Heminges and Henry Condell. Without it, we would not have half of Shakespeare's plays today. Peter Garino, artistic director of the [Shakespeare Project of Chicago](#), examines how the First Folio came to be, its importance to our knowledge of Shakespeare, and how the Folio is used by actors today in crafting their performances.

Register

Cook Up Something New

Quarantine Cuisine: Cooking from the Pantry and Freezer



Tuesday, April 28 • 7 p.m.
Live from her kitchen, Chef Susan Maddox teaches an online cooking class with Zoom. She covers three recipes you can make using foods you may have on hand during shelter-in-place.

Register



First Public Library @ Home: Lincoln on Immigration

WORKING WITH OUTSIDE SPEAKERS

- Payment
- Terms of use
- Contracts
- Flexibility

WORKING WITH COMMUNITY PARTNERS

- Both EPL and NPL have utilized community partners in their digital programming
 - Strengthens relationships between the libraries and the community
 - Provides a spotlight and support for our partners
 - Increases the variety and scope of programming we can offer

remembrance and history: storytime and crafts

1:30 PM

FACEBOOK

We are excited to welcome you to our virtual partnered craft and storytime presented by members of the Moses Montefiore congregation! Families with school-age children are invited to join us for an hour of stories, crafts and songs focused on Jewish history and remembrance.







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MMT

Moses Montefiore Temple

HOW TO MEASURE SUCCESS

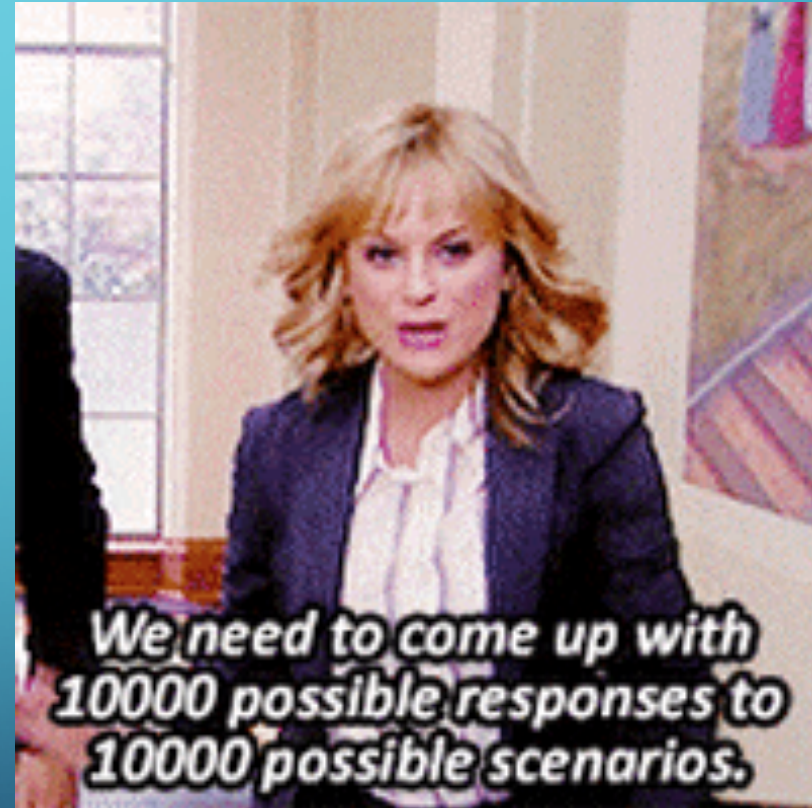
- What's working and what isn't?
 - Trends in engagement
 - Views vs. Impact
 - Why isn't it working? Lots of potential reasons.
- Tracking statistics
 - NPL: 30 days' worth of views/likes/comments
 - EPL: one week of views/likes/comments/shares
 - Using Facebook's Creator Studio and YouTube for stats

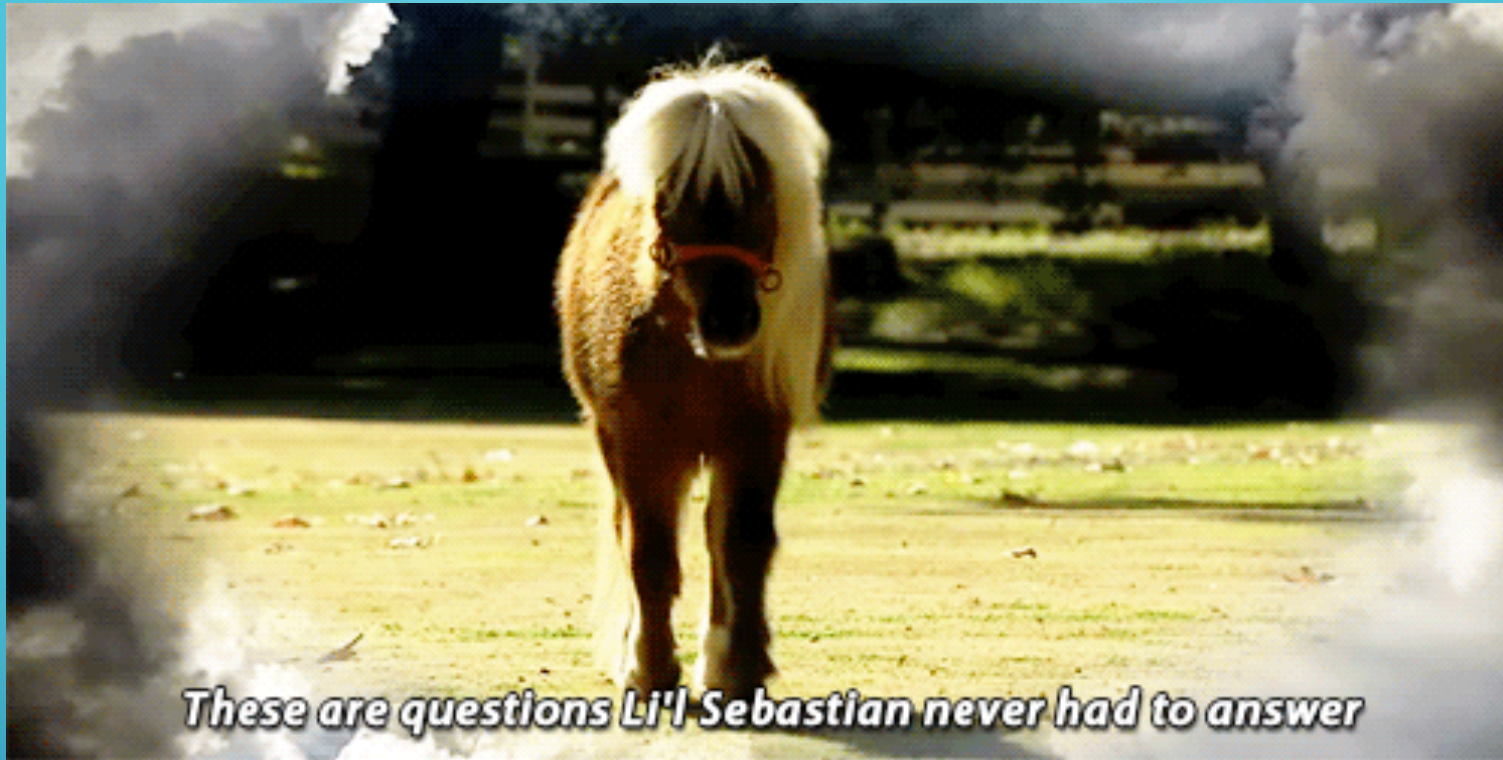
Top Videos		Top Pages		
Video		Date Added	Minutes Viewed	1-Minute Video Views
	NPL Yoga @ Home Normal Public Library	04/16/2020 11:59 AM Normal Public Library	725	27
	NPL Yoga @ Home Normal Public Library	04/21/2020 12:01 PM Normal Public Library	501	18
	Bite Size Baby Rock Normal Public Library	04/19/2020 11:37 PM Normal Public Library	203	27
	And now for the big... Normal Public Library	04/16/2020 11:53 AM Normal Public Library	125	17

Date	Program	Department	Attendance	Views	Likes	Shares	
30-Mar	Oatmeal Banana Bites	Adult	N/a	127	13		
31-Mar	Bath Bombs	Adult	N/a	83	21	3	
1-Apr	What We're Enjoying Wednesday	Marketing	N/a	272	13	5	
1-Apr	Smash Bros. Tournament	Teen		11			
2-Apr	Lincoln on Immigration	Adult	N/a	95	15	4	
2-Apr	Read Aloud Fun	Kids	N/a	145	9		
3-Apr	Converting DVDs to Digital	Technology	N/a	106	32	6	
4-Apr	New Skill Saturday: Regrowing Veggies	Adult	N/a	57	17	1	
4-Apr	New Skill Saturday: Dutch Oven Bread	Adult	N/a	115	23	8	
5-Apr	Book March Madness (final week)	Marketing		144	5		Passive
5-Apr	D&D Sunday	Teen		5			
6-Apr	Yoga for Families	Kids	N/a	84	14	2	

PLANS MOVING FORWARD

- Planning around uncertainties
 - What about newsletters?
- Summer programming
 - Beanstack challenges
 - Supporting our partners
 - Consistent summer offerings across the community
- I'm supposed to plan fall now?





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