Innovating Online Engagement

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Marx Library Live:
Increasing Student Engagement Using Social Media

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Problems

• Reduction in questions at Reference Desk.
• Questions in other settings, especially online.
• Repetition in questions at Reference Desk.
• Student anxiety in approaching librarians.
Solution & Hypothesis

• Meet the students where they are (social media) to answer questions and establish a positive rapport.

• Harness existing momentum from increasingly popular social media following.
Development

Each episode...

• Has a clear, specific learning objective.
• Addresses existing student needs.
• Targets an audience of General Education students.
• (Usually) deals with lower level Bloom’s concerns.
Planning

• Analyzed Facebook insights to select a popular time, but users showed no clear preference
• Decided, after switching to Instagram, to go live while classes change.
• Outlined 6 weeks of general topics.
• Limited planning to 30 minutes before broadcast, unless we have guests.
• Depended largely on personal experience and individual knowledge sets.
Deploying

• Choice of platform shaped our planning.
• Started with Facebook but switch to Instagram livestream option last year.
• Both platforms allow users to leave real-time comments, which requires us to remain responsive and unscripted.
• Users of livestream media expect authentic interactions.
• Helps make librarians seem more approachable.
Why Instagram?

• PR Committee decided to focus planning and marketing energy in one platform.
• Facebook engagement trended toward alumni and colleagues.
• Pew Research surveys show 71% of 18-24 year olds use Instagram.
• Students use other platforms (e.g., Snapchat) for private messages, not public engagement.
Marketing

• Special logo was updated regularly depending on the topic of the episode.

• Announcements were posted to Facebook, Instagram, and Twitter.

• Flyers were placed in the library and in Starbucks, who donated giveaways to attract viewers.

• Recorded broadcasts uploaded to YouTube, making them easy to embed, share, and search.
Beth and Stephanie are back! Join us for Marx Library Live today at 1:45!
Instagram @marx.library

Marx Library LIVE
Library Workers Day
Tuesday, April 9
1:45 PM
Instagram @marx.library

Marx Library LIVE
Using WorldCat
(How to find resources in libraries around the world.)
Tuesday, March 26
1:45 PM
Instagram @marx.library

Marx Library LIVE
Live from the Marx Library Learning Commons!
Tuesday, October 9 @ 1:45 PM
Instagram @marx.library

#OCLCLibraryFutures
Complications

• Technology
  – No single setup is ideal for all episodes.
  – iPhone and app constraints impact video and audio quality.
  – Upgrades require balancing spontaneity with production.

• Topic selection
  – Short live-stream format limits the depth of discussions.
  – Demonstrations of online resources are difficult.

• Scheduling / logistics
Successes

• Increased engagement on all social media platforms.
• Contact point for students.
• Students comment, ask questions, and voice complaints.
• We’re recognized across campus!
• Deliverable learning objects that are immediately relevant and useable.
• Library now associated with technological innovation.
Future Considerations

• Can we continue to find new topics to discuss in this format?
• How can we diversify perspectives to include other librarians and staff?
• What strategies might prevent the program from becoming stale or irrelevant?
• Who else could take leadership?
First LIVE, Fall 2017

Spring 2018

Fall 2019

Spontaneous Halloween Live

#OCLCLibraryFutures
Live-Streaming for Libraries

- **Suggestions**
  - Hold live office hours for online courses.
  - Facilitate short lessons or group discussions.
  - Use saved videos as instructional artifacts.
  - Train library staff.
  - Continue services in emergencies.

- **Reminders**
  - Not appropriate for a lecture, screencast, or online demonstration.
  - Must be interactive, therefore flexible and unscripted.
  - Users of live-stream media expect it to be unpolished.
Thank you

Questions?

Remember to follow us @marx.library!
Esports for the Win!

DIANNE CONNERY,
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Dianne Connery
Pottsboro Library
Director
What is esports?
"esports" (CC BY 2.0) by sam_churchill
Competitive Video Game Playing - Teenage Tidal Wave

- $1.1 billion in 2019
- 100 million unique viewers for tournaments
Why?
Interest-based learning

Diagram Citation: Anderson, Tsaasan, Reitman, Lee, Wu, Steele, Turner & Steinkuehler (2018)
How?
community, diversity and respect.
Assessing User Needs

- High school focus group
- College esports team
- Tournament/Kick-Off Event – opportunity for one-on-one interviews and talk back boards
Thank you

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