

# Livestreaming Library Events - Why, How, & When

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# Why Livestream?

- What is it? - Hosting a live TV show your viewers can interact with in real time
- Big during COVID-19
- Accessible and convenient
- More patron engagement
- Potential other uses
- Easy to learn and inexpensive
- What we'll talk about

# Our Setup

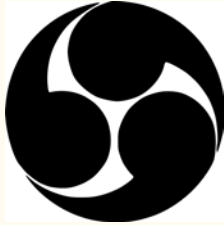
- Reused and inexpensive equipment
- Projector stand is reused
- Laptop is reused
- Decent webcam (\$90)
- Decent microphone (\$50)
- Zoom subscription is free (otherwise \$150/yr)
- All other software free



# What You'll Need - Hardware

- Internet speed
- Computer with decent processing power and RAM
- Cameras
  - Webcams (Logitech c920) - Less expensive, easier to set up, less options, don't capture from a distance well
  - Digital cameras - More expensive, harder to setup and use, better options, better quality, capture from distance well
- Microphones
  - USB Microphone (Blue Snowball ICE) - Much better quality than built-ins, easy to set up, directional or omnidirectional, come with condenser
  - Fancy Microphones - Come in all shapes and sizes, but dramatically scale up in price and complication
  - Multiple microphones - Things get complicated. Windows and MacOS don't allow them. Buy a mixer or find a digital mixer

# What You'll Need - Software



- OBS - Free, industry standard, has many options and plugins available, very flexible, can screen capture and record. Not the hardest to use, but not easy either.
- Zoom - WYSIWYG, easy to use. Paid version can plug into YouTube. Can also be captured and restreamed with another program.
- Others - Google Hangouts, Skype, Discord, etc.

# What You'll Need to Know - Broadcasting Platforms

- YouTube
  - The good: Stable company, most widely accessible, brand name, works with bots, DMCA protections are light, VODs automatically added with closed captioning.
  - The bad: No live closed captioning.
- Twitch
  - The good: Stable company, most widely used by teens and young 20-somethings, customizable “about” page, lots of plugins available (including live closed captioning), donation potential, works with bots.
  - The bad: Not as many people have a Twitch account, draconian DMCA protections, VODs will not apply closed captioning and are unreliable (recommended to reupload them to YouTube).
- Facebook - We don't use: no closed captioning, no bots, no anonymity.
- Others (Periscope, Mixer, etc.) - Generally avoid, stick with those above.

# What You Need to Know - Library Environment

- Lighting
- Video and Photography Policies
- Content moderation
- Final wisdom
  - Closed captions
  - COPPA
  - Platform TOU
  - Copyright/DMCA





# Adult Programming : What's Working



Photo by [Chris Montgomery](#) on [Unsplash](#)

- Zoom to YouTube: Author Events, Music, Storytelling, Privacy Based Programs
- Using Zoom or Google or a single platform: Films & Book Clubs, When You need Breakout Rooms



Photo by [Sara Kurfeß](#) on [Unsplash](#)





# Author Events - Challenges, Triumphs

- Zoom to YouTube for the Win!
- Write-in to Contract for large authors that you can record and/or leave it up for a period of time
- Homebound Patrons - Recorded to DVD
- Get permission from everyone (not just large names) to leave a program up on YouTube (or share).
- Share, share, share. Share clips on your Social Media Stories, or links to the videos as posts.
- Engagement & Questions



Photo by [Florian Klauer](#) on [Unsplash](#)



# Music Events - Music Outside the Library!

- Zoom to YouTube for the Win x 2!
- Record outside or have them perform from their home
- Sound checks a **MUST**





## Storytelling in a Virtual World

- Zoom to YouTube x3!
- Costume Changes are Difficult
- Let your storytellers try new things!
- Set to Unlisted





## Programs that need Privacy

- Zoom to YouTube x4!
- When privacy is of the utmost importance.
- Don't have to have sign-ups - just a link to the YouTube channel.
- Easy to close out of
- No name on screen.



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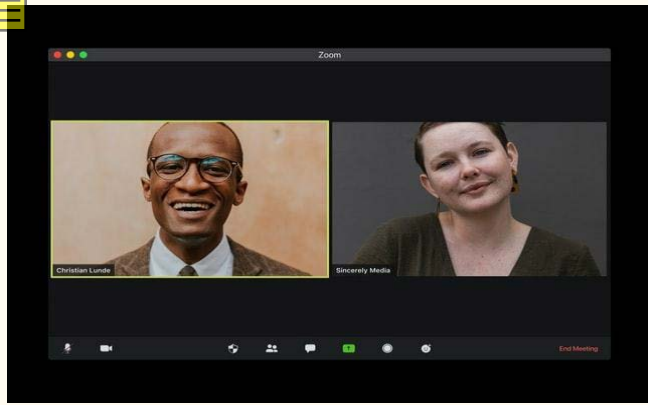


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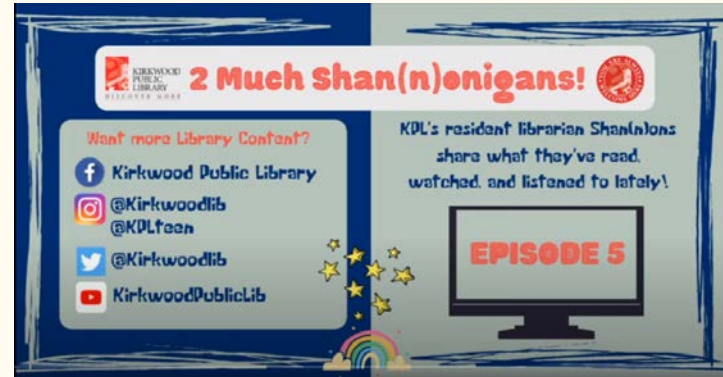
## Films & Book Clubs & More Privacy-Based Programs

- Single Platform
- When you want more engagement from the audience to speak
- Sunday Afternoons
- Kanopy has PPR
- Personalization & Privacy
- Small Group Engagement

# YS Twitch Programs: 2 Much Shan(n)onigans! Vlog

- More interactive than a regular written blog
  - Can chat with live viewers in the chat box
- Discord--> OBS--> Twitch
  - Tried Zoom & Google Hangouts first but they did not work for us
- Slides made in Canva
- Want to watch?

<https://www.youtube.com/playlist?list=PLxzCWk9gevxQUiQFzk2LuMVZsSG2yqNLN>



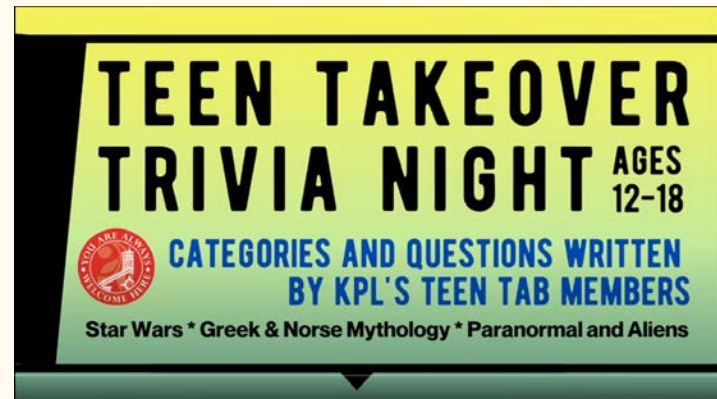


# YS Twitch Programs: Teen Trivia Nights

- Teens submit questions as Google slides
- OBS--> Twitch
- Teams watch stream & put answers in Google form
  - One staff member hosts while another monitors chat & check answers after rounds
  - Enter scores into Google slideshow--live updates every round
  - Staff communicates over Discord

- Want to watch?

[https://www.youtube.com/playlist?list=PLxzCWk9gevxSgqx9\\_o\\_hV8tMLxeNqCCVpY](https://www.youtube.com/playlist?list=PLxzCWk9gevxSgqx9_o_hV8tMLxeNqCCVpY)



# YS Twitch Programs: Teen Escape Room

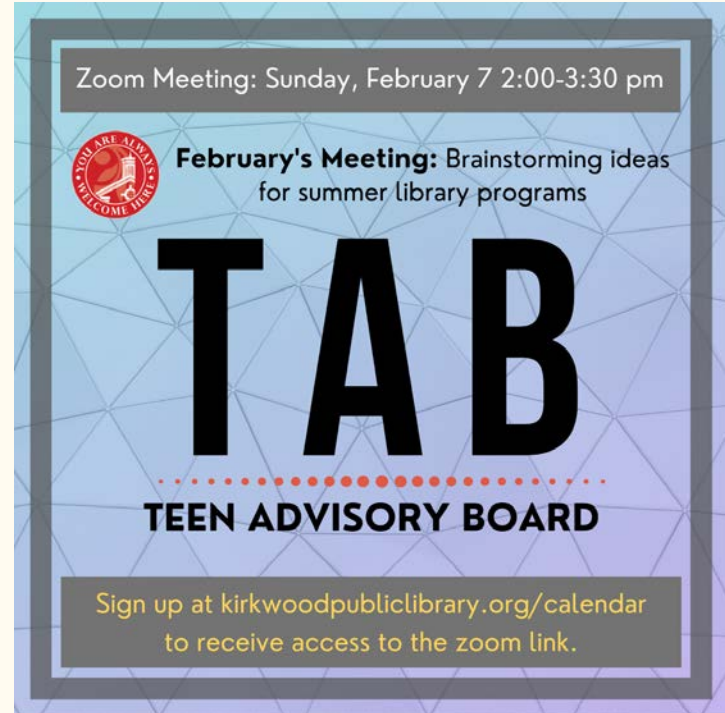
- Similar process to the Trivia Nights
  - But more work beforehand with making the puzzle kits for curbside pickup
- Used music in OBS for the first time
- Chose Twitch instead of Zoom because that way the teens could use Zoom for their team communications
- Want to watch?  
<https://www.twitch.tv/kirkwoodpubliclibrary>





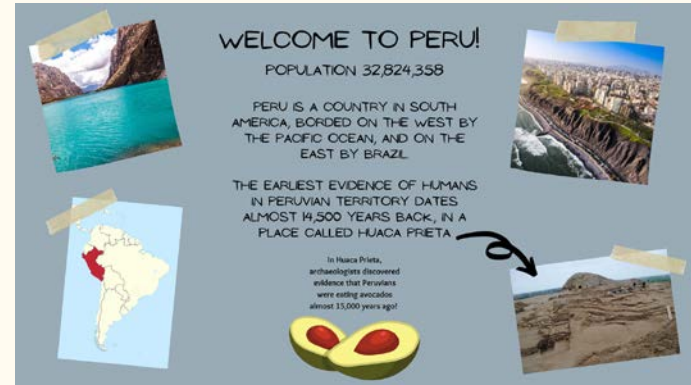
# YS Zoom Programs: TAB (Teen Advisory Board)

- Teen Librarian Shanon hosts Zoom meeting with teens
  - Averages 13-18 attendees a month
  - Teens get service hours, as well as feeling like they help us with planning our programming
- Uses Google docs and slides to collaborate & get information
- Break out rooms allow teens to socialize and make new friends



# YS Zoom Programs: Tween Travel the World Club

- Staff member prepares supplies for curbside pick-up about a week beforehand
  - Snack, coloring sheets, postcard, etc.
- Slides made in Canva
- Share screen during Zoom meeting
- Kids are familiar with Zoom already
  - Raise hands to ask questions
  - Know how to mute and unmute



# YS Zoom Programs: And more!

- Children's Virtual Disney Party
- Family Bingo Night
- Teen Creative Writing Club
- Teen & Tween Art Club
- Teen Movie Night
- Teen Short Story Book Club
- Teen Halloween Party
- Teen Among Us & Animal Crossing Hangouts
- Tween Franken-Toy Story Program



# Contact Us!

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