



# NovelList®

Empowering Librarians... Engaging Readers

## We're Not Closed—We're Live!

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Ebscohost.com/Novelist

Ask questions using the  
“chat” thought bubble at  
bottom of your screen.

A #NovelistConversations Webinar

# Form-Based Readers' Advisory

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WHEN YOUR READERS  
(AND STAFF) ARE AT HOME

Novelist



**Wednesday, April 29 at 2 p.m.**  
Registration link is in the chat.

Live streaming is  
**essential part** of  
our library work,  
especially right  
now.



# Three great options

Facebook, Instagram and Twitter



# Live-streaming topic ideas

- Readers' Advisory
- Demos
- Programs and Storytimes
- Book Reviews
- Tutorials



Create an outline.  
It's okay to  
practice!

Charge your device.  
Turn off  
notifications.  
Find your best shot  
setup, lighting, and  
check your sound.

Wear something you  
love!  
Check your  
background to  
protect your  
personal privacy.

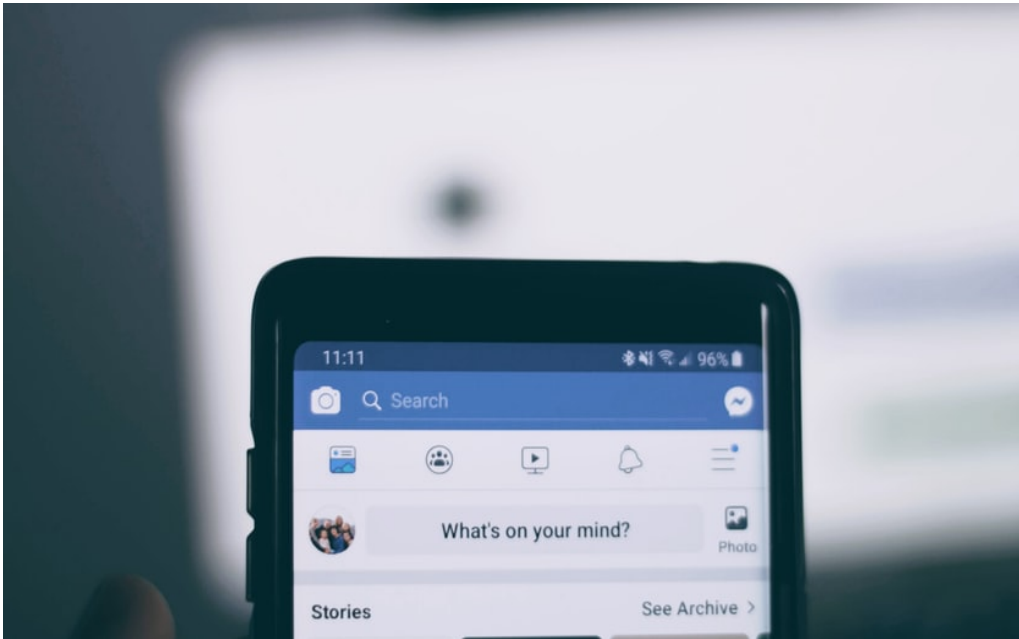
Look directly into the  
camera, not at  
yourself on screen.  
Introduce yourself  
and state what you'll  
be doing in the  
livestream. Do this  
every 5-10 minutes  
depending on the  
length.

You don't have to be perfect.  
There's no right or wrong length.

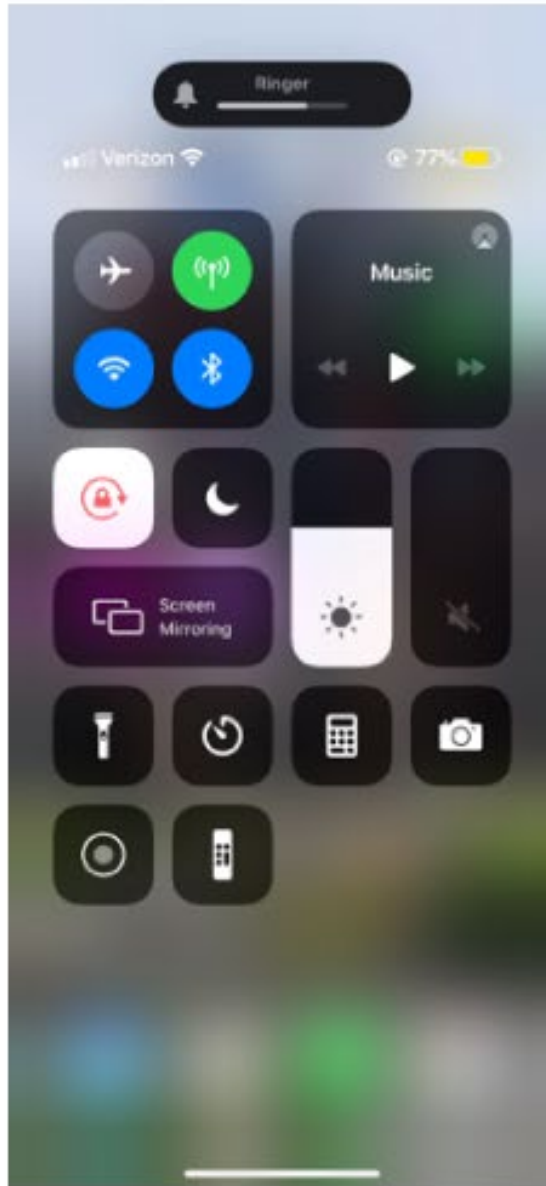




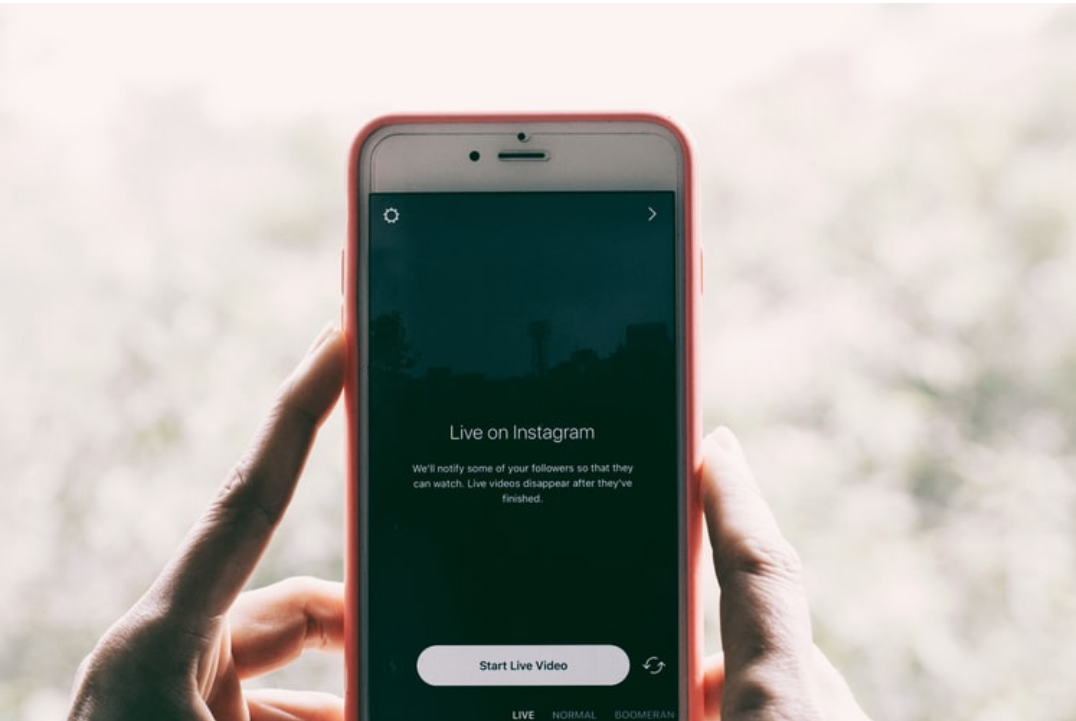
# Facebook Live



- Click “choose live” inside status.
- Description, audience, filter, “start live video.”
- Click “finish” then share the post to your feed.



# Instagram Live



- Tap the camera icon or swipe right or tap to add to your story.
- Badge indicates you are live and your story will be first in the que.

1:04



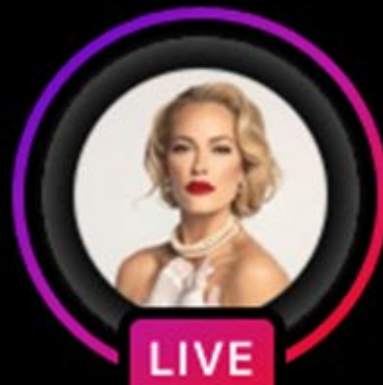
# Instagram



Your Story



New!



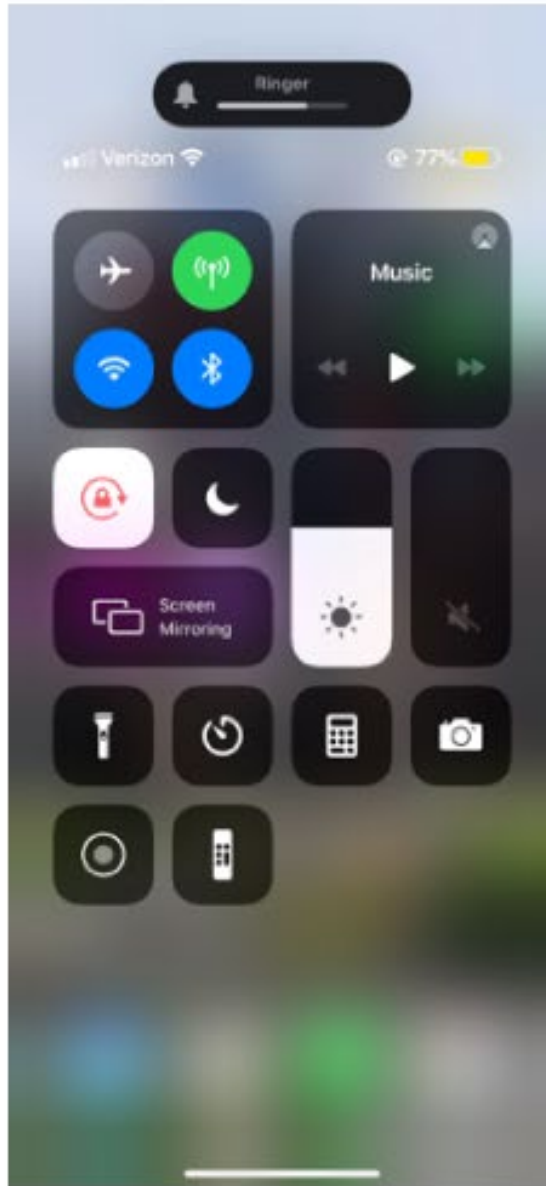
petamurgat...



maksimc



bobby +1



Save to **highlights** if you want to save it forever.

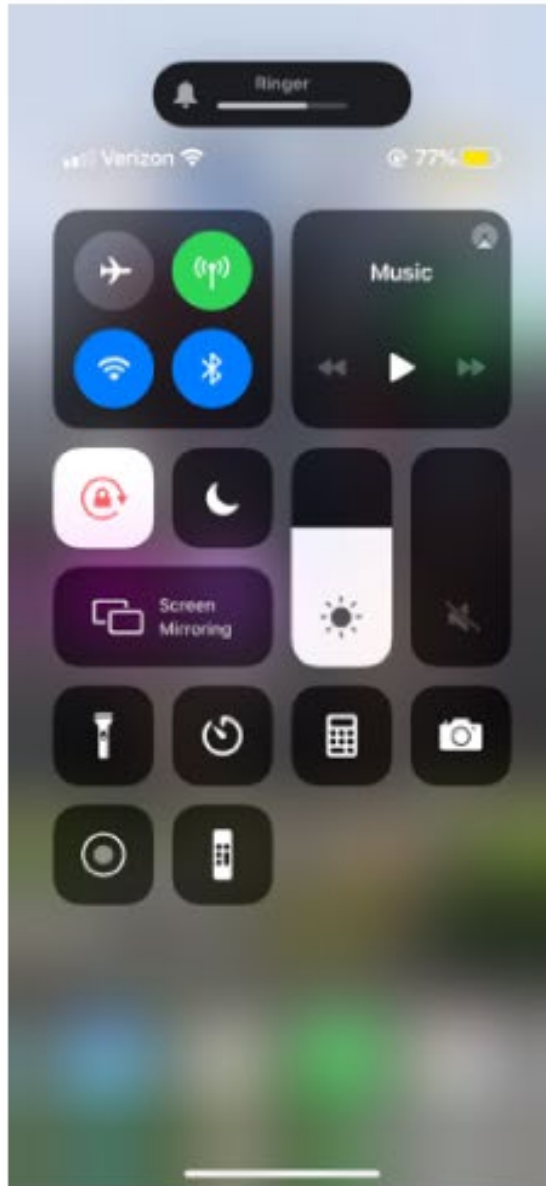


The image shows the Instagram profile for 'cincylibrary'. The profile picture is a red circle with a white graphic of three overlapping shapes. The name 'cincylibrary' is followed by a 'Following' button, a dropdown arrow, and a three-dot menu icon. Below the name, it shows '1,718 posts', '13.7k followers', and '328 following'. The bio reads 'Cincinnati Library' and 'Connecting people with the world of ideas & information—along with some pretty rad photos.' The website 'cincylibrary.org' is listed. Below the bio, it says 'Followed by ocplcentral, lincolnwoodlibrary, griffinfrank + 65 more'. At the bottom, there are seven circular icons representing different library services: 'Book Feature' (red and yellow bookmark), 'Branches' (colorful abstract lines), 'Events' (yellow grid with a red square), 'MakerSpace' (teal gear), 'SummerAd...' (yellow sunburst), 'Services' (blue circle with white arrows), and 'Cincy History' (brown circle with a white 'C').

# Twitter Live



- Tap the camera icon and scroll over to “live.”
- You can add a description.
- You can invite guests \*before\* you live. Tap “invite guests” to select or search for people to join your broadcast.
- Tap “Go Live.”





Promotion is important. Tell people you'll go live before you go live.



Live-streaming is **fun**! It makes your library **accessible**.





# Thank You. Questions?

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