

Library Marketing and Communications Conference 2020 Schedule

Date	Time (EST)	Title	Presenter	Description
Weds, Nov 4	2:15-3:10	Crisis Communications During COVID-19 and Beyond	Cordelia Anderson	We can all agree that the COVID-19 pandemic has caused a global crisis. It has negatively impacted the people who are served by libraries, as well as the libraries themselves. COVID-19 is a sustained crisis, and just like any other crisis, it brings its own challenges and reveals challenges that existed before it arrived. How can libraries respond? We can start by understanding the nature of crises and how we should communicate during them. In this session, you will learn how to create a Crisis Communications Plan so you can be better prepared to communicate during the sustained COVID-19 crisis. You will also learn how other crises can emerge during a sustained crisis, and how you can be prepared to deal with more than one crisis at a time. We will discuss who will communicate, what they will say, what audiences need to hear the message, and how you will reach them. We will also review the distinction between a Crisis Communications Plan and a Crisis Response Plan.
Weds, Nov 4	3:25-4:20	Tips, Tricks, and Tools For Marketing In a Pandemic	Nick Tanzi	The COVID-19 pandemic presents unique challenges to marketing library programs and services. Our speaker, a library administrator and tech enthusiast, will share advice, along with hardware/software solutions to help you operate in the current environment.
Weds, Nov 4	4:35-5:30	Accessible Communications Toolkit: Because Libraries Are For Everyone	Robin Johnsen, Angie Brunk	In this session you will be armed with tools and tips to make your library communications accessible to all. Remember! Accessible and inclusive design is appreciated by all people.
Thurs, Nov 5	11:15-12:10	Three Perspectives on the Challenges of Internal Communications	Kathy Dempsey, Joan Barnes, Jim Staley, Julia Poblete	Effective communications and collaborations within an organization depend on solid internal communication strategies. Panelists Joan Barnes (University of Nebraska), Julia Y.B. Poblete (World Bank), and Jim Staley (Mid-Continent Public Library) talk with moderator, Kathy Dempsey (Libraries Are Essential) about the challenges, strategies, and adjustments they had to make to keep their staff informed and engaged during the last year.
Thurs, Nov 5	12:25-1:20	Neutral or Necessary: How Libraries Can Find Their Voice in Times of Unrest	Tamara King	From racial unrest to the COVID-19 pandemic, libraries all over the country are grappling with many societal challenges. With our cities and communities in need, how should we respond? Are libraries neutral spaces or necessary to the conversation in times of crisis? Communications professional and librarian, Tamara King will share how Richland Library in Columbia, S.C. found its voice and used innovative ways to reach their customers in 2020. From holding virtual discussions about race to using telephone town halls to remove access barriers, King will provide valuable tools libraries can use to support communities in conflict.

Thurs, Nov 5	1:35-2:30	Taming the Social Media Beast: Three Big Things You Need to Know to Promote Your Library Effectively When Everything Keeps Changing	Angela Hursh	Social media marketing has always been difficult for libraries. Changing algorithms, evolving audiences, and the sheer amount of content shared on the different platforms make it challenging for many libraries to find success. Still, it's one of the best chances we have to connect with a large part of our community, especially people who don't have a library card. In this session, Angela Hursh (Senior Engagement Consultant for NoveList and author of SuperLibraryMarketing.com) shares three big things you need to know to make social media work for your library. You'll learn: How to adjust content to drive engagement on the different social media platforms. How to understand analytics and what stats you should count. How to deal with trolls, negative comments, and haters on your social media platforms.
Fri, Nov 6	11:15-12:10	How Librarians May Teach Literacy to Combat Disinformation	Nora Benavidez	The spread of disinformation threatens the fabric of our democracy, and public trust in the press is declining. As we head toward a national election this fall, PEN America believes it is vital to equip the public with the knowledge and skills to become more discerning news consumers, fit to defend themselves against disinformation. Our "Knowing the News" program works with communities to foster informed news consumption and offers tools to fight disinformation. Among our trusted partners, librarians play a unique role in defending informed news consumption and in helping their patrons make sense of misleading content. Reaching communities -- often riddled with distrust of media and institutions in our society -- can be difficult. To help empower librarians with the tools to engage members of their library communities on these nuanced topics, PEN America will educate librarians as to the threat of disinformation and provide media literacy tools for librarians to further disseminate in their library communities. In this session, we will explore how mis- and disinformation affect and impact our society, with special attention to the post-election period which will be ripe for misleading content to thrive this November as election results may remain unclear. We will also discuss the kinds of programming librarians may host with their patrons. Topics to be covered will be: The proliferation of dis- and misinformation in the news Why we are susceptible to misinformation Examples of misleading information, including topics around COVID, the 2020 election, and beyond. PEN America's media literacy toolkit which provides tips for more informed digital practices and to identify dis- and misinformation. Programming ideas for librarians to engage their library constituents.
Fri, Nov 6	12:25-1:20	Virtual Programs: How to Create and Market Transformative Experiences to Captivate Your Audience	Katie Woods	Libraries strengthen our communities by creating an inclusive sense of place. But what happens when place is no longer possible? For our staff, the answer was simple: innovate, adapt and overcome. As soon as we made the difficult decision to close our doors, we pivoted to new ways of offering services and supporting those in need through dynamic virtual programming during the pandemic. Our virtual programming line up has expanded to nearly 25 virtual events per week, creating opportunities for all ages to explore, create and learn. We've also strengthened our viewership through a dedicated web page for online experiences, newsletter updates, and daily social media promotions. Learn more about the ups and downs of creating and marketing transformative virtual programs, and tips on how to stay connected with your communities online.

Fri, Nov 6	1:35-2:30	Digital Marketing During COVID-19: 3 Case Studies	Trenton Smiley, Mary Atlman, Trey Gordner	During the COVID19 pandemic, many libraries are looking to transition to digital marketing as a way to drive usage of online resources and to promote virtual programming. Through a series of mini case studies, attendees of this session will learn about different cost-effective tactics, including internal and external email marketing, site take overs, over-the-top advertising and ads delivered through Google and YouTube. How digital strategies changed due to COVID will also be discussed.
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