

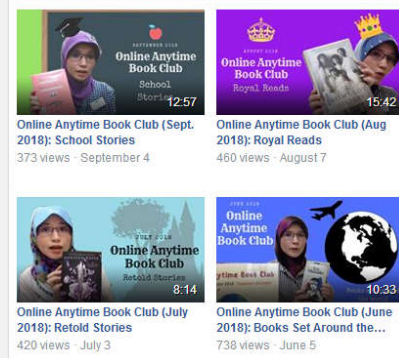
FACEBOOK ONLINE ANYTIME BOOK CLUB

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WHAT IS THE ONLINE ANYTIME BOOK CLUB?

- **Monthly Facebook live broadcast** from the Oshkosh Public Library's Facebook page
- Usually a short broadcast (10 to 15 minutes long)
- Each month **focuses on a specific "theme"** and discusses books based around that theme
- Viewers can tune in & comment on the live broadcast, or watch and comment on the replay posted on our Facebook page

All Videos



THE FIRST ONLINE ANYTIME BOOK CLUB!



WHY A FACEBOOK LIVE BOOK CLUB?

- **Biggest motivation:** patron demand for “low-commitment” book club
- **No time commitment** (don’t have to come to the library to participate)
- **Flexible reading** (don’t all have to read the same book)
- **Offering a book club online = way to potentially address these needs**

- **Facebook is a good tool for doing online programming**
 - Widely used by patrons
 - Library already has an active presence on Facebook
 - Variety of different tools that can be utilized for book club (groups, live video, etc)
- **Live video combines “best of both worlds”**
 - Patrons can “tune in” at set time & participate, or watch and comment on their own schedule
 - Can also “grab” new viewers/participants when the live stream happens
 - Can participate from anywhere—not just limited to people living in Oshkosh



THINGS CONSIDERED WHEN MAKING BOOK CLUB

1. **When/how often should the live video happen?**
 - Once a month
 - First Tuesday of the month
 - Picked 7 PM as the best time (after people eat dinner/get done doing family things, have time to casually surf the web)
2. **How to get people to participate in the book club?**
 - Promoted on Facebook (create an “event” to inform people about the live, see how many people might participate; post reminder on book club day)
 - Offered summer reading participation incentive
3. **What to talk about during book club?**

LESSONS LEARNED FROM FIRST LIVE

1. Ask questions to get the conversation started

- People might not be comfortable at first/not know what to expect

2. Be prepared to fill dead space

- If you're talking about books around a specific theme, have some of your personal recommendations ready (having physical copies to show is helpful!)
- Write down some talking points/interesting details about recommendations

3. If you have guides or reading lists, have links ready ahead of time

4. Practice ahead of time

- Make sure your microphone and camera are set up properly!



SOME ONLINE BOOK CLUB STATISTICS

- Facebook tracks a few different statistics for videos, including **3 second views**, **10 second views**, **average view time**, and **total minutes viewed**

	1 st Live	2 nd Live	3 rd Live	4 th Live
TOTAL VIEWS (at least 3 seconds)	738	420	460	373
10 SECOND VIEWS	280	145	153	101
AVERAGE VIEW TIME	0:16	0:13	0:14	0:13
TOTAL MIN. VIEWED	348	165	222	189
UNIQUE VIEWERS	661	400	415	350
PEOPLE REACHED	1,398	883	1,290	1,026

- On average, about 6 to 8 people actually watched during the broadcast
- About 50% of the time people watched the videos with **SOUND OFF**



SO YOU WANT TO START YOUR OWN LIVE

TOOLS YOU'LL NEED



- **Device with a camera & microphone** that can be connected to the internet (EX: laptop, tablet, smartphone)
- **Something to prop up device** if you're using a smartphone or tablet (and staying in one place)
- **Facebook app** (or just a Facebook account if you're using a laptop)
- **Books/props/things to make the video more interesting**
- *******(Also nice to have another person with you to answer questions in the chat, but not a necessity)*******

GETTING STARTED WITH FACEBOOK LIVE

1. **Open and login to Facebook**
2. Go to your library's Facebook page, and **start writing a status update**
3. Click on the **Live Video** button underneath the status box (looks like  or )
4. Click **Continue**; give your device **permission to access your camera and microphone**
5. **Add a description** for your live & **choose your privacy level** (will the live be visible to the public, to just your friends, or only to you?)
6. **Make sure your camera is set up** the way you want
7. **Click Go Live!**

NOW LET'S
GO LIVE!!!

- Once your broadcast has ended, you can edit it to help attract more viewers
- **Most people will be watching the replay of your live, so this is important!**

Open your video in your Facebook account, then click the three dots to get to the “Edit Video” menu

Give your video a fun description

Give your video an eye-catching thumbnail

Add tags to help your video reach a bigger audience

Add captions

MORE FACEBOOK LIVE IDEAS FOR LIBRARIES

- “Guest appearances”
- More “focused” videos
- Increasing accessibility
- Promoting other library programs
 - Reading challenges
- Get inspiration from “BookTube”

