



Reference & Online Services Overview

Wednesday, April 29, 2020

11:35am-12:30pm – zoom meeting

Reference & Online Services Overview

Ask a Librarian Delaware Updates

- Weekly statistics – 71 new tickets (slowing down a little, but still up 50% from the same time last year)! Thank you Lisa Frank & Kim Friberg for answering the most tickets for your locations.
- Dedicated AaLDE phone line: we had our first patron call in on Thursday, April 23rd. He was very appreciative of the service and we were able to find a temporary solution to his issue (trying to access ReferenceUSA-only the mobile app is working right now)
 - Thank you to those of you who attended the training session on how to assist with this new service.
 - We've had 3 patrons who've used the service so far.
- Facebook Live - Ask a Librarian program – wonderful idea! Please remember to use the AaLDE branding (see the [consortium site](#) for downloadable images and also let me know so I can promote it to patrons I respond to on AaLDE.

Best Practices for Social Media Use

- Christine Karpovage & Amanda Sudowsky, Graphic designers for DDL and social media administrators/gurus/experts – Presented basic best practices for social media use.
 - Please review the document “Social Media Tips” on the [consortium site](#).
 - Please do reach out to design@lib.de.us if you have further questions or would like assistance
 - Main Points: What's the message to convey? Who is intended audience? Which platform would reach this audience best?
 - Facebook – keep posts down to 2-3 times per week; use hashtags; use Facebook Insights to glean usage data and other valuable statistics
 - Twitter – has a ½ life of 24 minutes; use hashtags; respond quickly
 - Instagram – most popular platform for user engagement according to research statistics; post often (from a phone); tell stories; choose the right hashtag; add calls for interaction
 - Christine will double check on whether Hootsuite requires a paid account.
 - Waiting on information regarding the development of national standards to follow for counting digital/virtual programming. Sarena will send out information once she has it. Please email her (Sarena.deglin@lib.de.us) if you have any questions, especially about the Virtual Library Events Calendar in LibCal.

Other Updates & Open Mic (or shared in chat during meeting)

- ❖ Hoopla will extend the “Bonus Borrows” beyond April 30th, but unsure of the details as of today (4/29/2020). Will send out an update as soon as I find out.
 - ❖ Rose Harrison responded to a question about holds suspension dates in WorkFlows. They have been moved to May 11th.
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(Broken Record) Reminders

- Please [email me](#) any topics you’d like presented at a future Reference meeting.
- Please feel free to use the [Reference listserv distribution email](#) to reach out to your colleagues, share information, or ask for assistance.

Training/Professional Development

- Check out all the training tutorials on the [Delaware Libraries’ Staff Academy](#) via the Niche Academy platform. There has been new content added recently.
- There are many training resources available on the [Professional Development LibGuide specifically for Reference staff](#). Please review them.
- For specific Ask a Librarian training, visit the [Ask a Librarian Delaware Support Site page](#) or [email me](#) to set up 1:1 training.
- Please remember to email events@lib.de.us with any training questions and don’t forget to log your training on the Professional Development Achievement Tracker form: <https://www.surveymonkey.com/r/ProfDevTracker>

Afterthoughts

Please feel free to [email me](#) anytime you have any questions or concerns and I’ll get back to you as soon as possible!

Next week’s meeting will be Wednesday, May 6th at 11:30am.

Please register through LibCal:

<https://delawarelibraries.libcal.com/event/6673831>