Reaching Out in Creative Ways:

Demystifying Documents Via YouTube

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Outreach Problems:

Intimidation
Accessibility
Awareness
Changing Behaviors

Problem:

Materials are **Intimidating** for External *and* Internal Patrons.

Problem:

Perceptions of **Intellectual Inaccessibility** of Government Materials.

Problem:

Lack of Awareness about the FDLP, What Gov. Sources are, and Services.

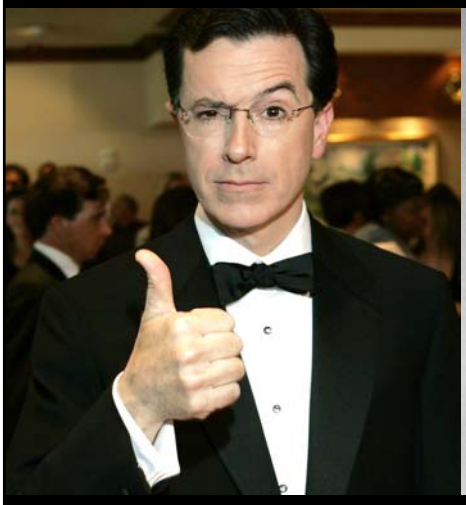
Problem:

Outdated Ideas about what Libraries Can Do.

Technologically Savvy.
Eager to Assist.
Intellectually Engaged
with Materials.
Accessible All the Time.

Shhhhhhhhhh!

Ultimately, Where People Go for Information has Changed.



Colbert

Stewart

Beck

Rush

According to StatAb:
Since 2008, Americans spend more time with Video Games than Books

Games ≈ 124 Hours per Person Per Year.

Books ≈ 98 Hours per Person Per Year.

Voice of Authority for Libraries is Fading.

Voice of Authority for Government Information is Intimidating.

Answer:

Time to Mix. It. Up.

Answer:

Create **Accessible**, **Discoverable** Content that **Explains** Our **Value**.

x

Why YouTube:

The Go-To Site for Video.
Universally Known.
Universally Used.

Why YouTube:

When Content Reaches
Certain Thresholds,
Viewer Data
are Released

Why YouTube:

All Hits =
Traffic Sources,
Viewer Location and
Discovery Data.

Value of YouTube:

At ≈500 Hits:
HOT SPOTS

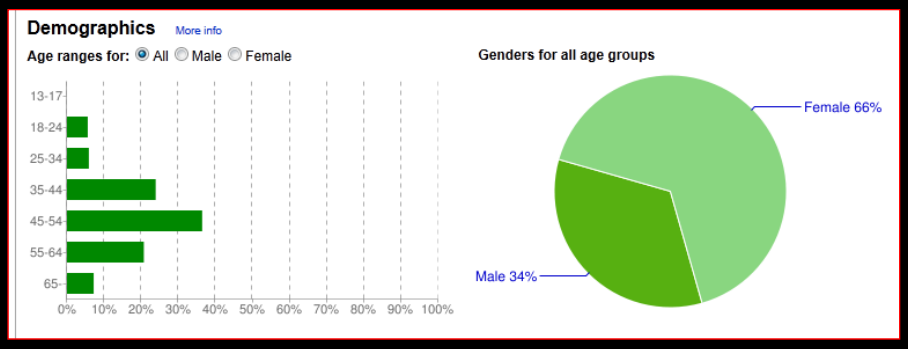
At ≈800 Hits:
Viewer Demographics

Hot Spots:

Hot Spots:

High Attention = Successful Video

Viewer Demographics:



What do They Tell Us?

New Challenges:

Thresholds for Data Require More **Professional Appearing** Content.

New Challenges:

Professional Appearing Content Increases **Credibility** with **Media-Savvy** Patrons.

Going Forward:

Use Data to Inform Success of Projects and Style.

Going Forward:

Experiment with Delivery via YouTube, Blogs, Facebook, Twitter…

Going Forward:

…To Make Materials Accessible to Library, Academic, and Public Patrons.

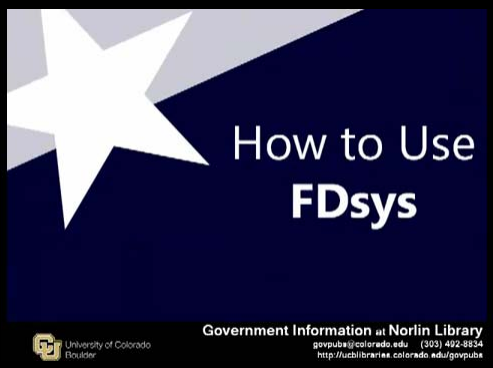
Going Forward:

Social Distribution Not Only Works, It Is Essential.

Going Forward:

Combine "Informative" Videos with "Functional" Tutorials.

Going Forward:



Crosslink and Release.

Ready for Questions!