

*Virtual Outreach  
Maintaining Community  
Engagement During  
COVID-19*

PRESENTER:

**Jonathan Garren**

**jgarren@coker.edu**

**BACKGROUND:** After Coker University shut down due to the COVID-19 outbreak, outreach engagement became vital for disseminating important information to the campus community while also serving as a virtual research and instruction hub. Coker University Library shifted focus to help increase their virtual presence inside and outside of the classroom by utilizing multiple technological tools to maintain steady engagement with students, faculty, and administration. This helped increase our:

- **Social media and communications footprint on campus**
- **Embedded librarianship program in an organic and collaborative way.**
- **Incorporate new technologies into our outreach and instruction initiatives after campus reopened**

# Utilizing various software programs, social media, and official community communication sources to maintain and increase virtual community outreach, instruction, and engagement.



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## Software Used

### Video Recording

- Screencast-o-Matic (Free)
- Camtasia (Paid)

### Campus Communication

- COBRAnnouncements (campus-wide email service)
- Social Media (Instagram, Twitter, and Facebook)

### Virtual Instruction

- LibGuides
- Video Tutorials
- YouTube Playlists
- Edpuzzle
- Embedded Librarianship

### Virtual Reference

- Google Meet/Zoom
- LibraryH3lp Live Chat
- Reference Email
- Curated Video Reference Tutorials
- Physical Book Request Pick-up Service