



**Virtual Vibes:  
Curating Online  
Programming**

# Set the Tone

- Rename with Pronouns
- Camera on (if possible)
- Use the chat freely
  - Use reactions
- Pose questions in the chat
  - Mute

**What are your  
biggest  
challenges and  
fears with virtual  
programming?**





# Challenges:

- Digital Divide
- Audience recruitment
- Audience interaction



**1.**  
**Digital Divide**

# Digital Assumptions

1

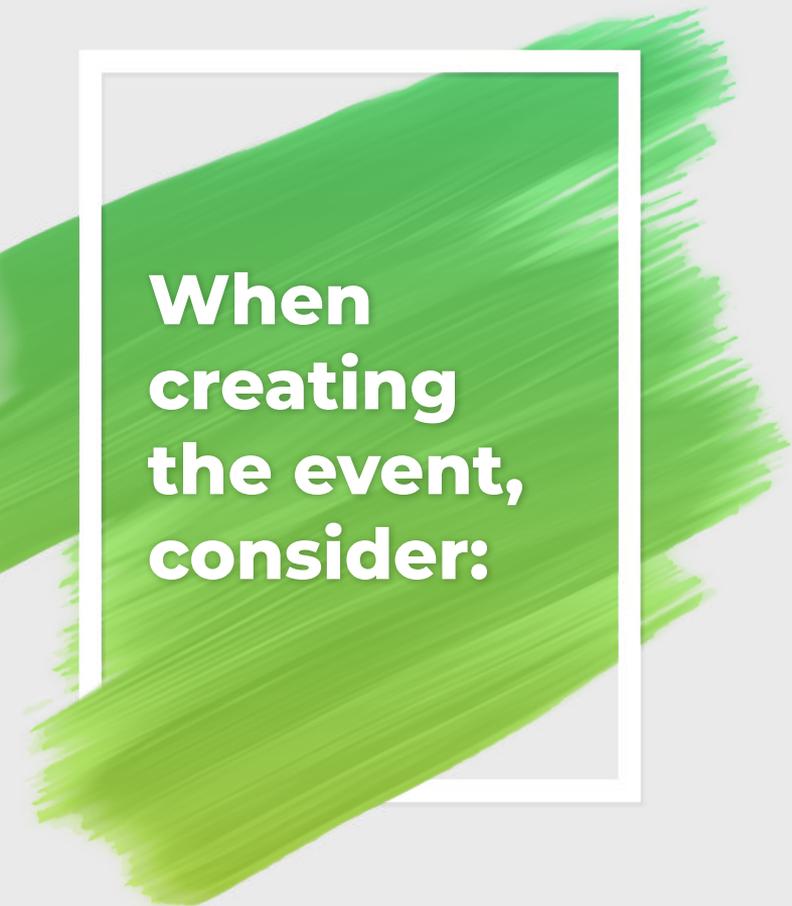
Everyone has a device

2

Children don't want to join

3

Everyone is home bored

A large, vibrant green brushstroke graphic that sweeps across the top and left side of the slide, framing the main title.

# **When creating the event, consider:**

## Platform

- Zoom
- IG Live
- Webex
- Microsoft Teams

## Webinar

- What level of interaction are you looking for?
- What features do you have?

A large, vibrant green brushstroke graphic that sweeps across the left side of the slide, framing the title text.

# **ACCESSIBILITY & POLICIES**

- Get speeches and text as early as possible
- Use inclusive language



**2.**

# **Audience Recruitment**



## **Keep It Connected**

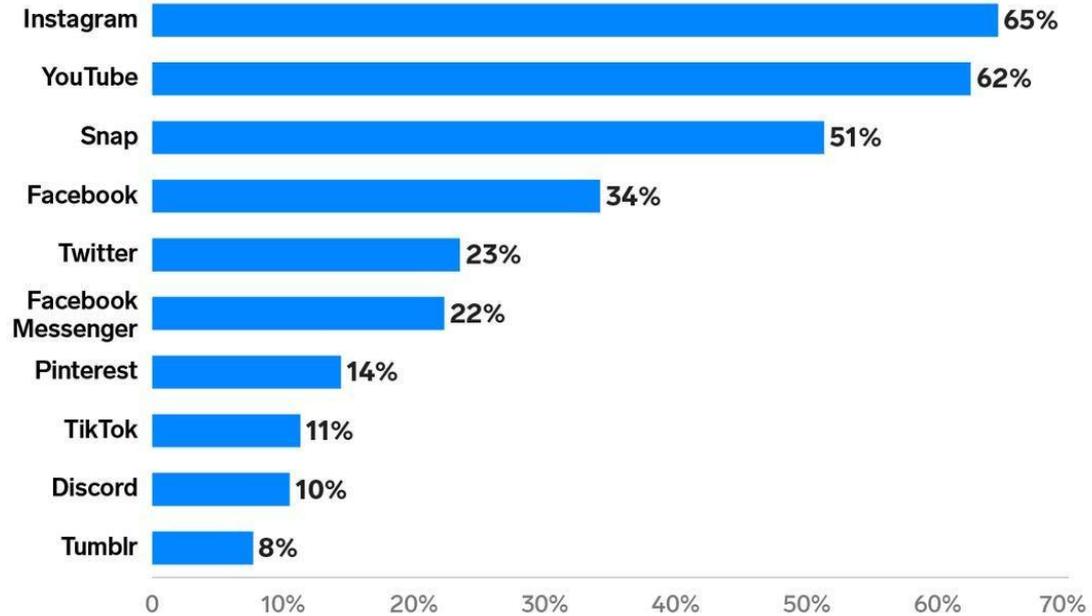
- Create a RSVP Page
- Collect emails
- Update Linktree
- Hyperlink flier
- Attach flier vs. Embedding
- Flier & IG Caption links are a no



## **Ways to Recruit**

- Target demographic
- Partner clubs and organizations
- Personal asks
- Contests/Giveaways
- Kick-Off Event
- Online Promotion/ Social Media

## Which social media platforms Gen Z checks on a daily basis



Source: Business Insider survey

BUSINESS INSIDER



# Asset Creation

**“WHO IS  
YOUR  
TARGET  
AUDIENCE?”**

**DON'T CLOG  
FEED WITH  
ASKS**

**MULTIPLE  
FLIERS WITH  
VARIED  
THEMES**

**USE IMAGES  
AND VIDEO**

**INCLUDE KEY  
INFO ONLY**

# Dimensions





Main Feed



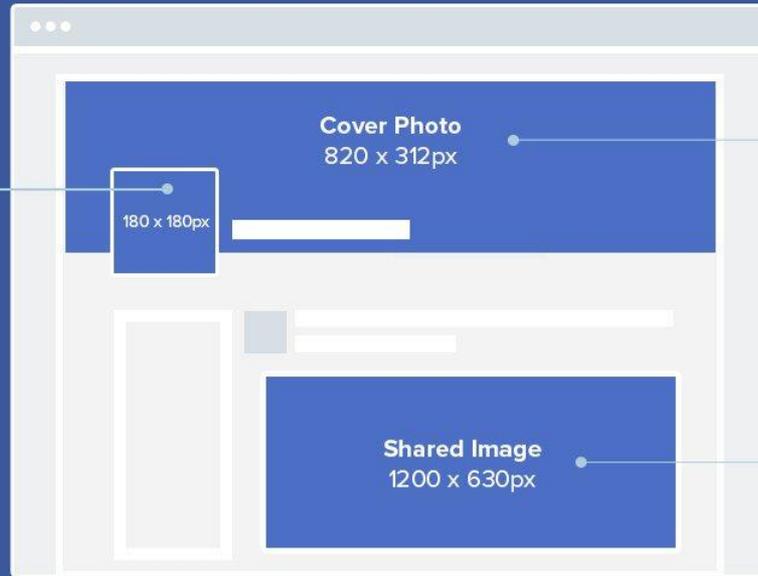
Stories



IGTV

# Facebook

Profile Photo:  
180 x 180 pixels (Desktop)  
140 x 140 pixels (Mobile)



Cover Photo  
820 x 312px

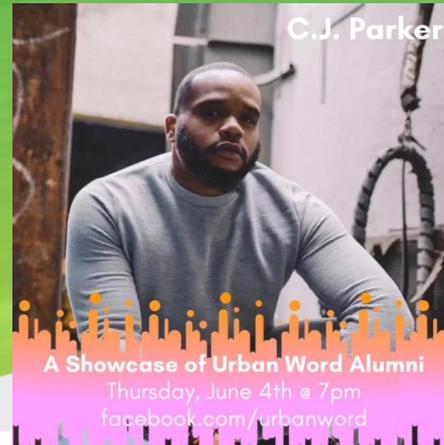
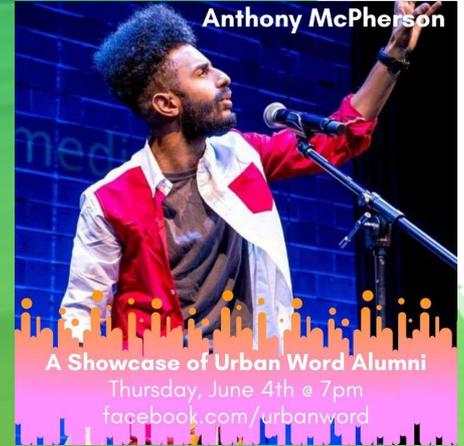
Cover Photo:  
820 x 312 pixels (Desktop)  
640 x 360 pixels (Mobile)

180 x 180px

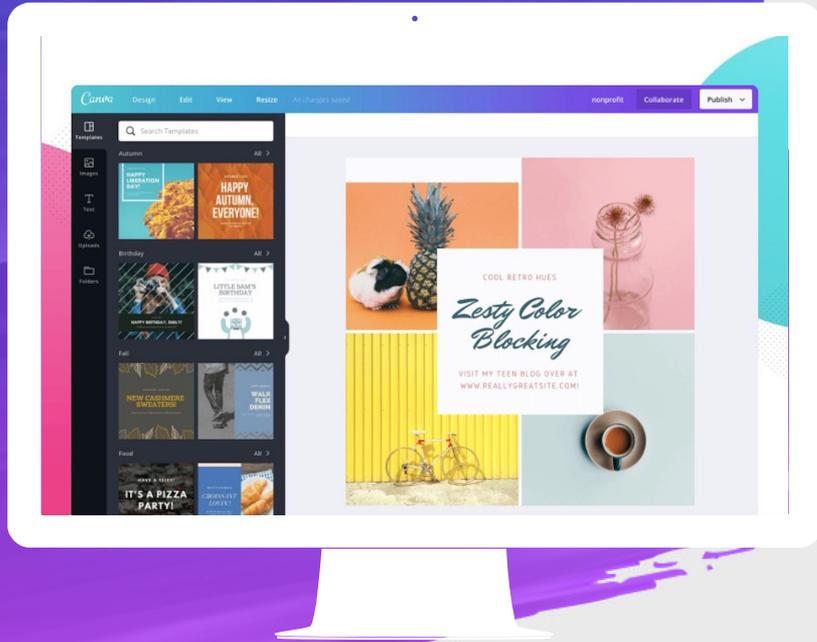
Shared Image  
1200 x 630px

Shared Image:  
1200 x 630 pixels

# Alumni Reading Campaign



# CANVA

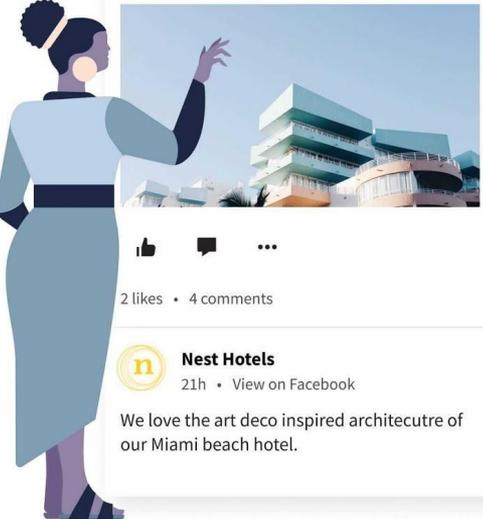




## **Key Posting Tips**

- Optimize your post
- Include a call-to-action
- 5 hashtags in comment
- Post when your audience is most active
- Geo-tag your post
- Run a contest in conjunction with the event
- Respond to comments
- Tag the right people

# HOOTSUITE



**My Posts**   

**Nest Hotels**  
2d • View on Facebook

Where's your favourite nest hotel location?



2 likes • 4 comments

**Nest Hotels**  
21h • View on Facebook

We love the art deco inspired architecture of our Miami beach hotel.

**Scheduled**   

You have 1 draft this week [View draft](#)

**Nest Hotels**  
Today at 12:15pm

Hotelier magazine has announced the winners of its inaugural Hotel Design Awards. Nest Hotel has won in the category of Hotels under 200 rooms! <http://ow.ly/12345678>



[View more in Planner](#)

**Inbox (5)**  

Private Message • Nest Hotels 5m

**Melanie Wilkins**

Pretty sure I left my sunglasses at the till in the reception. Is there a lost and found?

Comment on "Members of t..." • Nest Hotels 5m

**Kat Villaneuva**

The deluxe suite is a little pricey but worth it.

Will the libraries be closing over the holidays?



**3.**

# **Audience Interaction**

# TECH REHEARSAL

- All materials (slideshow, tracks, videos) downloaded to the computer
- Practice using features with someone else
  - Confirm devices to be used



# Roles for the Event

## Host

Moderates and  
M.C.'s the  
program

## Tech Person

“Co-host”/VOG  
who manages  
all tech needs.

## Hype Person

Not in the show  
but models  
audience  
behavior.

*Special Features: Breakout Rooms, Polls, Spotlighting,  
Video share, swapping guests to panelists*

# Post-Event

- Request Feedback
- Post Footage Content
- Thank guests
- Repost tagged photos



## Q & A

Any questions?

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