



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



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, partially overlapping a white rectangular frame.

ACCESSIBILITY & POLICIES

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



2. Audience Recruitment



Keep It Connected

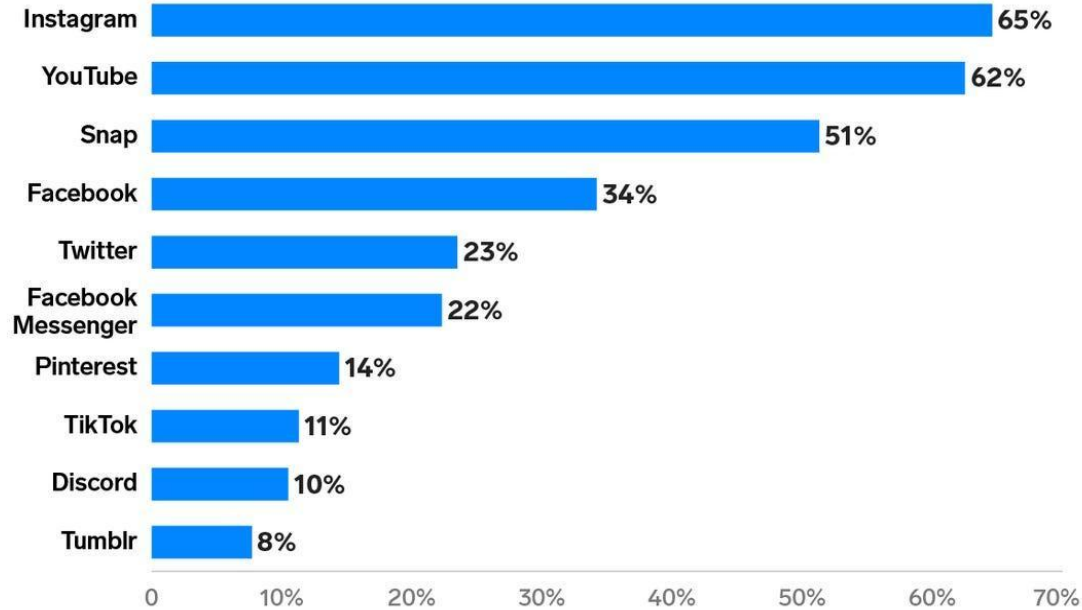
- Create a RSVP Page
- Collect emails
- Update Linktree
- Hyperlink flier
- Attach flier vs. Embedding
- Flier & IG Caption links are a no



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)

180 x 180px

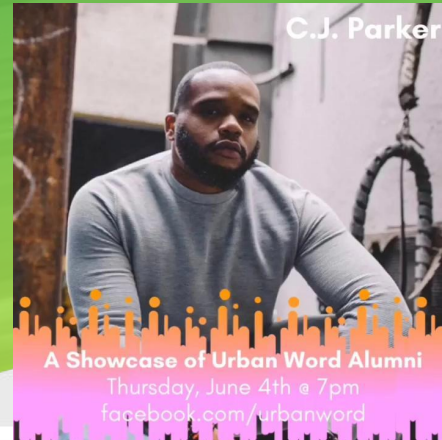
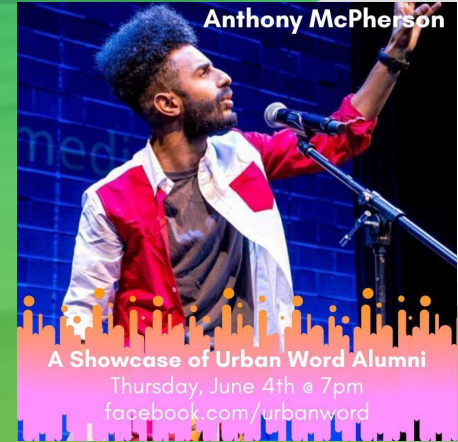
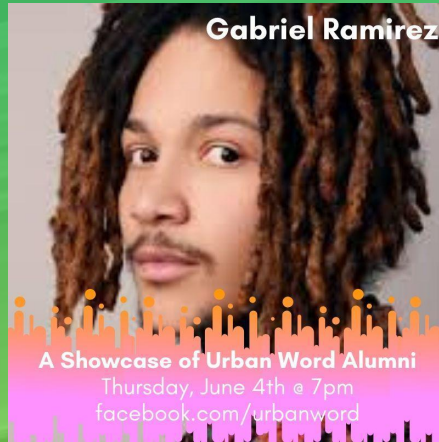
Cover Photo
820 x 312px

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

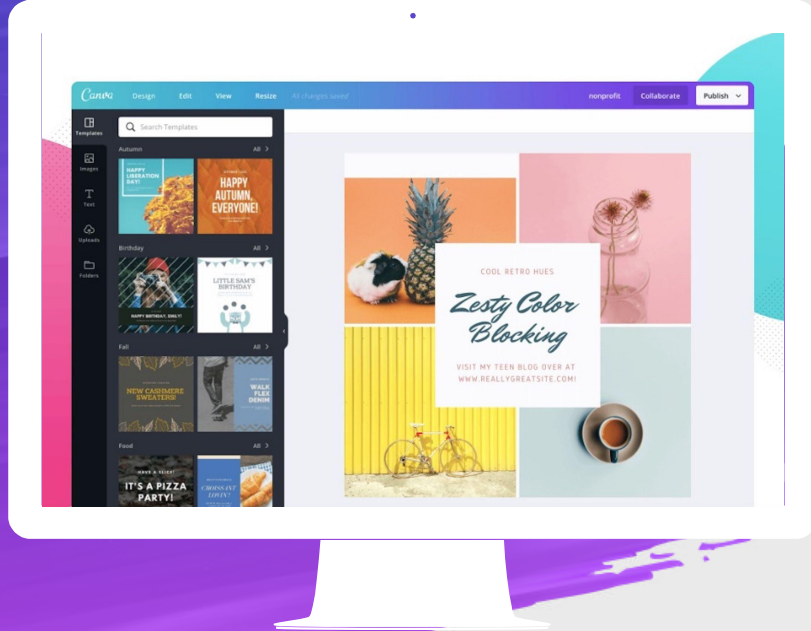
Shared Image
1200 x 630px

Shared Image:
1200 x 630 pixels

Alumni Reading Campaign



CANVA

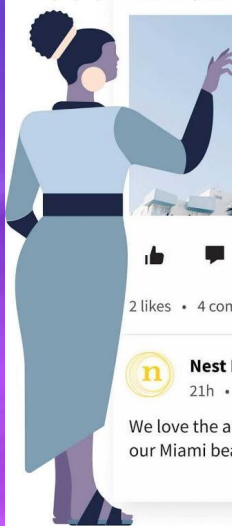







Key Posting Tips

- 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 architectre 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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