THINK OUTSIDE THE BOX: “UNBOXING” SPECIAL COLLECTIONS MATERIALS ONLINE

Presenters: Phillip MacDonald and Taylor Wolford

NC STATE University Libraries
INTRODUCTION

The Special Collections Research Center (SCRC) at NC State University Libraries has collaborated with several departments and units on campus to host YouTube Live “unboxings” of archival collections.
WHAT IS AN UNBOXING?

● Staff members present interesting and unique collections to the public by “unboxing” archival materials live on camera.

● Previous unboxing livestreams: Pop-up Books, Comics, Navigating the Archives, Dyeing Textiles, and Bees.
OUTREACH GOALS

LARGER AUDIENCE
Broaden our outreach efforts to the local community and beyond

DISSEMINATE INFO
Disseminate more information about how to access archives

COLLABORATION
Work more extensively with campus partners and local experts
LIVESTREAM FORMAT

● Why did we choose a livestream format for presenting information?
  ○ It’s what audiences want!
  ○ Encourages real-time feedback.
  ○ Make connections with audience.
80% would rather watch live video from a brand than read a blog

82% prefer live video from a brand to social posts

67% of audiences who watched a livestream purchased a ticket to a similar event

81% watched more live video in 2016 than in 2015

87% would prefer to watch video online if it meant more behind-the-scenes content

56% of most-watched live content is breaking news, with conferences and concerts tied in second place with 43%

“Live Video Stats: What Consumers Want [Infographic],”
https://livestream.com/blog/live-video-statistics-livestream
PLANNING PROCESS

01 CHOOSE TOPIC
02 CURATE MATERIALS
03 RESEARCH/COLLABORATION
04 PROMOTION
Setting up a Livestream

- Collaboration with Learning Spaces and Services staff
- Technical set-up
AND WE’RE LIVE!

You’d expect no issues at this point, right?
CHALLENGES WITH LIVESTREAMS

- Technical difficulties.
- Planning process can be extensive.
- Scheduling conflicts.
- Presence of spam and chat bots.
LESSONS LEARNED

● Embrace mistakes.
● Requires ability to improvise, multitask, and adapt while recording live.
● Important to maintain audience involvement.
● Discovery is an ongoing process.
● HAVE FUN!
FUTURE IDEAS

● University Extension series, i.e. canning and jamming, beekeeping at local apiaries.
● Utilizing teaching kitchen on campus as filming location.
● Board games!
● More video production/programming/outreach from Special Collections.
  ○ Campus Tour, Guiding Users, etc.
UNBOXING SPECIAL COLLECTIONS: HALLOWEEN SPOOKY SPECTACULAR
UNBOXING SPECIAL COLLECTIONS: DYEING TEXTILES!
WITH DR. RENZO SHAMEY

Click here
THANK YOU
Q&A

Phillip MacDonald - ptmacdon@ncsu.edu
Taylor Wolford - tawolfor@ncsu.edu