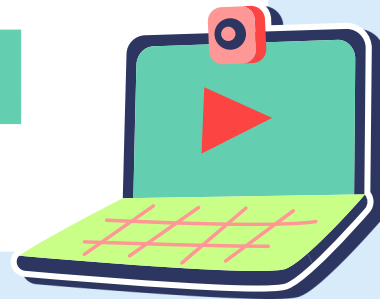




THINK OUTSIDE THE BOX: “UNBOXING” SPECIAL COLLECTIONS MATERIALS ONLINE

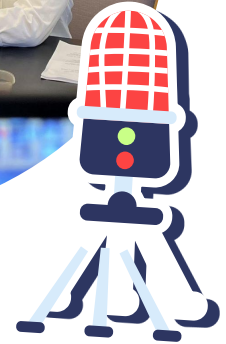
Presenters: Phillip MacDonald and Taylor Wolford



NC STATE University Libraries

INTRODUCTION

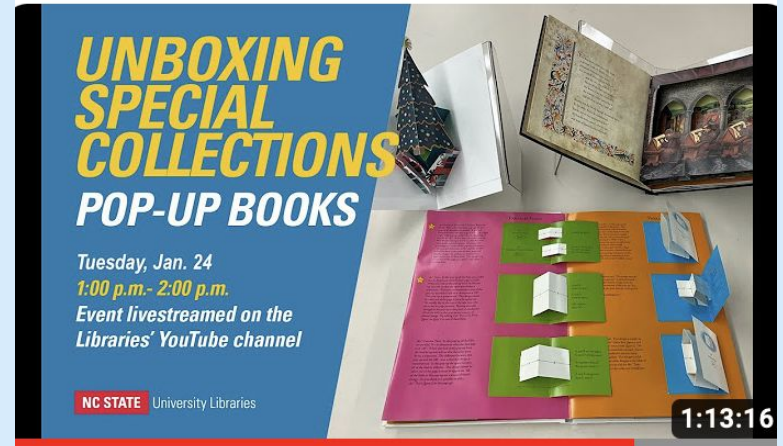
The Special Collections Research Center (SCRC) at NC State University Libraries has collaborated with several departments and units on campus to host YouTube Live "unboxings" of archival collections.





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



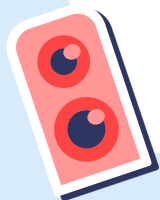
DISSEMINATE INFO

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.

SarahCozyCrossing: I would love to see what the dye recipe colors look like! You guys should do it!

laukaab: I love it!

ncsulibraries_mod: yes!! would make for a great stream wink wink



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



CHOOSE TOPIC



CURATE MATERIALS



**RESEARCH/
COLLABORATION**



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.

Be right back!



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



[Click here](#)

UNBOXING SPECIAL COLLECTIONS: DYEING TEXTILES!



[Click here](#)

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