

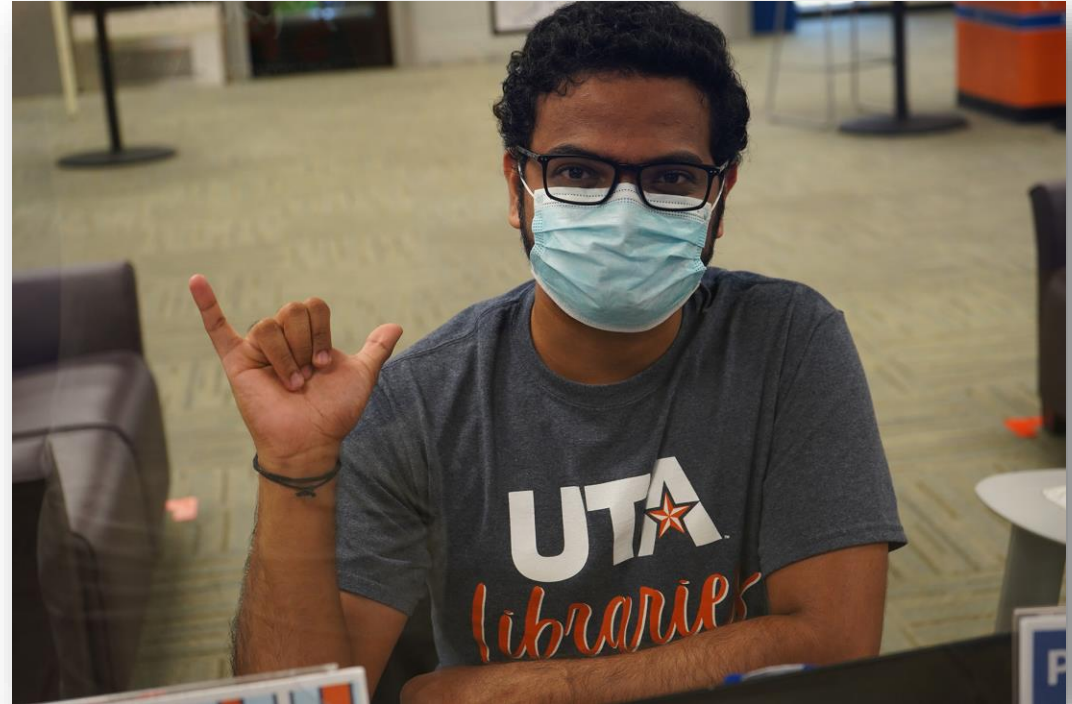
# Empowering Pandemic Narratives: Transitioning from In-Person to Virtual Blog Training

Alexandra Pirkle and Krystal Schenk

A decorative graphic in the bottom-left corner consisting of two overlapping diagonal stripes, one in a lighter blue and one in a darker blue, pointing towards the bottom-right.

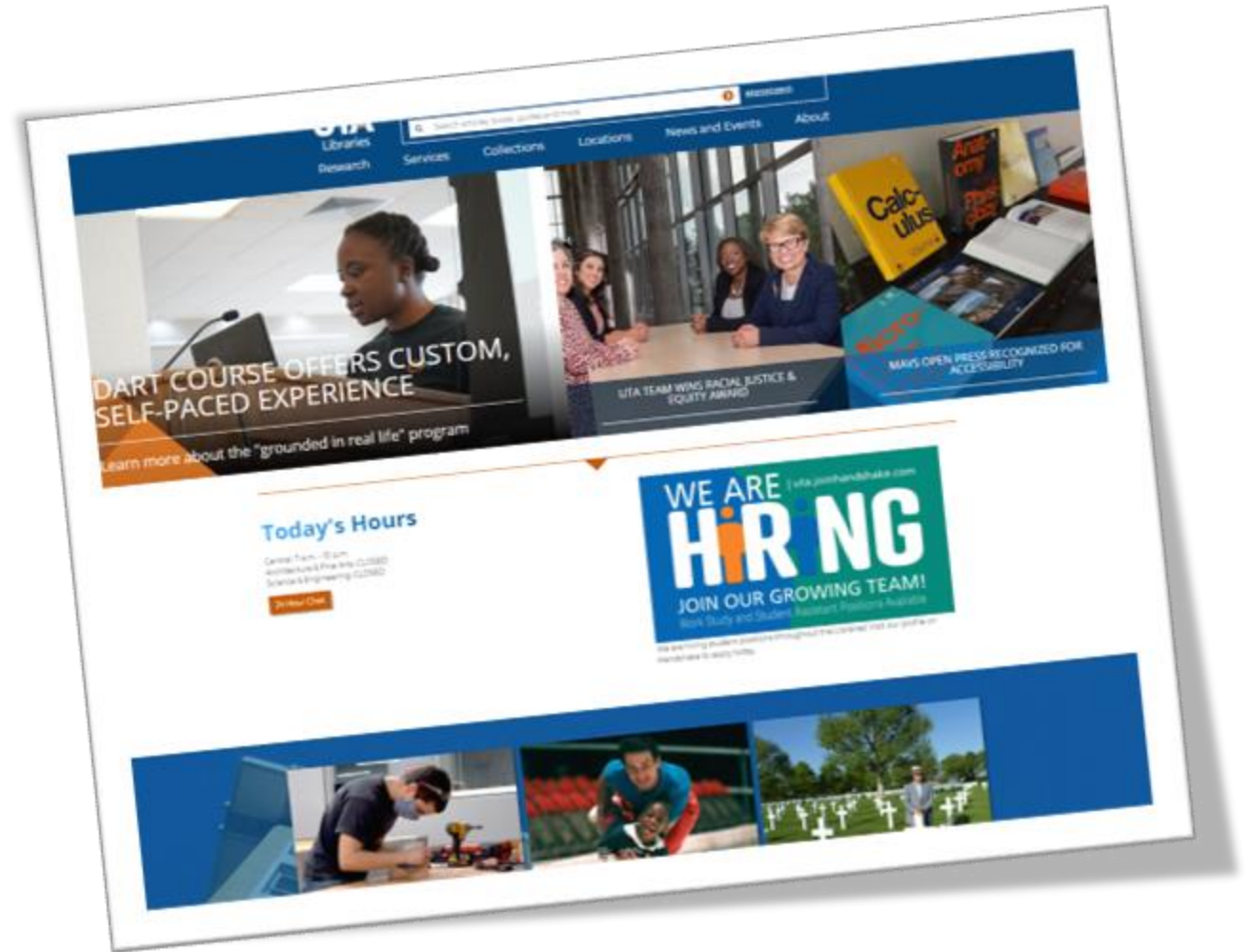
# Agenda

- Pre-COVID
- During COVID
- Social Media Impact
- Future Goals
- Blogger Shout Out



# What is the training?

- Technical aspects of the website
- Creating and editing content
- How content is promoted on the homepage
- Accessibility: how to use the tools and why accessibility is important



# What is the training?



- Editorial guidelines  
(Libraries & University)
- Branding Voice
- General blogging conventions

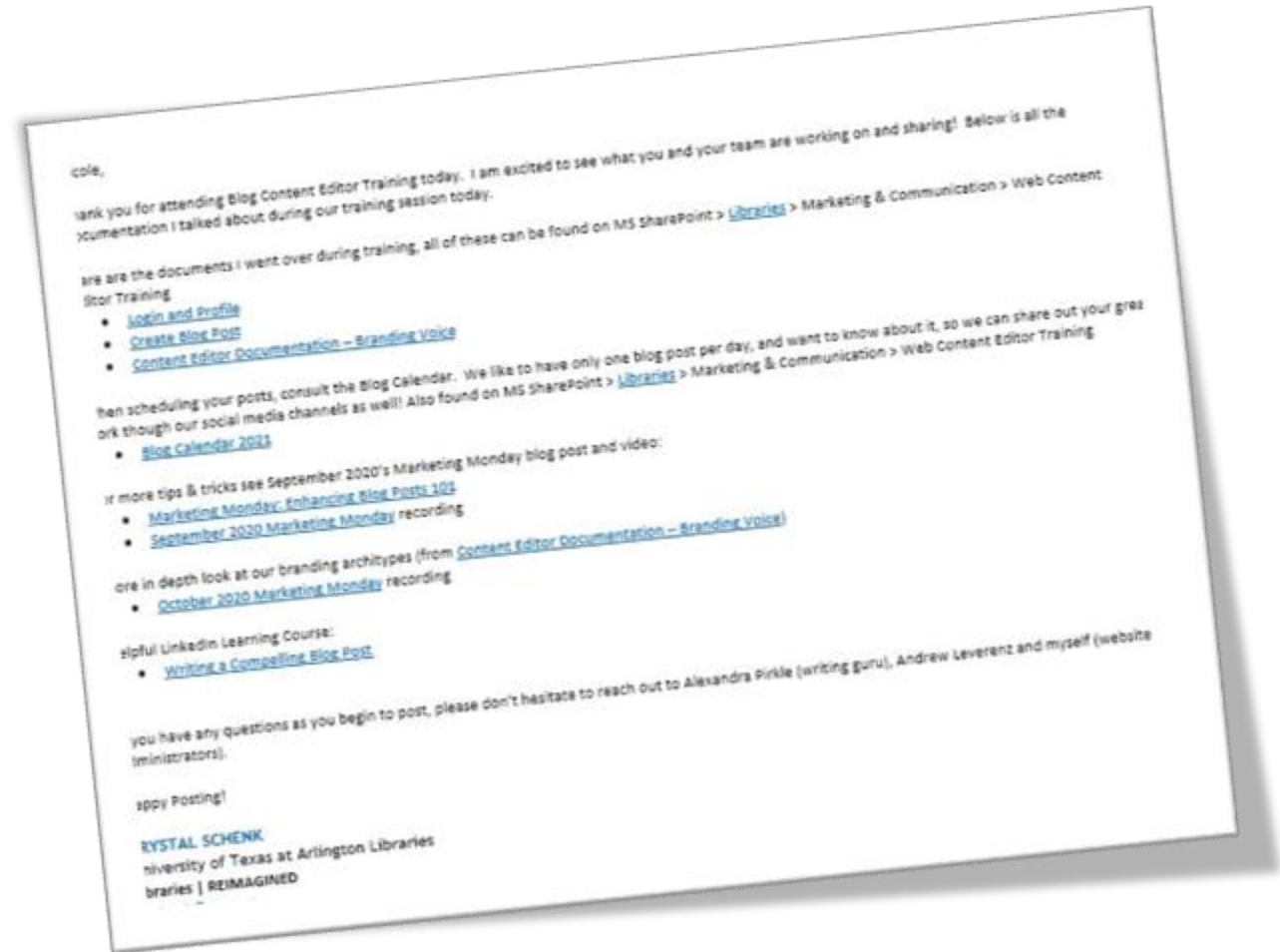
# What is the training?

- How blogs make it to social media
- Way for us to meet new staff
- Introduction to the Marketing and Communications team



# Follow-Up/ Resources

- Written documentation with screenshots via SharePoint
- Campus resources, such as LinkedIn Learning training for Blog posts
- Branding Voice
- Additional Content since March 2020



## Audience

- First round targeted existing bloggers from previous website
- Second round was grouped by role and department (some new bloggers)

## Location

- In-person computer lab

## Scheduling

- Pre-determined time slots based on availability of staff and labs

## Resources

- Posted on SharePoint and provided in print
- Follow-up email with links



# During COVID

## Audience

- Smaller groups requesting access and more customized experiences

## Location

- All online over Microsoft Teams

## Scheduling

- Based on need and availability of authors-in-training

## Resources

- List of resources grew: Marketing Mondays, blog calendar
- Follow up email with links to SharePoint et al

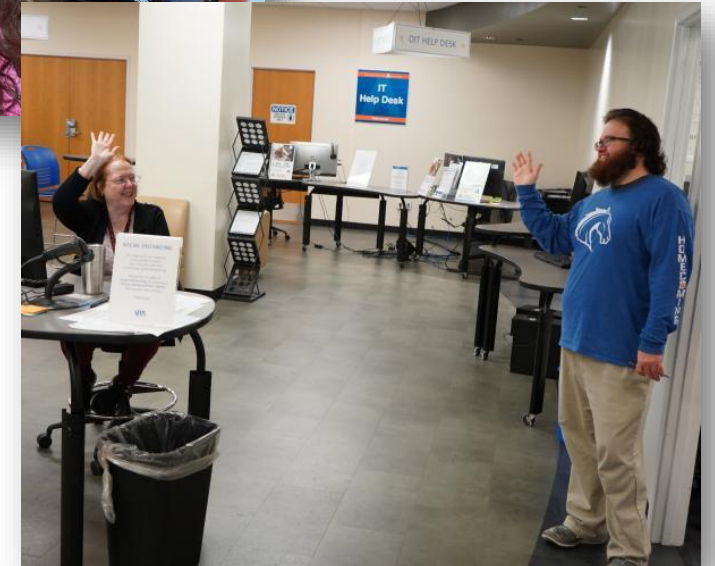
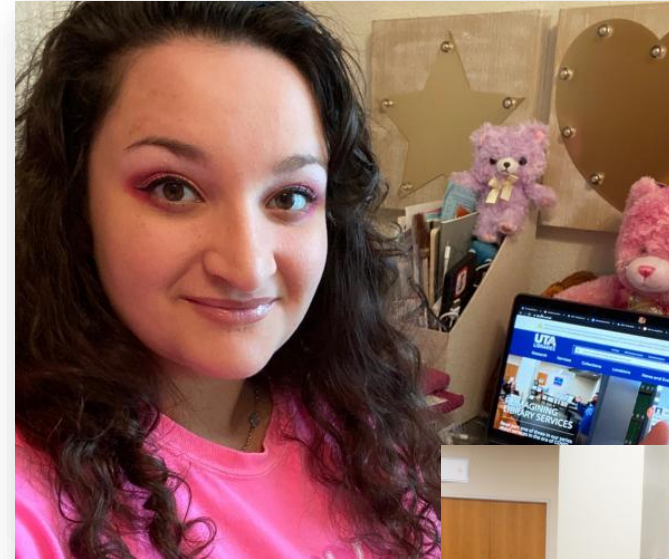




# Why we don't record



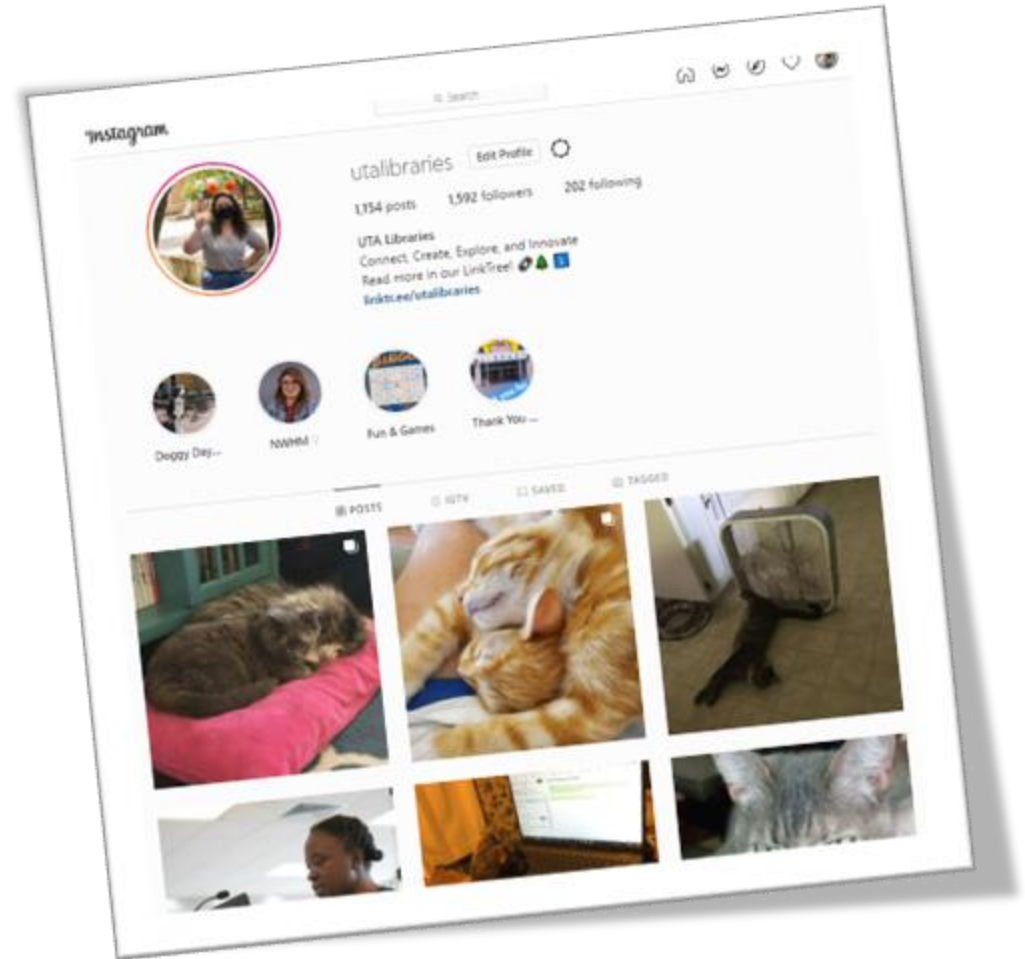
# Pandemic Narratives



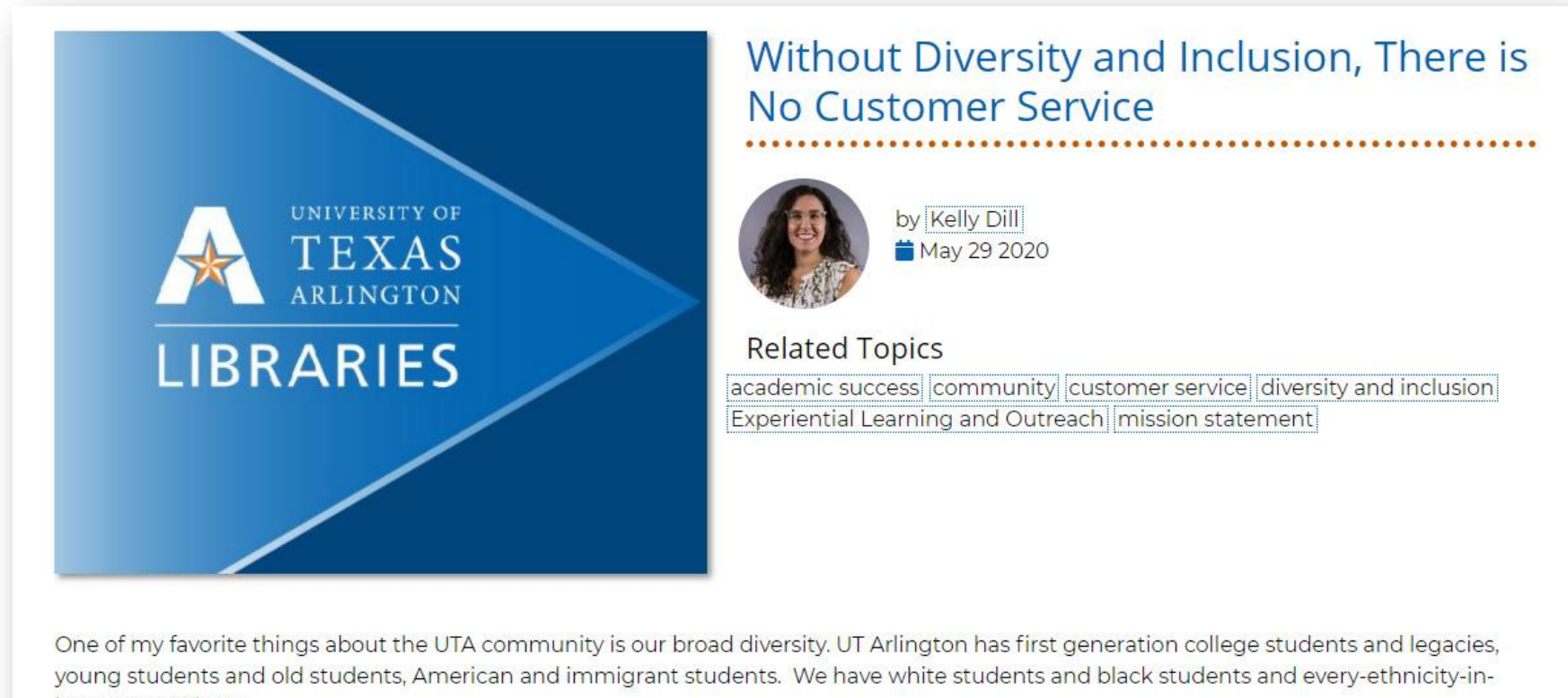
<https://libraries.uta.edu/news-events/blog/covid-19>

# Social Media Growth

- **Instagram**
  - May 2020: 1,134
  - May 2021: 1,556
  - Growth: 37.2%
- **Facebook** and **Twitter** had slower growth (2-3%) which is industry-wide for our audience age demos



# Blog Post with Social Media Impact



Without Diversity and Inclusion, There is No Customer Service

by Kelly Dill  
May 29 2020

Related Topics

academic success community customer service diversity and inclusion  
Experiential Learning and Outreach mission statement

One of my favorite things about the UTA community is our broad diversity. UT Arlington has first generation college students and legacies, young students and old students, American and immigrant students. We have white students and black students and every-ethnicity-in-

This blog made it to our top posts on Instagram in June 2020, just two months after the implementation of the Blog Calendar, and librarians' posts consistently appear in the top posts on Instagram.

# Future Goals



- Still want to offer virtual options as we return to campus
- Refresher trainings (simultaneous\* in-person and virtual)
- Writing for blogs workshop
- Ability to display more than one author on a post

\*contingent upon need and technology limitations

# Blog Shout Out: Special Collections

- Posted at least once a week since July 2020
- Consistently high engagement on the website and social media
- Sharing content from our archives and collections as well as historical context



<https://library.uta.edu/txdisabilityhistory/>

# Questions?

Thank you for attending our session!

A decorative graphic in the bottom-left corner consisting of two overlapping diagonal shapes: a light blue triangle pointing down and to the right, and a darker blue triangle pointing down and to the left.

# Contact Us



**Alexandra Pirkle (she/they)**  
Editorial Services Coordinator  
[alexandra.pirkle@uta.edu](mailto:alexandra.pirkle@uta.edu)



**Krystal Schenk (she/her)**  
Web Developer  
[kschenk@uta.edu](mailto:kschenk@uta.edu)



# Thank you from our co-pilot, Korra!

