

# ENGAGING TEENS USING YOUTUBE

CLARA PIAZZOLA ROBBINS  
THEY/THEM OR SHE/HER  
CDPIAZZOLA@GMAIL.COM

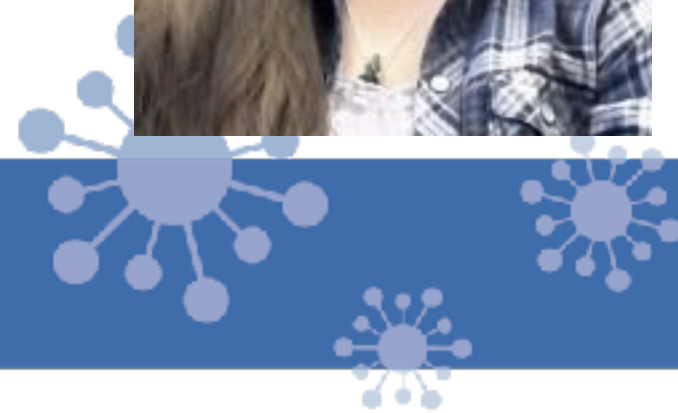


COOS BAY  
PUBLIC LIBRARY



# CONNECTING YOU to CBPL

- LSTA Grant
- Part of the Teen Advisory Group (TAG)
- TAG members can:
  - Contribute to library channel
  - Make their own videos



# ONE OF OUR VIDEOS...

- <https://www.youtube.com/watch?v=A5Y25aqpZZQ>
- Structure
  - Main content followed by upcoming events



# HOW IT STARTED...

- Importance of YouTube
  - Window and mirror
- MLIS school project



# LIBRARY EQUIPMENT: IN HOUSE

- 2 laptops (1 Mac, 1 Windows)
- iMovie, FinalCut Pro, Adobe Premier Pro
- 1 webcam
- 1 high-quality microphone
- Green screen
- Headphones
- Ring light



# LIBRARY EQUIPMENT: CIRCULATING

- 2 Mobile Vlogging Kits
  - Mobile camera (GoPro)
  - Lapel microphone



# START MAKING VIDEOS

- Established a schedule
- Learn editing!



# MARKETING

- Videos themselves
- Postering
  - Teens and general audiences
  - Contribution handouts
- Meet with teens
  - Teen Advisory Group
  - High schools



# WORKSHOPS

- Teach teens how to make videos
  - Equipment
  - Computational thinking



# COMPUTATIONAL THINKING

## DECOMPOSITION

Breaking big problems into smaller, easier to manage problems



## PATTERN RECOGNITION

Analyze & look for a repeating sequence



Remove parts of a problem that are unnecessary and make one solution work for multiple problems

## ABSTRACTION



Step-by-Step instructions on how to do something

## ALGORITHM DESIGN



<https://www.computationalthinkers.com/wp-content/uploads/2016/01/ComputationalThinkingProductLogo.png>



# THINGS THAT WENT WELL

- Engaging with teens in the moment
- Working with local teen residential program
- Teens excited about equipment



# THINGS THAT WENT... NOT WELL

- Speedbumps
- Too much for one person
  - Possibly just bad timing
- Keeping teens engaged
- Windows vs. Mac
- Outreach was mixed



# CHANGES

- Endgame
  - No longer channel maintenance
  - Provide equipment/training
  - Equipment outreach



# WRAP-UP

- Each library is different
- Whatever it becomes, it's still important
  - YouTube is good for many things



# ACKNOWLEDGMENTS

- LSTA (Library Services and Technology Act)
- Coos Bay Public Library
  - Bekah Westmark

