

VIRTUAL PROGRAMMING

RESOURCE TOOLKIT FOR AMERICAN SPACES

This Resource Toolkit is designed to give American Spaces tools and resources to conduct virtual programming.



TIPS FOR VIRTUAL PROGRAMMING

- Plan and practice with the technology before your program.
- Presenters should not talk at their audiences but talk with them.
- Virtual programs don't have to be live.
 - You can use free software to stream pre-recorded US government webinars.
 - You should get rights to non-US government content before streaming publicly.
- Work with your public affairs section to get closed captioning for public facing events.
- Clubs can continue to meet virtually via closed social media groups, conference platforms, or group texts.

VIRTUAL PROGRAMMING AT AMERICAN SPACES

With the outbreak of COVID-19, many American Spaces are minimizing in-person engagement. Whether or not your American Space is doing fewer in-person programs, we recommend that all American Spaces do more virtual engagement. This allows you to connect not only with Americans and other American Spaces in your country and across the world, but also with your local audiences.

So, what should you consider when conducting virtual programs? Just like regular programming, you should have a SMART goal, taking into consideration the ABCDs - Who is the target **audience**, what is the **behavior** change of that audience, and how will the **content** help you achieve your goal. **Delivery** of your program is particularly important in virtual programming.



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RESOURCES

Website for American Spaces Virtual Program Planning

ECA Virtual Exchange Toolkit

- This [toolkit](#) helps you plan virtual exchanges

eShop Virtual Programming Technology Kits

Tools

- [Example Program Plan](#)
- [Virtual Program Checklist](#)
- Polling, Trivia, and Games
 - [Menti](#) - See American Spaces Live [Webinar](#)
 - [Kahoot & Slido](#)
 - [Baamboozle](#) - Trivia

Platforms for Virtual Meetings and Live Streaming

Work with your public diplomacy section to identify the appropriate platforms for your space.

- Facebook, YouTube, Instagram, and Periscope
- [Zoom](#) - video conference platform
- [Google Hangout](#) - Good for small group and clubs
- [Google Meet](#) - For large groups. Free with America.gov
- [Open Broadcaster Software & NDI Tools](#) allow you to share screen/videos and customize live streams.
- [ON24](#) - a paid, interactive webinar platform
- [StreamYard](#) - Browser-based streaming service to multiple social media sites

Guides

- [Video Guide to OBS](#)
- [Tips for Live Streaming](#)
- [Streaming films with OBS](#)
- [8 Question to ask for any virtual event](#)



Types of Virtual Programs

Virtual programs come in many shapes and sizes depending on goals and audiences. Check out [America House Kyiv's Facebook](#) for ideas on virtual engagement. Below are some types of virtual programs that you can conduct.

Live Streaming

You can use a number of platforms to run live programming virtually. This can include someone speaking in front of a green screen with a presentation behind them, a "talking head" through a computer's web cam, and/or panel discussions with participants engaging in the comments section.

You can also live stream already recorded content that you have created or from U.S. webinars. You can use platforms like Facebook Watch Party or share a video feed using OBS and/or NDI tools.

Virtual Clubs & Courses

Clubs are essential to creating a sense of community at an American Space. These groups, be it a book, debate, or podcasting club, can continue online through closed Facebook groups, conference platforms like Zoom or Google Hangout, chat groups on mobile apps such as WhatsApp, or even virtual reality meeting room likes [Mozilla Hubs](#) or Engage. Clubs can also take free online courses together. Here are a few sites:

- [American English MOOCs](#)
- [YALI Network Courses](#)
- Free sites: <https://www.edx.org> & <https://www.coursera.org>

Live Text-based Chats

Pose questions on your social media accounts to create meaningful discussions with local audiences. Here's an example from [U.S. Embassy Sri Lanka](#).



American
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CONTENT

eLibraryUSA Available for American Spaces Patrons

- [Contact us](#) to find out how to give out access.

US Government Webinars

- [American English Teaching](#)
- Curated [ECA webinars with discussion guides](#)
- State Department Speakers from [Interactive](#)
- [U.S. Foreign Press Center](#)
- [Content Commons](#) - State Department Videos
- [U.S. Agency for Global Media](#) - Contains downloadable news videos in English and local languages

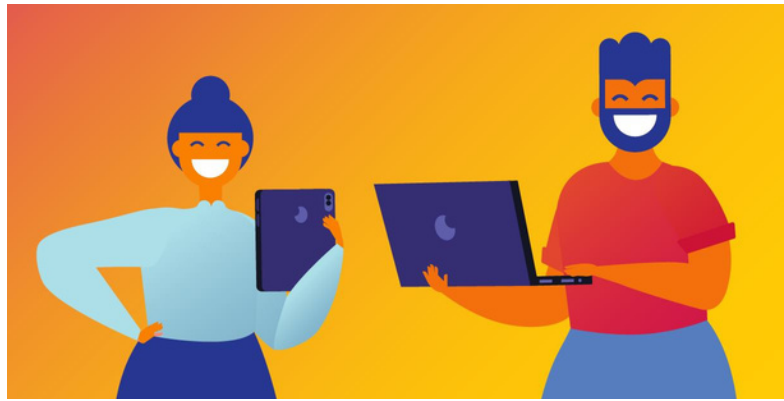
[Guide to Online English Courses and Videos](#)

[American Spaces Live Webinars on Virtual Programming](#)

[Virtual Reality Programming Toolkit for American Spaces](#)

Follow-up & Evaluate

- Don't forget the F of your ABCs! Check out our [website](#) for more.
- Record and report your program's statistics. Here's a [guide](#) on how to do that.
- Hold an after-action session. Meet with stakeholders to discuss how well your virtual program met its goals and what can be improved upon.



Partners

Planning for virtual programming takes a lot of effort, a good team, and technological know-how. With any program, you'll need help from setting up the tech aspects to reading and responding to text-based chat. You'll need to work closely with volunteers, alumni, and implementing partners to create meaningful programs. Some American Spaces are increasing their reach by allowing artists and influencers to temporarily "take over" their social media platforms, such as American Center New Delhi's weekly lunchtime concert series, [#LiveOnline](#).

Combating Webinar Fatigue

Webinar fatigue is real. Keep in mind that the live webinar is only one part of the program. Atomize your content - break it down into summaries, infographics, and PDFs of the slides. Many people want to engage with your content, just not the webinar, so make your program available to those no-show and on-demand viewers. For more tips to combat webinar fatigue, go [here](#).

More Examples of Virtual Programs

LIVE STREAMING

- [@America in Jakarta](#) held a conversation with U.S. health professionals on COVID-19 reaching more than 135,000 -
- [American Center Abidjan](#) hosted a watch party for Jazz History Month of an Ella Fitzgerald concert
- The [Benjamin Franklin Center](#) in Mexico City has taken their popular Coffee with a Diplomat online.
- This virtual concert from [America House Kyiv](#), which reunited American Music Abroad envoys with students they had coached.

VIRTUAL CLUBS

- American Spaces Philippines has posted all their webinars [here](#).
- [American Corner Tunis](#)'s Chapter Chat book club uses free audible books for their book club

LIVE TEXT-BASED CHATS

- Fact Checking Quiz from the [EMK Center](#) in Bangladesh