



Livestreaming the Library

Innovation Strategy + Roadmap
INFO 287: Hyperlinked Libraries
Robert Wolff – December 2, 2025

A photograph of a library interior. In the foreground, there are bookshelves filled with books. Above the shelves, there are several small, round, white pendant lights hanging from the ceiling. A decorative branch with red flowers is also visible, hanging from the ceiling. The word "Livestreaming" is overlaid in white text on the left side of the image.

Livestreaming

Health sciences libraries have broadcast digital video since 2000 (Lombardo, 2007)

Library conference livestreams since at least 2015 (Thompson, 2015)

Livestreaming is now part of digital literacy (Smith, 2020)

Recent retraining for remote work and meetings are also livestream skills

Adjacent to podcasting, which libraries may support (Bedenbaugh, 2024)

Library livestreaming can provide health information (Song et al., 2024) and support gaming, workshops, performances, guest speakers, and book clubs (Smith, 2020)



Goals & Objectives

1. Pilot to support current event programming with live streaming
2. Develop unique programming with local experts on topics such as health, nature, gardening, and music
3. Build library capacity to provide information in real time to viewers and participants



Livestream Users

Live streaming is the third most watched type of online video

27% of internet users report watching live streams at least weekly (Statista, October 2025)

Music video (50%), viral video (35%), **livestream** (27%), sports clip (27%), product review (27%), **tutorial** (25%), **educational** (25%)

Younger users prefer to watch video on their mobile devices,
older users watch on TV

Top 3 platforms: YouTube, TikTok, Twitch

Users watch during live broadcast (33%), afterwards (30%), or are
broadcasting themselves (19%)

“From its niche start within gaming communities, the growing availability of live streaming content on social media and e-commerce made this format more popular than in previous years. *Users have familiarized themselves with the format...*” (Statista, 2024, emphasis mine).



Local Context

Portsmouth Public Library, NH

Mission Statement

To engage, educate, empower, and enrich our community through creative and dedicated service to all.

Vision Statement

The Portsmouth Public Library is the thriving heart of our community, supporting a resilient, inclusive city whose citizens are free to pursue growth and knowledge.

Community Survey, 2023

Live events are a popular activity among respondents (49%)

Those who attend live events for fun are less likely to have had a PPL library card (60%), **suggesting a possible mode of outreach**

Most respondents (69%) who had not heard of live events **would likely tune in or attend if they were more familiar** with them

Top desired topics for events: **lifelong learning** (42%), **health** (36%), **authors & books** (35%), **nature & gardening** (33%), and **music** (33%)

Lowest was gaming (5%), **suggesting Twitch is lower priority**



Action Brief

Convince both regular patrons & non-card holders that by participating in livestreamed library events they will gain health information and practical skills which will contribute to their lifelong learning because the library fosters community resiliency.



Inspiration

Popularity of social gaming at Portland Public Library (Maine)

[Cal State LA University Library on YouTube](#)

[Eccles Health Sciences Library, University of Utah](#)

Mobile live streaming kit (Lombardo, 2007)

[Fudan University Medical Library, Shanghai, CN](#)

Health information outreach via livestream lectures; useful to correct misinformation in real time; relevant as people were getting pandemic information from TikTok (Song et al., 2021; 2022; 2024);

[New York Public Library on YouTube](#)

[Peter White Public Library \(Marchette, MI\) on YouTube](#)

[Westport Public Library \(CT\) on YouTube](#)



Guidelines & Policies

Covered by policies governing social media, comment moderation (Portsmouth Public Library, 2022) and managing volunteers

Livestreams should have real-time captioning to support access

Inherently public medium; care must be taken to preserve patron and staff privacy in chat and video

Patrons attending livestreamed events must give informed consent to being recorded



Timeline

I. Planning

- Solicit input from all stakeholders: users, event staff, public services, IT, facilities, health and safety
- Form core design team

II. Design

- Staff roles: stream facilitator, producer, moderator
- Form-factor: mobile or fixed location
- Feature set scaled to need: software, camera, lighting, backdrop, microphones, headphones, audio mixer, capture card, compute, network bandwidth

III. Implementation

- Staff training
- Regular streaming schedule
- Marketing, promotion

IV. Assessment

- Iterate and incorporate user feedback



Marketing & Promotion

Invitation for feedback on possible live streamed workshops, performances, guest speakers on health, nature, gardening, music

Posts to current presences on Facebook, Instagram, and YouTube

Web site banner with link to livestream in progress, video embeds

Notification via YouTube mobile app when going live

Schedule posted on the web site, email newsletter, and social media

Possible partnership with a low-power FM community radio station (WSCA) and local cultural, health, and environmental organizations

A photograph of a room, likely a studio or training space. On the left, there is a wall covered in dark, pyramid-shaped acoustic foam. To the right of the foam is a large, bright green screen. In the foreground, a black camera on a tripod is positioned, facing towards the green screen. The floor is covered with grey square tiles. The text 'Staff Training' is overlaid in white on the left side of the image.

Staff Training

Orientation and instructions for use

Audio-visual setup documentation

Open Broadcaster Software (OBS)

Platform streaming features (YouTube, Facebook, Instagram)

Live comment moderation

Technical troubleshooting

General staff awareness and support

“at least a couple of months to figure out how to use it”
(Brown, qtd. in Panuncial, 2024)



Metrics for Assessment

Event attendance in-person

Livestream viewers online

Number and character of livestream comments

Feedback and polls on current social media

Staff hours required

Stakeholder feedback



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