

# Communication During a Crisis: Keeping Our Patrons Informed During the COVID-19 Pandemic

ACRL LMOIG Fall 2021 meeting- Library marketing in the time of COVID

November 19, 2021

John DeLooper and Michelle Ehrenpreis

# COVID Timeline

12/2019: First cases reported in Wuhan

3/2020: Pandemic Declared by World Health Organization

3/2/2020: First NY Case  
3/2/2020

3/7/2020: NY State of Emergency declared

3/13/2020: Library faculty discuss situation, plan to close library on 3/14 and 3/15

3/15/2020: Reopening delayed to 3/17

3/16/2020: NY Public Schools closed; library is closed indefinitely

3/22/2020: State declares PAUSE period

3/24/2020: Recalibration for Educational Equity – long term COVID operation in effect

March 2021: Vaccines become available, path to reopening begins



# About Lehman



Leonard Lief Library

# Communication Strategy

DeLooper, J. P., & Ehrenpreis, M. (2021). Communication During a Crisis: Keeping Our Patrons Informed During the COVID-19 Pandemic. *Urban Library Journal*, 26 (2). Retrieved from <https://academicworks.cuny.edu/ulj/vol26/iss2/4>



Website



Research Guides



Social Media

# Website

The Library building is closed until further notice. [Read more](#) about Lehman's Coronavirus (COVID-19) updates and resources.

Librarians are working off-site and can be reached through the [24/7 Ask-a-Librarian Chat](#), [email](#), or by calling 718-960-7765.

Library services and materials can be accessed from off campus. To learn more: [visit our remote resources research guide](#) and our [mobile apps guide](#).

In addition, CUNY is auto-renewing books and library materials and waiving fines. [Details](#).



Leonard Lief Library

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Today's Hours  
Closed



Ask Us!



Library Acc



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Hi, I'm Lehman Lightning Bot!

How can I help you?

How can I help you?

[OneSearch](#)[Databases](#)[Ebooks](#)[E-Journals](#)[Research Guides](#)

Use this Search to find Books, Articles, Ebooks, and Media



# Research Guides: Home Page



## Research Guides

### COVID-19 Information

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[BY SUBJECT](#)[BY TYPE](#)[BY OWNER](#)[ALL GUIDES](#) [Search](#)

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### A-Z Database List

A list of the Library's subscription databases.

[Go to A-Z List](#)

### Help is Just a Click Away

Ask a Librarian a question, any time!

[24/7 Chat](#)

### Your Friendly Librarians



# Research Guides: Remote Resources



[Library](#) / [Research Guides](#) / [Remote Resources](#) / [Home](#)

## Remote Resources

Information about accessing library services and materials from off campus

[Home](#)

[Lehman Updates and Services](#)

[Information for Faculty](#)

[Resources for Teaching Online](#)

[Accessing the Internet/Wifi](#)

[Free eBooks/Textbooks during  
Coronavirus](#)

[Alternative Textbooks - OER](#)

[Free Streaming Videos during  
Coronavirus](#)

[Free Research on Coronavirus](#)

[NYPL Free Resources](#)

[NOVEL New York Databases](#)

[Distance Learning Videos](#)

[Mental Health Resources](#)

[Privacy](#)

[FAQ](#)

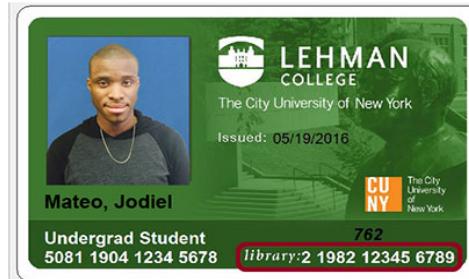
[Welcome](#)

Even off campus, our services are still available. This guide provides information about how you can use library materials and services anywhere with an internet connection.

For updates on student resources, please visit <http://lehman.edu/coronavirus/student.php>

### Off-Campus Access: Setup your Barcode to use articles, journals, and more

When off campus, Lehman patrons can access all databases, e-journals, e-books, and other subscription resources by using their [Library Barcode](#).



- Your Library Barcode is located on the front of your ID Card (see above). Enter the number without spaces or dashes.
- Your barcode must be activated in the CUNY library system. If your barcode is not activated, complete this form: <http://lehman.libwizard.com/technicalproblem>

### 24/7 Ask-a-Librarian Chat

[Chat with a Librarian](#)

### How to Reach Us

## COVID-19 UPDATES



## NEWS

Leonard Lief Library @lehmanlibrary

Each year the Library compiles a list of publications and creative work by Lehman faculty from the prior calendar year. Faculty Publications 2019 is now online at: [tinyurl.com/lehman-publica...](http://tinyurl.com/lehman-publica...)

Changes or corrections? Please inform Robin Wright: [Robin.Wright@lehman.cuny.edu](mailto:Robin.Wright@lehman.cuny.edu)

[View](#) [Share](#) [Comment](#) Jun 24, 2020

Leonard Lief Library Retweeted

Lehman College @LehmanCollege

Today, Tuesday June 23, use your vote as your voice to determine:

- 1 Queens Borough President
- 2 7 Congressional Representatives
- 6 3 New York State Senators
- 1 5 0 New York State Assembly Members
- 2 7 4 Delegates to the Democratic National Convention [vote411.org](http://vote411.org)

JUNE 23

Last day to mail in your

## FEATURED



### History Makers Digital Archive

Listen to Barack Obama's history and other African American oral histories in the [History Makers Digital Archive](#).

## Upcoming Events

- No events are scheduled.

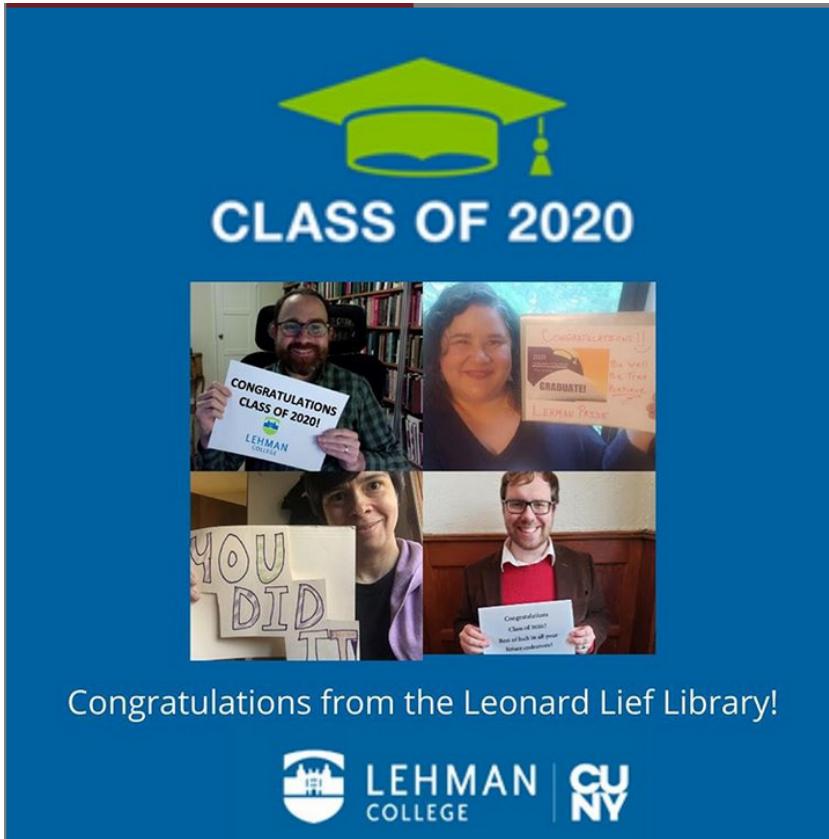


Hi, I'm Lehman Lightning Bot!

How can I help you?

How can I help you?

# Social Media



## Lehman Librarians Are Here For You

Chat with a Librarian 24/7

# Example Posts

## Examples (continued)

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# Evaluation: Website Pageviews and Users

## Website: New Users and Sessions

# Evaluation: Research Guides

Home Page	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Yearly Total Use	Avg Monthly Use
2019	2140	7256	8909	7482	5510	2848	1853	1322	6864	8231	7706	4737	64858	5404.83
2020	2024	5779	5518	5385	4838	2239	1747	1638	5896	6328	5284	3379	50055	4171.25
Change	-5%	-20%	-38%	-28%	-12%	-21%	-6%	24%	-14%	-23%	-31%	-29%	-14803	-17%
Sessions	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Yearly Total	Monthly Average
2019	5515	11689	13708	12460	9614	6134	5077	5287	13722	14745	14070	9331	121352	10112.67
2020	6770	12129	15303	14035	12411	8444	7398	9176	17894	17580	15370	9764	146274	12189.50
Change	23%	4%	12%	13%	29%	38%	46%	74%	30%	19%	9%	5%	24922	21%

# Twitter

# Facebook and Instagram

Facebook	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Yearly Total	Monthly Average
2019								10,025	23,336	23,297	22,707	18,061	97,426	19,485
2020	9,509	15,181	14,341	11,112	10,908	6,338	5,334	7,246	11,468	11,944	11,015	8,621	123,017	10,251
2021	5,879	9,582	10,769										26,230	8,743
Change 2019-2020								-28%	-51%	-49%	-51%	-52%		-46%
Change 2020-2021	-38%	-37%	-25%											-33%

Instagram	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Yearly Total	Monthly Average
2019				1209	1208	403	586	2579	1264	1211	617	1054	10131	1125.6
2020	2526	1679	684	703	427	370	206	133	189	257	383	153	2821	313.4
2021	138	831	805										0	
Change	-95%	-51%	18%	-42%	-65%	-8%	-65%	-95%	-85%	-79%	-38%	-85%	-72%	-62%



Questions?

# Article

Urban Library Journal

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