

## 2021 Technology Class Series

### Date(s):

Jan 4, 2021 – Dec 31, 2021

### Cost:

YTD \$0

### Description

This series will help promote knowledge of technology and help individuals become more comfortable with everyday technology. Each class will promote one topic to help people learn operating system (OS) functionality, productivity software, and personal privacy and security online. Classes will be live-streamed to our Facebook page while the pandemic continues in South Dakota and the United States.

The first class of the series was on January 4<sup>th</sup>. The class introduced Windows 10, covering the basic functionality of the most common menus a user would see.

### Publicity

An initial Facebook post was posted to the library's Facebook page on December 16<sup>th</sup>, 2020. As of January 13, 2021, the post has reached 326 people and had 17 engagements<sup>1</sup>. A copy of the Facebook post is attached in appendix A

Press releases announcing the series were sent to radio stations and the Mitchell Republic on December 30<sup>th</sup>, 2020. A copy of the press release is attached in appendix B.

Zack posted a Facebook event for the January 4<sup>th</sup> class approximately a week in advance. The event reached 193 people with 34 views. Five people responded to the event.

We received additional publicity from the main city Facebook Page. Someone at city hall shared the first live-streamed class to the main city government Facebook page the day after the January 4<sup>th</sup> class.

On January 14<sup>th</sup>, we informed our Facebook of the technology classes page on the city website. Future courses can be found at the same location

### Impact

Introduction to Windows 10<sup>2</sup>

Reach: 363

Views: 230

Post Clicks: 49

Post Reactions: 10

### Future

Active communication with the friends foundation for additional advertising

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<sup>1</sup> Engagements includes likes, shares, comments, and post clicks.

<sup>2</sup> Stats presented on this document are current as of January 13<sup>th</sup>, 2021

Publishing press releases a week before the class

**Future Schedule:**

February 1<sup>st</sup>: Introduction to Microsoft Office

February 15<sup>th</sup>: Advanced Microsoft Word

March 1<sup>st</sup>: Introduction to Google Drive and Docs

March 15<sup>th</sup> Advanced Google Docs

## Appendix A



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Technology classes are coming to the library in 2021! Classes will be live-streamed to our Facebook page through the pandemic.

We'll be covering computer basics, Microsoft Office, and much more over the coming year.

Stay tuned for more!



MPL  
2021

# TECHNOLOGY CLASSES

## Appendix B

### **FOR IMMEDIATE RELEASE**

Contact:

Zack North, Mitchell Public Library, 605-995-8480

#### ***Mitchell Public Library to Offer Technology Classes in 2021***

Mitchell Public Library will be hosting online technology classes beginning January 4<sup>th</sup>. The goal of these classes is to help individuals become comfortable with everyday technology. Classes will start with an introduction to Windows 10. Sessions are offered via live-stream to the library's Facebook page ([Mitchell Public Library | Facebook](#)). Those interested in taking classes can join the live-stream or watch the classes later on the library's Facebook page or website.

For more information about the technology classes, please contact Zack North at the Mitchell Public Library at 995-8480.