



ULC TWITTER CHAT GUIDELINES

Reaching and Engaging Underserved Entrepreneurs During COVID-19

Wednesday, November 18 | 3 p.m. ET

OVERVIEW

Aligning with [Global Entrepreneurship Week 2020](#), ULC will host a live chat using our Twitter account ([@UrbanLibCouncil](#)) from 3-4 p.m. ET on Wednesday, November 18. This chat will provide an opportunity for libraries to come together during the COVID-19 crisis to raise awareness of their critical role in supporting entrepreneurs and inclusive economic recovery.

Any individual or organization with a Twitter account may contribute to this chat. ULC is asking our members and allied organizations to join us in leading this discussion.

TIMING

From 3-4 p.m. ET on Wednesday, November 18, ULC will pose eight (8) questions to our followers. Questions will be issued one at a time every eight minutes. Participants may review the questions in advance in order to prepare responses. *See the planned questions below.*

PLANNED QUESTIONS

Below are the eight questions planned for this #ULCchat. ***Please do not respond to these questions until the live chat event on November 18.***

1. What advice would you give to librarians who are just getting started with efforts to support underserved entrepreneurs?
2. COVID-19 has created many obstacles for outreach. How has your team pivoted to reach and engage local entrepreneurs during the pandemic?
3. How can libraries foster community ambassadors and word-of-mouth promotion of their entrepreneurial support?

4. How have the needs of local entrepreneurs and businesses changed over the course of the pandemic? What trends have you seen?
5. What are common misconceptions about your library's support for businesses/entrepreneurs? What are new customers often surprised to learn?
6. What is your library's "elevator pitch" for its community role in supporting entrepreneurship as a driver of inclusive economic recovery from COVID-19?
7. What are helpful, free resources available online that any library can use to help support community entrepreneurs?
8. How does your team translate business/library jargon into relatable and relevant messaging for the entrepreneurs you serve?

Below is a sample of how the questions will appear during the chat:



HOW TO RESPOND TO QUESTIONS

You may use an official library Twitter account or your personal Twitter account to respond to questions.

To respond to each question, reply directly to the post and be sure to

1. Include the **#ULCchat** hashtag in your response, and
2. Preface each answer by identifying the question number.
 - a. For example, your reply to Question 1 (Q1) should begin with "**A1: ...**" or "Answer 1: ..."

You may provide extended or multiple answers to each question. Space permitting, you may also wish to use the #Eship or #GEW2020 hashtags to increase the visibility of your responses.

Thank you for your participation!