

DECIDING WHEN AND WHERE TO HOST

WHEN

Live

A live experience is scheduled to take place on a specific date, at a specific time during the week of the festival (May 3-9!). Examples include a live discussion on Zoom, where people connect with you face to face or participate in a Q&A. Another example is to ask people to join you on a social media platform like Instagram, Facebook, or YouTube Live. You could even host this on your mobile device to lead people on a virtual walk in real time.

On-Demand

An on-demand experience is not scheduled to happen on a specific date or at a specific time, and examples include pre-recorded tours or self-guided outdoor walks. On-demand offers a way to give participants flexibility, potentially reaching a wider audience who can tune in at their leisure. It may also minimize the number of unpredictable variables (like internet or audio connection issues) and allow you to focus on your content, delivering an experience that may be more polished.

Consider combining elements of live and on-demand. For example, if you host a live conversation, you may want to share a recording of it later on YouTube so that participants can watch any time. Alternatively, if you produce an on-demand self-guided walk, you may also want schedule a time for participants to gather on Zoom and share observations.

WHERE

In Real Life (Self-Guided Walks)

An outdoor self-guided activity gives participants the opportunity to follow your prepared instructions for going on a walk route. For example, you might create a printable PDF with a list of locations, directions, and commentary, along with some images. Consider including prompts to offer further connection and engagement, such as asking participants to share photos of a specific stop on social media using #JanesWalkNYC. You also might choose to use an app-based tool like Urban Archive, which allows you to create a walking route paired with a story and historic images. Check out some of the walk routes and stories that came together in 2020 here: <http://janeswalknyc.mas.org/>.

On Zoom (Virtual Tour, Panel, Presentation, or Meeting)

MAS hosts virtual public programs and tours on Zoom, an accessible and popular webinar and meeting platform that many people are familiar with. Zoom is the dedicated platform where any virtual Jane's Walk meeting or webinar activity should take place. There are a number of ways that you can plan to use Zoom for your Jane's Walk, including:

- **Zoom Meeting:** This allows you to gather a group of people with the ability to see and talk with each other face to face. It includes features such as a typed-chat function and screen-share for any slides or visuals to accompany your talk.
- **Zoom Webinar:** This allows you to have more control over who is on screen and speaking, which will only include invited panelists. Anyone else who joins you will be in “view only mode,” and can participate by using the typed chat, the Q&A function, and/or by responding to polls.
- Zoom also has a mobile app, which may offer more flexibility if you wanted to lead a virtual walking tour outside in real time.

Examples of virtual Jane’s Walk activities on Zoom:

- A virtual meet-up where people gather for a conversation about a specific topic, or where you lead people through a participatory activity (e.g. open-ended discussion, NYC trivia or another game)

EXAMPLE: “So Long, 2020 | LIVE from NYPL,” which featured beloved NYC comedians live in conversation, reflecting on the year that was and what it has meant to be a New Yorker—a funny New Yorker—during these tumultuous times.

View more here: <https://www.youtube.com/watch?v=QarDDsWqK2Q>

- A panel of speakers where you discuss something specific about your neighborhood or another urban issue.

EXAMPLE: “The Future of Open Space for Small Business,” where MAS invited community groups and local leaders to examine how open space can be used to preserve small business through policies like outdoor dining.

View more here: <https://www.youtube.com/watch?v=vc9auprN4ow>

- A presentation or activity where you pick a specific location, route, or theme, and virtually tour participants by sharing slides or using the Zoom app for mobile to lead people on a tour of a location in real time. Attendees may add their own observations through the chat, Q&A, polling, and/or a conversation that follows your activity.

EXAMPLE: “Gallery Talk with James and Karla Murray,” where MAS invited the Murrays to share about their storefront photography across the five boroughs alongside stories from local businesses. This was aligned with an exhibition in MAS’s online gallery of their work.

View more here: <https://www.youtube.com/watch?v=bhgQolqaMes>

There are a variety of capabilities on different Zoom plans and platforms. Factors such as duration and capacity are impacted by whether you have a free or paid plan. We encourage you to grow familiar with the features of your Zoom plan to determine what works best for you. We have also assembled a helpful sheet with step-by-step instructions and tips for using Zoom (such as remembering to wear headphones to avoid sound issues!) under the resources section on mas.org/janes-walk-nyc. Additionally, in the Resources Index on page 16 you will find a link to access live and recorded trainings provided by Zoom.

On Social Media

Do you have a social media following that you would like to engage, or are you looking to build one? Here are some examples for how you can use social media to host a live or on-demand virtual Jane's Walk activity:

- **Live:** Pick a specific date and time to go live on a platform like Instagram, Facebook, or YouTube. Consider going outside and leading your viewers on a walk! You can encourage your audience to chime in to the conversation through the comments or reactions. Some platforms like Instagram Live also allow you to invite an audience member to join your video feed.

EXAMPLE: NYC LGBT Historic Sites Project has hosted a number of conversations using Instagram Live, including one that toured the childhood home of pioneering gay rights activist, Frank Kameney in Queens' Richmond Hill neighborhood.

View here: <https://www.instagram.com/tv/CGNa77fK3QP/> (notice how there was one person on the street with a camera, and another on video narrating the context?)

- **On-demand:** Post content to your social media feed on platforms such as Instagram, Facebook, TikTok, Twitter, or YouTube, by creating a post, story, or reel that includes a curated set of media, like videos and images, along with captions. You also can encourage people to comment and add to the conversation.

EXAMPLE: There are a great variety of past posts you can check out by searching #JanesWalkNYC on social media! Here's a post from MAS below, where our planning team created a swipe-through of images to explore the issue of sunlight availability through the lens of Fight for Light, our joint campaign with New Yorkers for Parks.

View here: https://www.instagram.com/p/B_u1Abuphoz/

Remember to use the dedicated #JanesWalkNYC hashtag in your post so your activity populates a collection of Jane's Walk NYC content and is more easily discovered by a wider social media audience.

If you are sharing your walk on multiple platforms, please select the platform that you would like to prioritize in the listing on the MAS website, and share that link. (If your activity is on-demand, you can share a link to your specific post on your social media platform, but if your activity is live, you will have to share a link to your profile instead). **In order for participants to access your walk, your profile must be public.**

In Your Browser (Web Page, Blog Post, App, Podcast, Etc.)

Many of you may have a blog post about a specific New York City topic or a gallery of images that you want to use to share a story. Or perhaps you have produced a podcast or created an activity using an app that you can share via a link. These may be best-suited for on-demand activities for Jane's Walk. Here are some examples to offer inspiration!

- **WEB PAGE:** In September 2020, MAS produced “Much Ado about Flushing” and shared it on our website, which discussed the Special Flushing Waterfront District project, raising key concerns and making recommendations. This demonstrates how you can leverage writing and images to share a story or advocate about an important topic. Read more here: <https://www.mas.org/news/much-ado-about-flushing/>
- **PODCAST:** MAS collaborated with the podcast and radio show, Person Place Thing, to host a conversation with iconic New Yorker and author, Jennifer Egan (sneak peek: her “place” was the Brooklyn Navy Yard!) Check out the conversation here: <https://personplacething.org/episode-288-jennifer-egan/>
- **APP:** In addition to Urban Archive mentioned above, another idea for an app-related activity is to use a walk, run, or bike ride-mapping app such as Map My Run or Strava to share a route! Check out these mapping apps here:
Map my Run: <https://www.mapmyrun.com/us/>
Strava: <https://www.strava.com/>

It will be important to include the format of your walk in the description so that participants know what to expect. For example, do people have to download an application to participate? Are participants expected to contribute to a conversation, or participate mainly in “view only” mode? Think of all details that will add clarity to what you have planned!