

Abstract: This poster will present strategies for enhancing online reference services and engaging users through chat from the perspective of a 100 percent online university. Where users may have difficulty navigating a library's website and resources, it is important for library staff to virtually nudge users who may need support and create access points for them to get in touch. A reference and instruction librarian observed that where chat could be a helpful resource for sharing links and screenshots with users, those who contacted the library by phone expressed that they did not know how or where to start a chat with the Library, or that they were viewing a webpage where chat was not immediately accessible. Through the use of Springshare's LibChat, the creation, personalization, placement, and promotion of chat reference services will be shared. Since updating chat layouts, enabling proactive chats, and adding embedded widgets in January 2021, the Library has logged more than 1,000 additional chat transactions. Chat access was rebranded on the Library's discovery layer, proactive chats were enabled on top library guides, and chat widgets were added to specific database platforms, including CREDO Reference and ProQuest. Considerations for managing overall chat traffic and minimizing chat requests from non-affiliated University users will be discussed. Future projects include analyzing questions from chat reference transactions received through specific widgets.