Links for March 4, 2021 Programming Librarian Webinar:
Evaluating Program Success in a World Gone Virtual

Social Media and Virtual Platform Tutorials:

YouTube Creator Academy: Intended for those on YouTube that are concerned with monetization, but has a lot of applicable information for libraries on understanding the data available via YouTube Studio. The lesson on Analytics and Impressions is very useful.

Facebook for Media: Extremely comprehensive resource for learning more about leveraging Facebook analytics, especially in regards to media usage. Includes information on metrics.

Zoom Support: Everything you wanted to know about Zoom (and then some).

Crowdcast Support: Searchable database of articles to answer your questions about Crowdcast

Eventbrite Help Center: Taking registration via Eventbrite is common and can be used to promote virtual events.

Other Links:

Social Media Terms and Buzzwords A useful article to help get you up to speed on the buzzwords of online marketing and analytics.

Princeton Environmental Film Festival Overview of the festival since its founding.

Programming Librarian: A useful site for anyone who does public programming in libraries of all types run by ALA. There is also an active Facebook Group that you can join.

Virtual Programming Resources Round-up from Programming Librarian

Programming Archives of American Libraries: Lots of good articles about virtual programs

Maximizing and Measuring Virtual Programs A webinar from ALA that aimed to help you understand how the Project Outcome system can be used to measure online programs and services.

Measuring Virtual Programs and Grab-and-Go Services : From Project Outcome (need login)

Instagram Analytics An article to help you get started with understanding metrics on Instagram

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