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](https://www.youtube.com/tutorials). The lesson on [Analytics and Impressions](https://www.youtube.com/tutorials) 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](https://www.facebook.com/analyticshelp/).

**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](https://www.facebook.com/groups/programminglibrarian) 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

*Compiled by: Janie Hermann*