Links for January 6, 2021 Webinar:
Evaluating Virtual Programs and Events

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/creatorstudio). The lesson on [Analytics and Impressions](https://www.youtube.com/creatorstudio/analytics) 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/business/tools/)

**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.

**Pause, Play, Rewind, Fast-forward** Evaluation method for programs

**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.

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