



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](#). 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.

[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](#) 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