



FY20 Maine Public Library Annual Report

Virtual Programming Statistics Guide

This guide contains metrics and guidelines for counting attendance and views on platforms used by public libraries for virtual programming. We realize there may be instances where the data metric varies, or the suggested metric is not available or easily attainable. Do the best you can with the stats that you have.

Program Definition

A program is any planned event which introduces the group attending to any of the activities or which directly provides information to participants. Count all programs that are sponsored or co-sponsored by the library.

Exclude programming or content from another entity that is shared via social media, but not sponsored or co-sponsored by the library.

Virtual Programs

4.1vp Virtual Children's Programs

4.3vp Virtual Young Adult Programs

4.5vp Virtual Adult Programs

Virtual programs are delivered via an online platform such as Zoom, Facebook, YouTube, Instagram, WebEx, Google Meet or Discord, to name a few. The programs could be offered live and/or as pre-recordings. Count a virtual program, whether live or pre-recorded, as 1 program.

- Count virtual programs **separate** from physical program counts.
- Count each instance of a virtual program as one program (i.e., each story-time counts as one program).
- If you pre-record a program to broadcast at a scheduled time, count it as a virtual program **only** when it airs for the first time.
- Separate the virtual programs by intended audience (children's, YA, adult), just as you do for physical programs.

Virtual Program Attendance

4.2va Virtual Children's Program Attendance

4.4va Virtual Young Adult Program Attendance

4.6va Virtual Adult Program Attendance

Count attendance at a virtual program **while the program is live or airs for the first time.**

- Count the views for a **scheduled** showing of a pre-recorded program during the scheduled time frame (e.g., for a pre-recorded 30-minute storytime shown at 9 am, count views from 9 – 9:30 am).
- **Do not** count asynchronous views of a recorded program as attendance.
- Separate attendance count by intended audience of program: children's, YA, adult

Recordings of Virtual Programs

4.8rp Total Views of Recorded Programs

Enter the total number of views of programs produced, recorded and posted online by the library for watching at any time.

- If you posted a video to multiple library social media accounts or to multiple platforms, add the views in each account and each platform.
- If a library sponsored program is hosted on a presenter's or non-library platform, report views if the count is available.
- Final views count as of the date you remove the recording or the last day of the reporting period.

What Goes Where

Virtual Programming falls into three categories – live, pre-recorded and recorded

- Keep virtual program statistics separate from physical program statistics.
- All virtual programs whether live or pre-recorded, should be reported under the intended target age group
- Programs and Attendance:

For live programs – count attendance at a virtual program while the program is live

- Report total number in attendance or unique viewers while live

For pre-recorded programs – a program that has been recorded and scheduled to run at a certain time such as story times & craft programs. Only count attendance during the scheduled run time. Other views beyond the initial run time should be reported as views of a recorded program (4.8rp).

- Report using 1-minute, unique or peak usage views (varies by platform)

For recorded programs – on-demand views of a recording of a previously held live or pre-recorded program

- Report using 1-minute, unique or peak usage views (varies by platform)

Program	Virtual Programs 4.1vp Virtual Children's Programs 4.3vp Virtual YA Programs 4.5vp Virtual Adult Programs	Virtual Program Attendance 4.2va Virtual Children's Attendance 4.4va Virtual YA Attendance 4.6va Virtual Adult Attendance	Views of Recorded Programs 4.8rp Total Views
Live	Yes	Yes	--
Pre-recorded	Yes	Yes	--
Recorded	No	No	Yes