

Guidance for Programming: Live Virtual and Recorded

Is it a program?

All programs whether in-person or virtual, must meet this definition: *“A program is any planned event which introduces the group attending to any of the broad range of library services or activities, or which directly provides information to participants. Programs may also provide cultural, recreational, or educational information, often designed to meet a specific social need. They are sponsored or co-sponsored by the library.”*

Is it offered online?

Depending on how it's offered, it may count as **synchronous**, or **asynchronous**, or **BOTH**.

Can patrons attend the online session live?

Can patrons view a recording of the program presentation?

Program Count

Count each program session in:

- **Number of Synchronous Program Sessions** by age of target audience
- **Total Number of Synchronous Program Sessions**
- **Synchronous Virtual Program Sessions**

Attendance

Count each live view in:

- **Attendance at Synchronous Programs** by age of targeted audience
- **Total Attendance at Synchronous Programs**
- **Synchronous Virtual Program Attendance**

Before the event, determine whether you'll need to take action to note live attendance during the event. Certain platforms don't separate live and recorded views in reporting/analytics. Others provide optimal live attendance counts through a downloaded report during or after the event.

-Count only views during the live event.

-Use the broadest count of views available for the live event, often "peak" views, or total views.

-One device equals one view. Don't multiply for several family members attending through one device, for example.

Program Count

Count each recording in **Total Number of Asynchronous Program Presentations**.

Views

Count each view in **Total Views of Asynchronous Program Presentations Within 30 Days**.









Take care to post recorded programming in a manner that allows you to track views. Some platforms (e.g., IGTV), don't provide views for videos shared in a post with multiple photos and videos. Others (e.g., Google Drive) don't track views of recordings at all. If a platform doesn't provide views of its recordings, you might be able to post the recording on a platform that does track views (e.g., YouTube).

-If the recording was originally provided as a live program, count it both as a Synchronous Program Session and as an Asynchronous Program Presentation.

-Use the view count from the platform hosting the recording. For example, a recorded Zoom meeting can be hosted by Zoom itself, or uploaded to and hosted on YouTube.

-The minimum viewing time varies by platform, ranging from autoplay or 3 seconds (Vimeo, Twitter) to 30 second (You Tube) to one minute (Facebook). If you can count only views with a duration of at least one minute, do so. Otherwise, use the view count provided.

-Do not include views occurring during the original live program, if the program was originally offered live.

Examples	Synchronous Program Session	Asynchronous Program Presentation
Library hosts a virtual book club discussion live on a meeting platform, but doesn't record it.		
Library has a live storytime on social media/video sharing, but doesn't make the recording public because of copyright concerns.		
Library pre-records a local history program, and uploads it to a social media/video sharing site.		
Library creates a podcast about new books, and makes it available on their website.		
Library pre-records storytimes, and posts them to a social media/video sharing site at a regular day and time.		
Library pre-records a craft program, and posts it to a social media site at an advertised time. A staff member responds in real time to comments on the post.		
Library hosts an online talk and discussion by a local author, and then makes the recording available online.		
Library pre-records a craft program. On social media, a staff member introduces the video at a scheduled time, and interacts with attendees during the event. The recording remains available for viewing.	