Guidelines for Counting **Virtual Programming Statistics**

 for the Indiana State Library Annual Report

* Track the following types of programs **separately**:
	+ In-person
		- # of events (at the library vs off-campus)
		- # of people attending
		- Age group of target audience (children, teens, adults, general)
	+ Virtual programs – live
		- # of streaming events (Facebook, Zoom, Skype, etc.)
		- # of live views / maximum concurrent live views (depending on platform)
	+ Virtual programs – recorded
		- # of library-created content that is posted online for asynchronous patron access
		- # of page views/hits
* When counting hits on virtual programs – recorded, please count for either as long as the video is posted, OR until the end of the calendar year (Dec 31, 2020) – whichever is sooner.
* For a program that is originally livestreamed, but later archived:
	+ Count it as one virtual program – live/streaming.
	+ Count the live views during the stream.
	+ Do NOT count it as another program once it is posted online.
	+ DO count the hits/views on the program. These will be added the hits to your total “recorded programs – page views” number on the annual report.

\*see second page for a visual representation of how to count virtual programming

Sample programming statistics:



\*table created by Garrett Mason at IndyPL and used with permission