Guidelines for Tracking Program Attendance

What constitutes a program?

Follow Public Libraries Survey definition of programming (full definition at end of document). A program should be sponsored or co-sponsored by the library. Length of programming is not important - as long as there is content creation, it should be considered a program

Note: Do not count programming or content from another entity that is shared via social media, but not sponsored or co-sponsored by the library

> Example: Sharing a video from an author's Facebook page of them reading should not count towards programming numbers

How should program attendees be counted by age group?

By the intended audience of the program, or by each library's preferred age categories

Tracking of program attendance for any type of program (live or recorded)

- Track one-minute views at the 24 hour (one day) mark as attendance
- One device equals one view - do not multiply counts for children's or other programming, unless viewers specifically indicate that there is more than one person watching
- Keep live and recorded programming attendance and programs separate

Tracking of live (real-time) programs

- A live program is one that is done in real-time, e.g. via Facebook Live. One-minute views at the 24-hour mark count towards live attendance.
    - If a program is deleted immediately after it ends (e.g. because of copyright requirements), views for that program can be counted immediately, rather than at the 24-hour mark. Use one-minute views if available, and keep this type of programming separate from other live programming
- A program streamed on multiple platforms counts as one program
    - Example: A program is streamed in real-time on Facebook and broadcast to other platforms via Crowdcast
- Attendees from multiple platforms can be added together to total the attendance for a program
    - Example: A program is streamed in real-time on Facebook and broadcast to other platforms via Crowdcast

Tracking of recorded programs

- For events made available via Facebook, report one-minute views at the 24 hour (one day) mark as attendance. For other platforms, report unique views

- One device equals one view
- A program streamed on multiple platforms counts as one program
- Attendees from multiple platforms can be added together to total the attendance for a program

Tracking of on demand views of live virtual programs

- For live-streamed events made available for later viewing, count total on-demand views
  - Do not include views of the live broadcast (these will be reported under program attendance)
- NOTE: For events made available via Facebook, report one-minute views. For other platforms, report unique views

Special considerations by platform

- FacebookWatch Party
  - a watch party can count towards live programming if it has a host, in real time
- YouTube
  - Track one-minute views at the 24-hour mark, when available
- Zoom/GoToMeeting/Other virtual meeting platforms
  - Attendance equals the number of actual accounts in a program
  - Note: When a Zoom waiting room is used, attendance numbers are automatically duplicated and must be de-duped for an accurate count
- Crowdcast
  - Broadcasting of live programs to multiple platforms counts toward live attendance, and program should only be counted once ii. Broadcasting of pre-recorded programs to multiple platforms counts towards recorded attendance, and program should only be counted once

Definition of Library Program

A program is any planned event which introduces the group attending to any of the activities or which directly provides information to participants. Programs may cover use of the library, library services, or library tours. Programs may also provide cultural, recreational, or educational information, often designed to meet a specific social need. Examples of these types of programs include film showings, lectures, story hours, literacy, English as a second language, citizenship classes, and book discussions.

Count all programs, whether held on– or off–site, that are sponsored or co-sponsored by the library. Exclude programs sponsored by other groups that use library facilities. If programs are offered as a series, count each program in the series. For example, a film series offered once a week for eight weeks should be counted as eight programs.

Note: Exclude library activities delivered on a one-to-one basis, rather than a group, such as one-to-one literacy tutoring, services to homebound, résumé writing assistance, homework assistance, and mentoring activities.