



# MONTANA PUBLIC LIBRARIES SURVEY VIRTUAL PROGRAM INSTRUCTIONS

Virtual program statistics are a new addition to the Montana Public Libraries Survey. As these are new data elements decided on late in the fiscal year, they are voluntary for the FY2020 survey. If you are unable to provide an accurate count or a confident estimate this year, you do not have to complete this section of the survey. If you have questions or need clarification on this topic, please contact Jessica Edwards, Montana State Library Data Coordinator, at [jedwards@mt.gov](mailto:jedwards@mt.gov).

## Virtual Programs

Virtual programs are delivered via an online platform or software such as Facebook Live, Instagram Live, YouTube, or Zoom. Programs may be offered live or as recordings. Each virtual program, whether live, recorded, or both, counts as one program. If a virtual program is offered as a series, count each program in the series. For example, a recurring storytime program on Facebook Live offered once a week for eight weeks should be counted as eight virtual programs. Count all virtual programs regardless of age group targeted.

If a program is originally streamed live but is then archived and placed on a platform for later viewing, count it as only one virtual program. Count both the live attendance and the views of the recording.

## Live Attendance

Count the number of unique viewers for each program if possible, or count peak usage views if unique viewer count is not available. (Peak usage may be called different terms such as “peak live viewers”, “peak concurrent viewers”, or “concurrent live views” depending on the platform.) If a program was live streamed on multiple platforms, total the live attendance from each platform. Count all live attendees regardless of age group targeted.

## Views of Recordings

Count the final number of views of each recording as of June 30, 2020, or as of the date the recording was removed from the platform. If a recorded program was posted to multiple platforms, total the views from each platform. Count views for all recorded programs regardless of age group targeted.

## Example

Virtual Program Type	Program Count	Live Attendance	Views of Recordings
Live Streamed	1	50	N/A
Live Streamed then Recorded	1	50	200
Recorded Only	1	N/A	200