



BEST PRACTICES FOR VIRTUAL PROGRAMS

PLANNING & LOGISTICS

- Consider time zones when planning virtual programs. Can you offer the program at two different times or record it for others to seek out later if they can't attend?
- Consider varying home environments; some students may not have a private space or may not be able to discuss issues or identities openly at home.
- Create a set of community standards for virtual engagement, including goals/objectives, rules of engagement, and strategies for building online community.

TECHNOLOGY

- Consider whether your offering should be live or recorded. If the event is live, be sure to practice so that your technology and transitions all work smoothly.
- Leverage platforms that students are familiar with; students do not want to learn new technology for a single event.

ACCESSIBILITY & SAFETY

- Review the forthcoming [Virtual Accessibility Best Practices](#) created by ODS and [OIT's Video Accessibility Guidelines](#) to ensure you are meeting students' accessibility needs.
- Review the Office of Institutional Equity and Diversity's [Addressing Online Abuse Tip Sheet](#).

ADVERTISING

- Utilize the [OWCE Events Calendar](#) to avoid overlapping programs, find opportunities for collaboration, and help develop a centralized list of University-sponsored events.
- Develop a plan to market your program to first-year students, recognizing that they may not be as connected to campus. Submit to [Path to Princeton](#) and [Orientation Calendar](#), where appropriate.

PROGRAMMING TIPS

- Students do not want their co-curricular offerings to feel like a class.
- Virtual engagement and community building (i.e. contests on social media, informal chats based on identity group or topic) are compelling to students.
- Rely on existing communities and student organizations to develop meaningful programs.
- Encourage RSVPs to produce higher attendance and yield.
- Add short questions to RSVP forms where possible to assess student interest and expectations of events. Answers can help guide planning for impactful experiences.
- Incorporate ice breakers at the beginning of your event to encourage engagement, especially quiz or chat-based activities (Kahoot!, polleverywhere, etc.).
- Accept that some programs may not lend themselves to virtual adaptation and postpone some of your ideal offerings until in-person is possible.