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 University-wide Virtual Activities 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.
In the same way that we have key guidelines about personal safety on campus (don’t leave your valuables out, lock your spaces, etc.) it’s important that all undergraduate and graduate students attend to their digital privacy and safety. The following guidelines concern both personal security and preparation for informal or formal virtual events you might host. Click each link to learn more.

ONLINE PRIVACY & SAFETY

The Office of Information and Technology (OIT) provides resources and information addressing online privacy and safety.

- Secure your devices
- Secure your data
- Secure your password
- Secure your online programming when using Zoom using these Security and Privacy Best Practices and Scheduling Best Practices

ADDRESSING ONLINE ABUSE

The Institutional Equity and Diversity “Addressing Online Abuse Tip Sheet” provides recommendations and best practices to prepare for online engagement and learning as well as tools to help manage instances of abuse in the moment.

ENGAGING & COMMUNITY MANAGEMENT ON SOCIAL MEDIA

Review and follow Princeton social media guidelines and resources developed by the Office of Communications.