



Osceola Library System

Library Platform Statistics Quarterly Report

2019—First Quarter

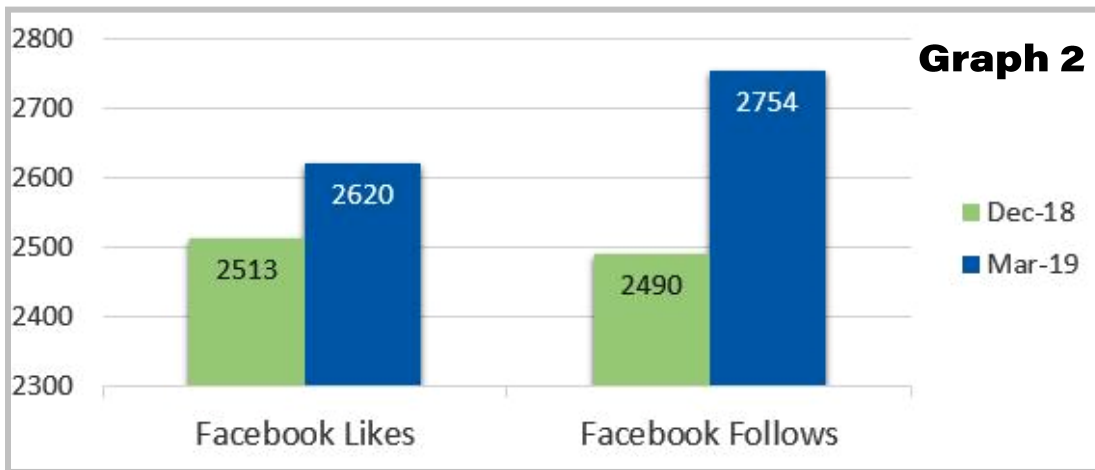
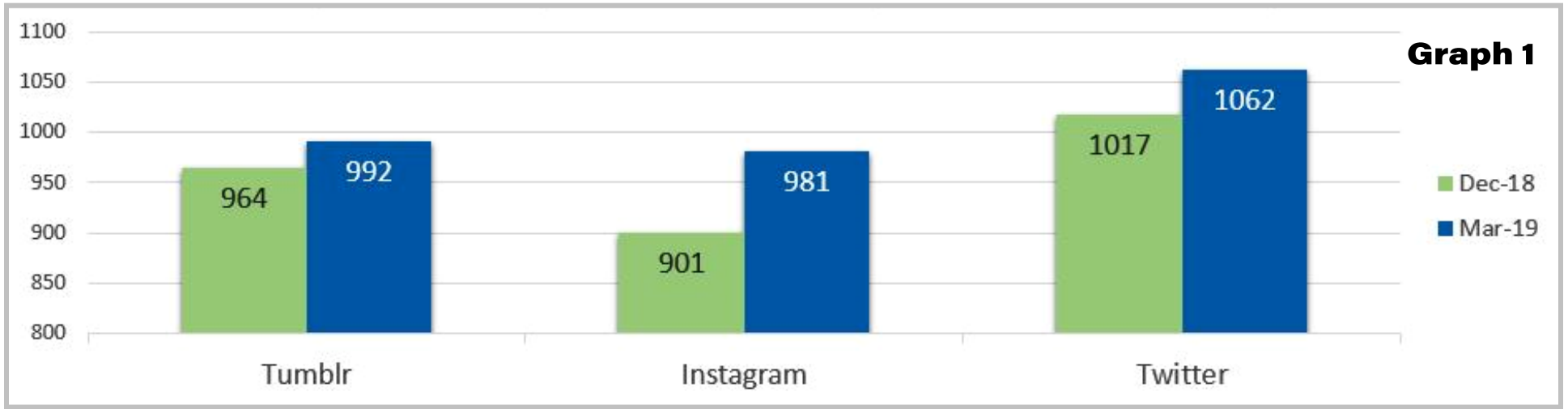
January, February, March

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Social Media Follower Growth—Overview

The below graphs illustrate the growth in the Library’s social media followers over the first three months of 2019—January, February, and March—with the number shown being the final total at the end of March 2019. To put the numbers in perspective, the amount of followers each platform had at the end of the previous quarter (December 2018) are held up against its current stats.

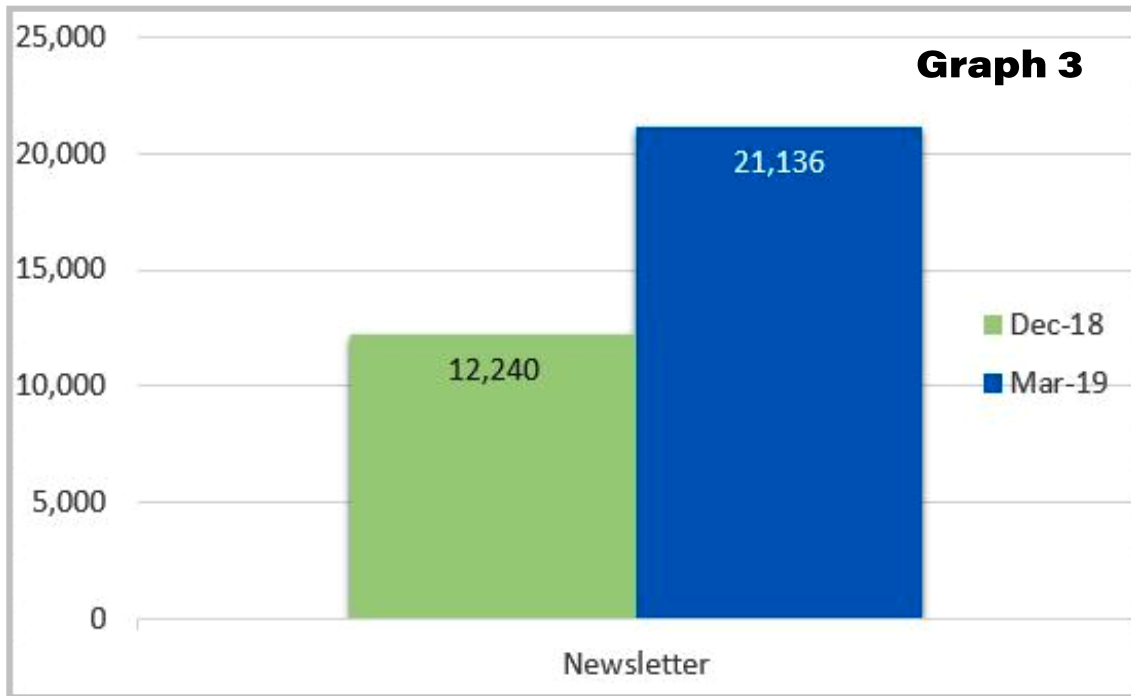


Facebook updated how users can support an account. Previously, the “Like” and “Follow” features were connected where users had the choice to “Like” and “Follow” the page—meaning they saw all posts from the account in their Facebook feed—or they could “Like” the page and deactivate the “Follow” feature—supporting the page with Likes but excluding the account’s posts from their personal feed.

Now, “Likes” and “Follows” are no longer connected, so users can choose to do both or just one of *either* feature—meaning they can now “Follow” the posts on the page without adding the account to their Liked pages.

Graph 2 shows a growth of **107** Facebook Likes in the first quarter while Facebook Follows grew by **264**, meaning **134 users chose to follow us** even if they chose not to include us in their Liked pages.

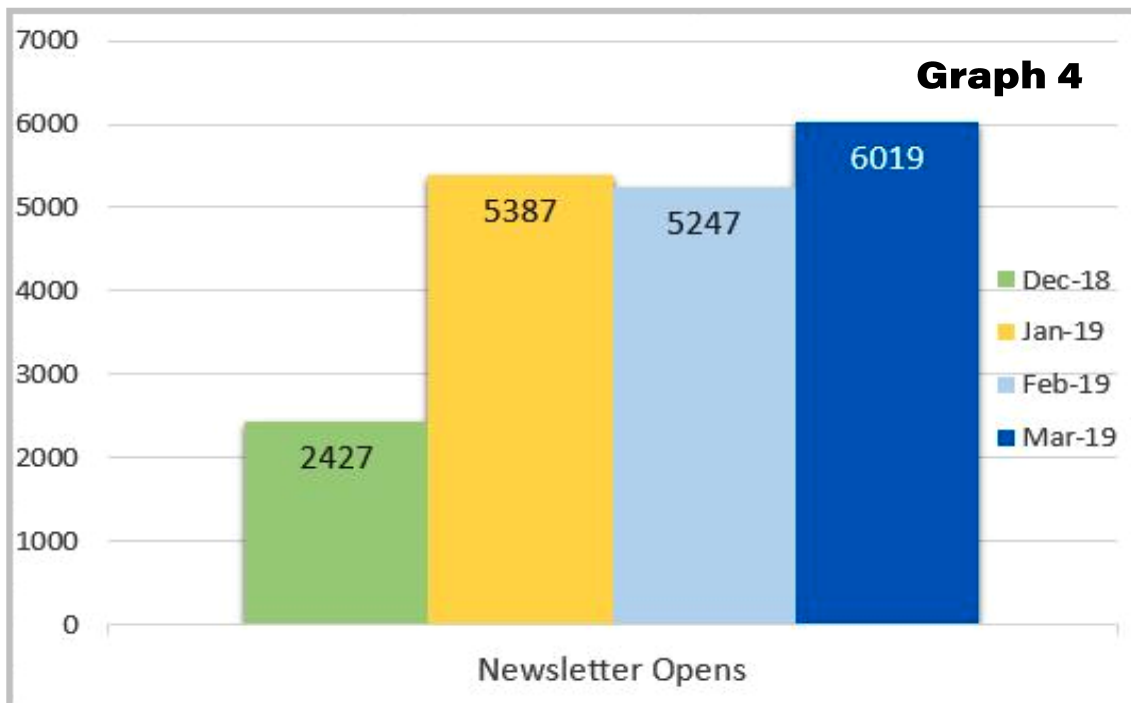
Newsletter—Overview



Graph 3 illustrates the growth for the Library Newsletter subscribers throughout 2019’s First Quarter—January, February, March—as seen against the total at the end last year (December 2018).

The Newsletter subscriber count has grown by **over 8,800** in the first three months of 2019. One of the reasons behind the drastic spike in subscribers is that in January we pulled all of the names in Polaris that gave approval for email notifications (including the approvals made prior to the newsletter’s existence) rather than just the new approvals in the past month and manually input them into our newsletter subscriber list.

The fact that the number of subscribers remained so high even at the end of the quarter shows we were able to keep the interest and support of the added patrons.



Graph 4 shows a record of the amount of total opens of each newsletter during January, February, and March of 2019 held against the total in December of last year.

The amount of opens fluctuate, but overall increase, with this quarter’s numbers of opens averaging at 18%. This meets the industry average of 18% for non-profit newsletters.

Despite the fact that not all subscribers open the newsletter, we continue to see real-time results of the newsletter’s effects in featured events or services following the newsletter’s release. For example, **of the eight applications submitted for Career Online High School in January, six stated they learned of the event through the newsletter or social media.**

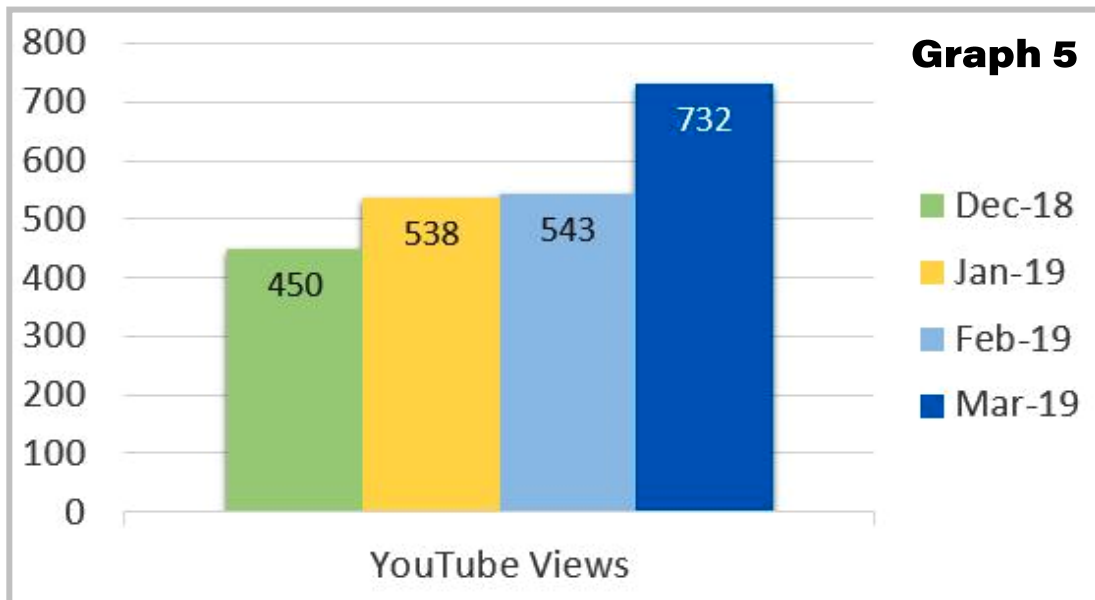
Nonfiction Friends Podcast—Overview



The Library podcast, *Nonfiction Friends*, celebrated their one year anniversary in February as well as their 50th episode landmark during this quarter. We may never have an accurate (complete) number of subscribers, as podcast streamers tend to not keep track of those numbers—aside from SoundCloud, which as reached 18 followers—but **geographical analytics show the podcast continues to be heard in at least 50 countries** (50 is the maximum it can track), with this quarter’s total listens coming to **1,155**. Their most popular episode was #47: “Books vs. Movies—*Mortal Engines*,” where Josh and Rebecca compared the book to its movie adaptation and their opinions on whether the adaptation did the book justice, as well as promoting the Library program Books vs. Movies where patrons are invited to view film adaptations and compare them to their literary counterparts.

The *Nonfiction Friends* received their own Twitter account at the end of February to better connect with their listeners. Now listeners are able to follow the account for sneak peeks into future episodes, give topic suggestions, view book recommendations, and directly ask Josh and Rebecca questions.

YouTube—Overview



Over the course of 2018 we noticed that our YouTube subscribers were steadily decreasing month by month, yet our views were increasing every month—regardless of whether we uploaded new videos.

We suspected the drop in subscribers to be the result of followers interested in the “Slinky Man” video that went viral only to realize our content is different. Meanwhile the persistent increase in views helped us understand that users were interested in educational accounts on YouTube, but don’t tend to subscribe to them.

In light of this, **we’ve decided to instead track YouTube Views rather than subscribers in 2019** as that seems to be a better way to track how our content is received.

This quarter we uploaded three videos—all in March. **Graph 5** shows that even during months where we do not upload a new video (in this case, December 2018—February 2019) our views continue to climb.

TUMBLR

The Library Tumblr continues to fluctuate in its amount of follower activity due to times when we've had to pull back on posting. As we slowly work towards a regular posting schedule, our followers begin to interact with us again.

In February we extended the offer to our followers to like or reblog (share) a particular post if they would like us to create a custom valentine for them based on the posts and interests they had on their pages. **Images 1 and 2** feature two such valentines we created for the Alachua County Library and the teen page of the Mansfield/Richland County Public Library (MRCPL), respectively. Alachua County, located in Gainesville, FL, received a gator pun in their valentine in honor of their passion for the Florida Gators football team.

Image 3



shutup-imsleeping asked:

Hello! Just wanted to let you know that I added you to my (CoverofaBook that is!) Book Bloggers list :) I'm trying to get back into booklr and finding new book blogs is getting me really excited about the community once again :) <3

Yay! :D We're honored. :) If you're looking for more, there's lots of great booklrs out there, especially other libraries as well. If you're interested in finding more libraries, check out our master list [HERE](#). We make a new one every year during National Library Week.

Thanks for following! We hope you like it here!

Image 1

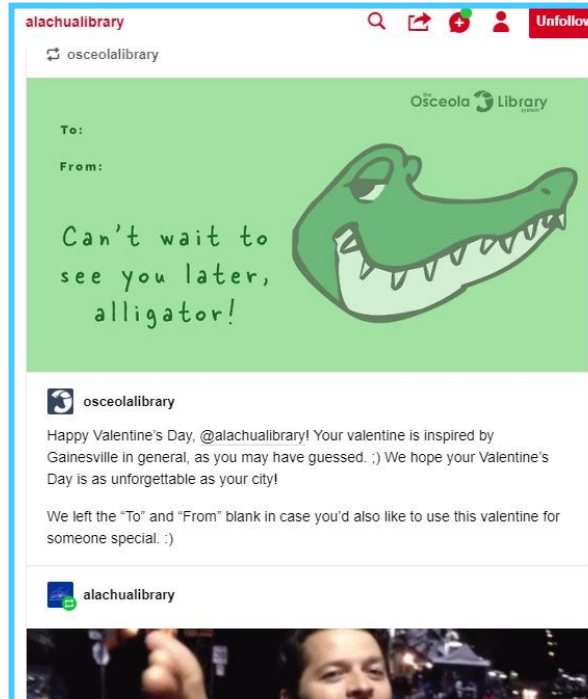
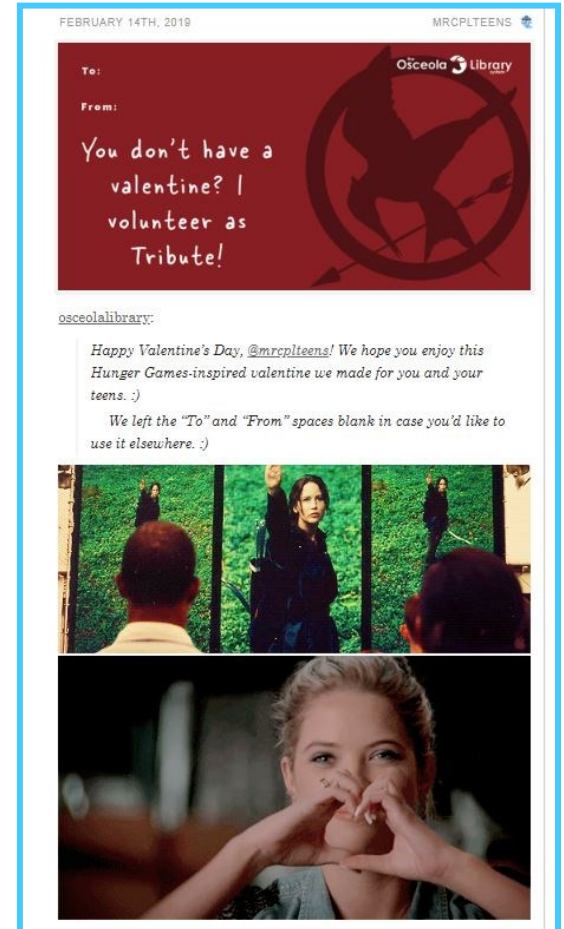


Image 2



Likewise, because MRCPL's page was dedicated to their teens, we created a *Hunger Games*-inspired card volunteering to be their valentine. While many liked or reblogged their valentines, it was @alachualibrary (**Image 1**) and @mrcplteens (based in Ohio) (**Image 2**) that responded in kind with gifs that blew kisses or made hearts—**showing a great relationship between libraries across states or counties.**

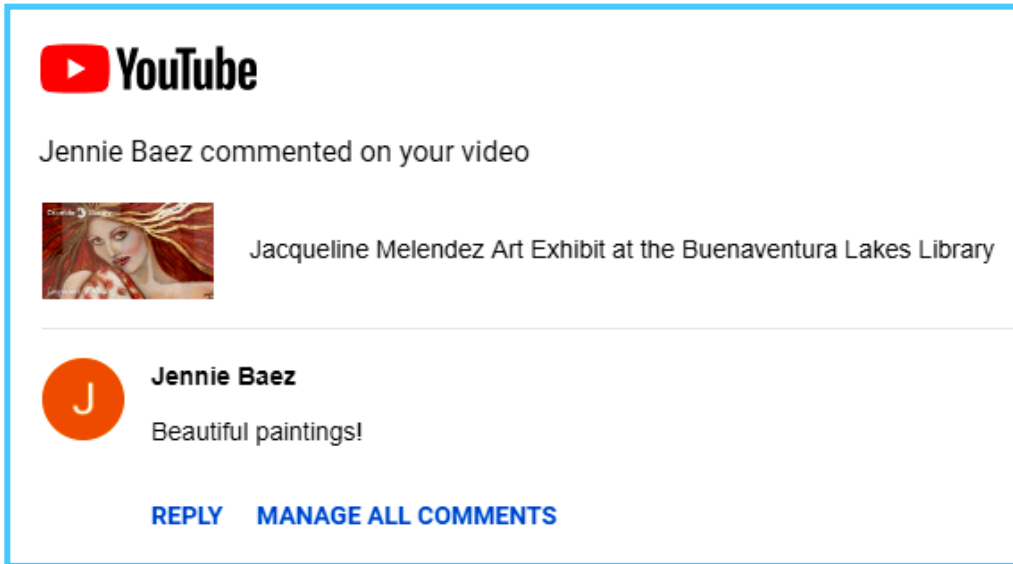
Image 3 is a positive message we received from a new follower who was looking for more “booklr” blogs, so we took the opportunity to thank them as well as promote other libraries with our annual Master List.

Things of Note (Continued)

YOUTUBE

The Library YouTube received its first comment in a long time on our newest upload to the Art in Public Places series (Image 4). The video featured artist Jacqueline Melendez, whose art was on display in the Buenaventura Lakes Library during Women’s History Month (March). Jacqueline enjoyed the video so much she shared a clip onto her personal Instagram page and tagged us, encouraging others to visit our YouTube channel to view the whole video (Image 5).

Image 4



The other two videos uploaded this quarter where **storytime videos** featuring Michelle from the Poinciana Library and Susan from the Buenaventura Lakes Library. We **compiled the videos along with Jonathan’s storytime video to create a playlist**, and shared the playlist link on Facebook for parents to enjoy with their little ones from home. The post received 17 reactions (all Likes or Loves) as well as a comment from the Tampa Bay Library Consortium in support of the project (Image 6).

Image 5



Image 6



Things of Note (Continued)

TWITTER

This quarter was an exciting time filled with interaction and new connections for the Library Twitter. For the first time, we were added to someone’s Twitter list three separate times (Image 7), two of them being individuals and one being a library—lists are Twitter’s way of allowing users to separate the accounts they follow into categories for an easier way to read similar accounts at once. The Adult Learning Center for Osceola County promoted our podcast, encouraging English-language learners to improve their skills by listening to podcasts (Image 8). And our fandom-related jokes received more attention than ever before, from 51 likes on a *Game of Thrones* joke for “Library Shelfie Day” (Image 9) to tagged responses to our *Avengers Infinity War* joke (Image 10).

Image 7

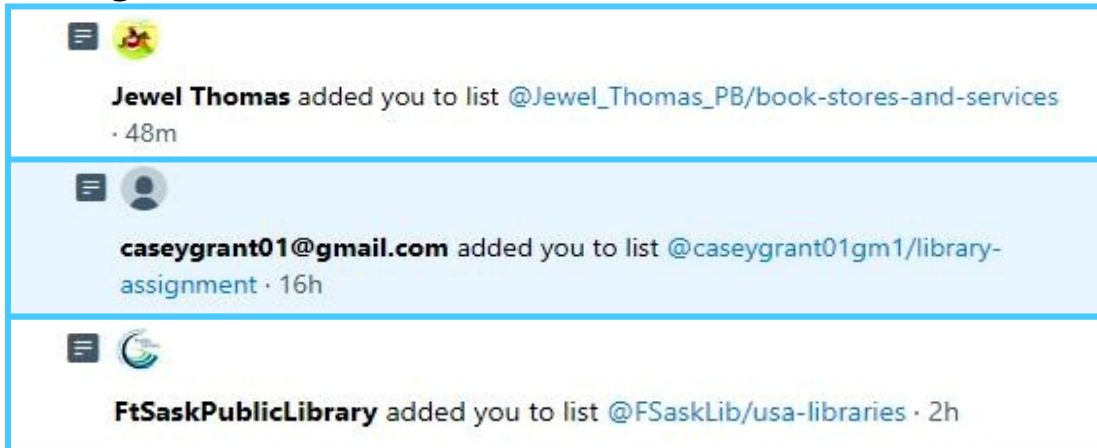


Image 9



Image 8



Image 10



Things of Note (Continued)

TWITTER (Continued)

We also made a lasting impression on a school librarian who was traveling in the area. The Librarian stated she always browsed local libraries when she traveled for ideas or inspiration to take back to her school—and this time it was our West Osceola Library she came across. Browsing the children and teen areas of the West Osceola Library, the librarian tagged us in praises for the displays and bulletin board located in the rooms (Images 11 and 12)—even going to far to say that we encouraged her to consider creating a podcast for her own school library (Image 11).

Image 11

 **Liz Bonisteel**
@lizbonn Follow

@OsceolaLibrary ARRIVED! Love the Teen/Tween space. 100% stealing the Book Reviews form AND encouraged to consider how a Podcast might look for our School Library, something I'd already been seriously mulling over #LizLibraryTrotting 🏳️‍🌈🧐❤️



12:43 PM - 13 Mar 2019 from Florida, USA

1 Retweet 5 Likes

  1  5 

Image 12

 **Liz Bonisteel**
@lizbonn Follow

@OsceolaLibrary @LindaWJackson when these ideas make their way back to my 🇨🇦 school library, do NOT be surprised! ❤️'d the children's space & wish I could have stayed longer to finish this great read. I'll just need to add a copy to our collection back home 📖 #LizLibraryTrotting



12:50 PM - 13 Mar 2019 from Florida, USA

1 Retweet 2 Likes

  1  2 

Things of Note (Continued)

TWITTER (Continued)

The most exciting thing to happen on Twitter this quarter actually happened early in the year when **one of our tweets went viral**. When we submitted a joke to the trending hashtag “Things That Are Bad For Your Health,” **Twitter added us to a Moment for the first time (Image 13)**—a Moment is what Twitter calls the thread that combines thousands of tweets that contain the same phrase, topic, or hashtag. After we were added, **our tweet reached audiences across the globe and went viral with over 800 likes and over 100 retweets (shares) (Image 14)**.

The tweet also engaged several people as they replied to us with their own jokes and submissions to the hashtag **(Image 15)**.

Image 14



Image 13

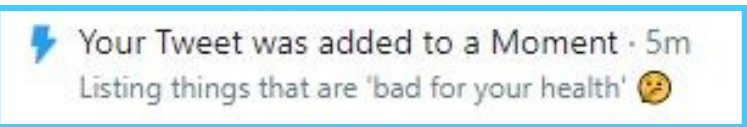


Image 15



Things of Note (Continued)

FACEBOOK

This platform continues to be the best means to connect to families and the local community. Our impression on the community remains positive as seen in complimentary comments and patron recommendations (Image 16). When the *Nonfiction Friends* podcast asked listeners to share their favorite episodes or moments on one of the Library social media accounts (they did not have their own Twitter account yet), listeners took to Facebook to share their answers (Image 17). And when a parent filmed her child's excitement over a Library program and craft, Facebook was the platform she chose to share it on and tag us (Image 18).

Image 16



Image 17



Image 18



Things of Note (Continued)

FACEBOOK (Continued)

The video promoted Jonathan from Hart Memorial Library as well as his programs—particularly the Homeschool Book Club where the child created her own snow globe (Image 18)—as the child answered questions about her project, the books it was inspired by, and the Youth Specialist that made it possible. We thanked them for sharing the video and the parent’s response shows the impact our dedicated Youth staff has on families (Image 19).

Image 19



In an exciting turn of events, another post of ours went viral this quarter, this time on Facebook. When Mindy took a photo of Susan at the Buenaventura Lakes Library reading a book about sandhill cranes to a sandhill crane, we imagined it would be nothing more than a humorous, cute photo to brighten up our followers on a Monday (Image 20). However, the post quickly went viral with the *most attention we had ever received* on Facebook, reaching over 200 shares, nearly 200 reactions, and 29 comments.

The post received so much attention, in fact, that we were approached by Craig Pittman, author of four books on Florida, requesting permission to share the photo (with credit) in his monthly newsletter (Image 21). We gave our permission and provided the requested information to properly credit the photo. A few days later, Susan and Mindy’s photo was shared to his newsletter audience of nearly 700 subscribers, the link to which he also shared on his twitter. (Image 22).

Image 20



Things of Note (Continued)

Image 21



Craig Pittman
Assigned to Osceola Library System ▾

MAR 6, 2019, 8:59 PM

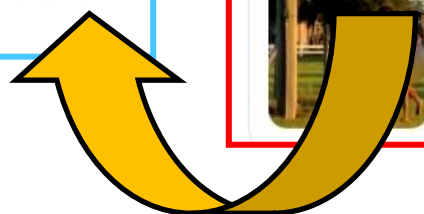
Hil I'm the author of four books about Florida (the most recent, "Oh, Florida! How America's Weirdest State Influences the Rest of the Country," won the gold medal for Florida non-fiction from the Florida Book Awards). I put out a weekly author newsletter to about 700 subscribers. With your permission, I'd like to include your wonderful photo of the librarian showing a book to a crane in my next issue. I would be sure to credit your library system with the photo. In addition, I wanted to mention the name of the librarian in the photo and also the name of the person who shot the photo. Please let me know ASAP. Thanks! Craig Pittman craigtimes@gmail.com 727-385-1804

Image 22

Craig Pittman
@craigtimes Follow

This week featuring shout outs to [@OsceolaLibrary](#), [@BillyCorben](#), [@AlfredSpellman](#), [@rakonturmiami](#), [@legroff](#), [@AOC](#), [@dgarlits](#) & [@_FloridaMan!](#)

Craig Pittman @craigtimes
It's "Oh, #Florida! The Newsletter," bursting into your TL like a naked guy who crashed his car & broke into a stranger's house to hide in his bed! - mailchi.mp/07f1f655bd3a/i...



Things of Note (Continued)

INSTAGRAM

While Facebook is best for the local community and families, Instagram continues to be the best platform for adults, teens, authors, and organizations anywhere and everywhere.

Image 23

christinalfarley commented: This is really cool! 3h
 Follow

donaldjacobsen_author started following you. 13m
 Follow

gwendabond liked your post. 36m

authorkellyelliott liked your post. 1h

pameladenisesmith liked your post. 2h

mala_naidoo commented: Love this! ❤️ 11h
 Reply

nuzhat_jahan_bookauthor liked your post. 8h

albertcamusofficial liked your post. 15h

mikechenwriter commented: Thank you! 39m
 Reply

birdstevensauthor liked your post. 28m

Image 23: A look at just some of the authors who like and follow our content on Instagram — includes local authors and those abroad or in another state.

Images 24 and 25: A sample of libraries, organizations, and businesses that enjoy our content regardless of whether or not it is relevant to them.

Image 24

caaireloveskids liked your post. 14h

simplemindspodcast liked your post. 15h

jbofitness liked your post. 4m

carolynallensbridals liked your post. 42m

alachualibrary liked your post. 18m

citizensciencegis liked your post. 4h

clhsmediacenter03 liked your post. 13h

kissimmeefriendmoms liked your post. 2h

the_qbpc liked your post. 10h

booksmagazine started following you. 1h
 Follow

Things of Note (Continued)

Image 25

John Szabo
City Librarian of Los Angeles | Los Angeles Public Library
lapl.org/

660 posts 711 Followers 412 Following

Follow Back

tblc commented: Y'all really do have some of the best! 16m

acoakissimnee commented: Does the receipt calculate hoopla? I am a binge audio book listener!! I love the library for bringing Hoopla to my life 😊 8m

Image 25: Included in our followers is the City Librarian from the Los Angeles Public Library.

Image 26

scmsosceolaschools

the Osceola Library system

Lit MAG
2019
April 1 - 30

Teens & Tweens

Submit your short pieces of fiction/nonfiction/poetry for the opportunity to be published in a limited release magazine!

- Must be between the ages of 8-17
- Submit by email to litmag@osceolalibrary.org
- Short story or poetry must be 1000 words or less
- Judging conducted by published authors
- Winners will have their story published in a limited release magazine

407.742.8888 | osceolalibrary.org

16 likes

scmsosceolaschools Hey Mustang - what a great start for our creative writers out there! @osceolalibrary

8 hours ago

Images 26—30: Examples of how we are making a positive impression in our community and beyond as seen through tagged or shared posts.

Image 26: A local school shares our 2019 Lit Mag Contest to their students.

Image 27

candylanddesignsco
Osceola Library System

1/2

Aniyah

45 likes

candylanddesignsco These girls gave absolutely amazing business presentations after participating in the Business Builders Camp @osceolalibrary. I can't wait to see them in my cake class at the bakery! #giveback #supportsmallbusiness

Image 27: One of the guest judges for our Business Builders Jr. Camp, the Candyland Designs Company, celebrated the winners and the event.

Things of Note (Continued)

Image 28



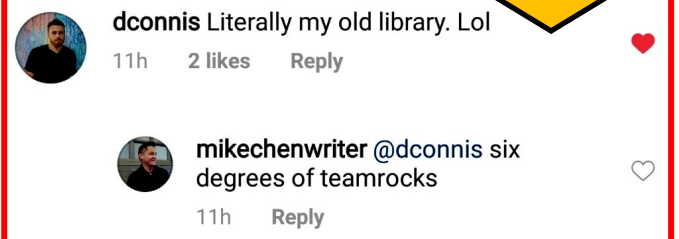
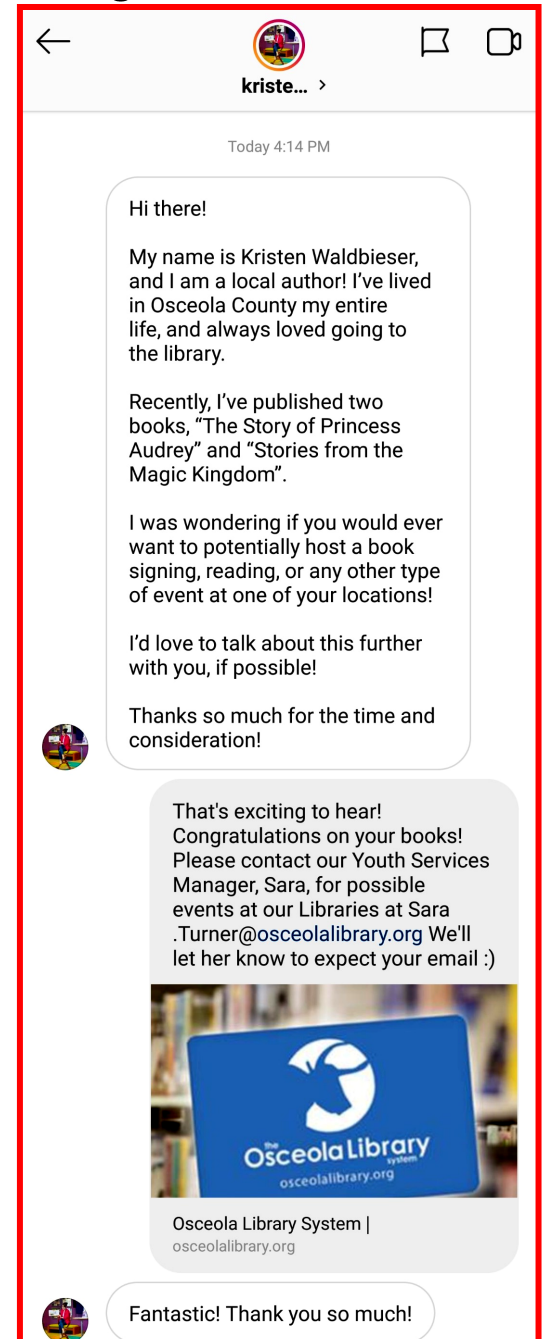
Images 28—30: Authors sharing our content and reaching out to us for possible programs and events.

Image 28: As a bonus, the author finds out his friend was once a patron of ours.

Image 29



Image 30



the **Osceola** Library system

Things of Note (Continued)

Image 31



Image 32



Image 33



Image 31: We were tagged on Instagram by a family who makes it a point to visit public libraries on their travels (in this case, the West Osceola Library).

Image 32 and 33: Examples of patrons becoming more comfortable in tagging us online after their visits to our Libraries.

Things of Note (Continued)

Image 34

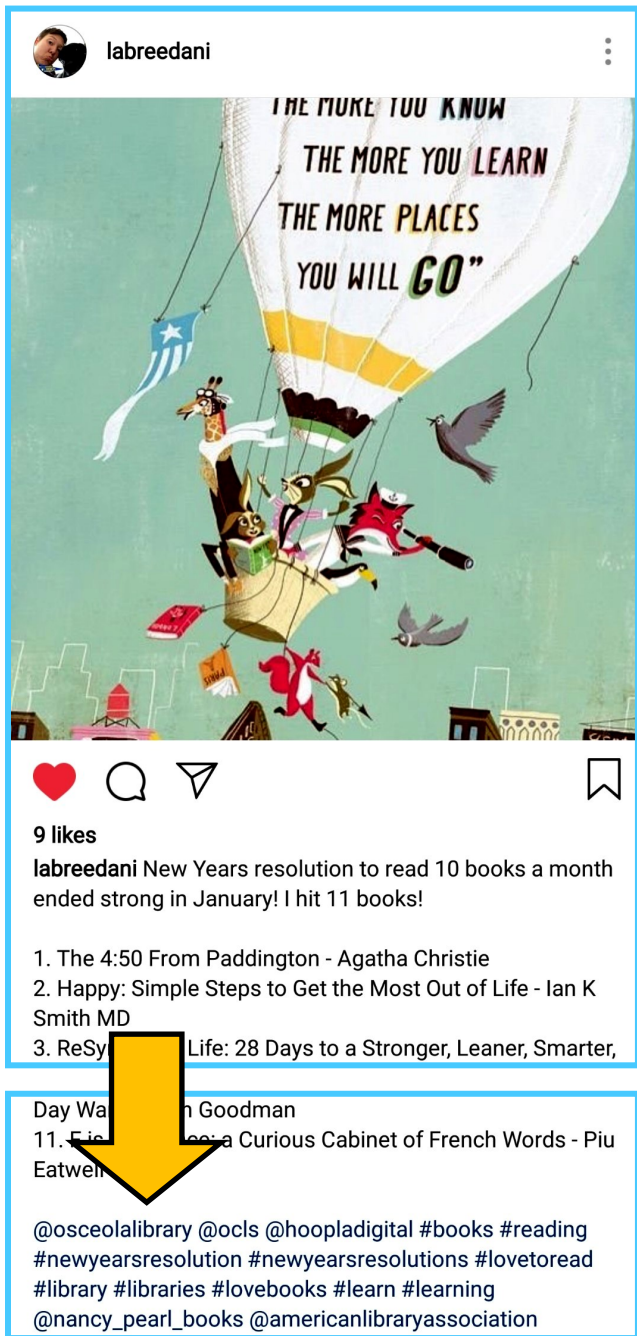


Image 35

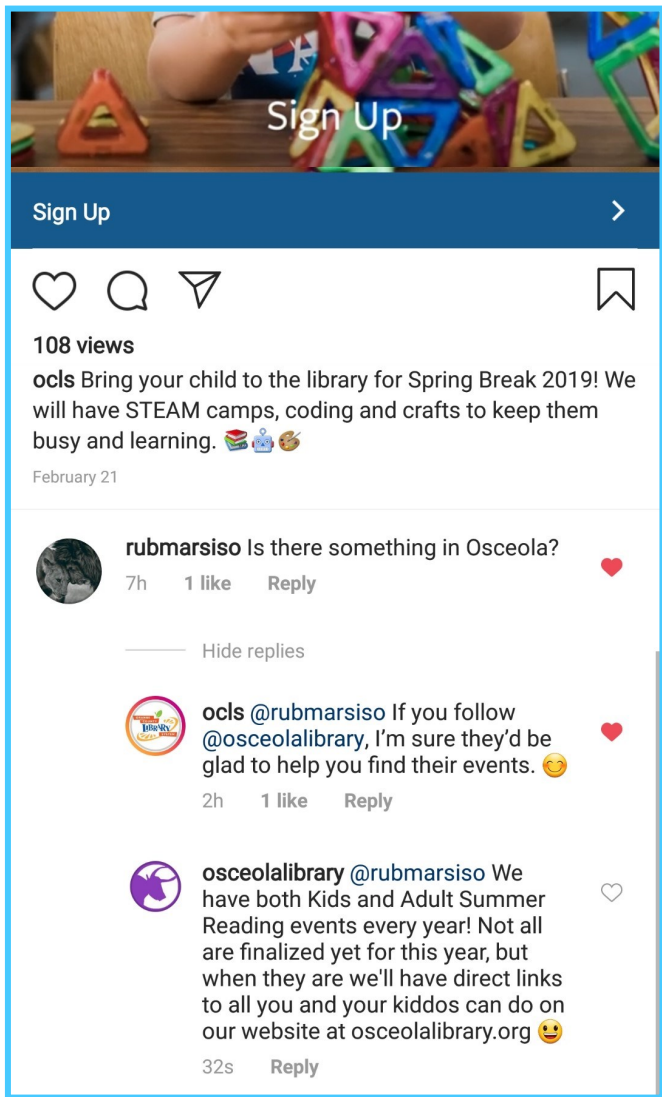


Image 34: One of our patrons, Danielle, made a New Year's Resolution to read 10 books a month in 2019. So far Danielle has been succeeding in her goal, and tags us in her posts listing the books she's read. **Image 34** is her January post, but she also tagged us in her February and March posts. It is exciting to be brought along with her on her journey!

Image 35: When the Orange County Library System posted a video ad for their Summer Reading programs, someone commented looking for events in Osceola County, which led them to us. (They now follow our account.)

Things of Note (Continued)

Image 36



Image 37



Images 36 and 37: Our *Captain Marvel* bookface went viral when the author of the comic (who we tagged in our post) regrammed the post (with credit) to her accounts on Instagram and Twitter.

Image 38

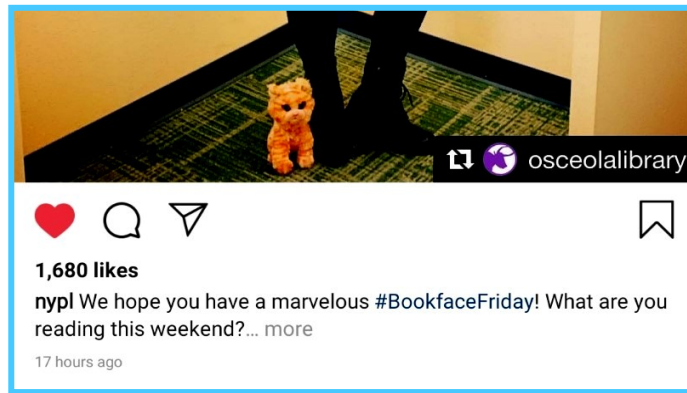
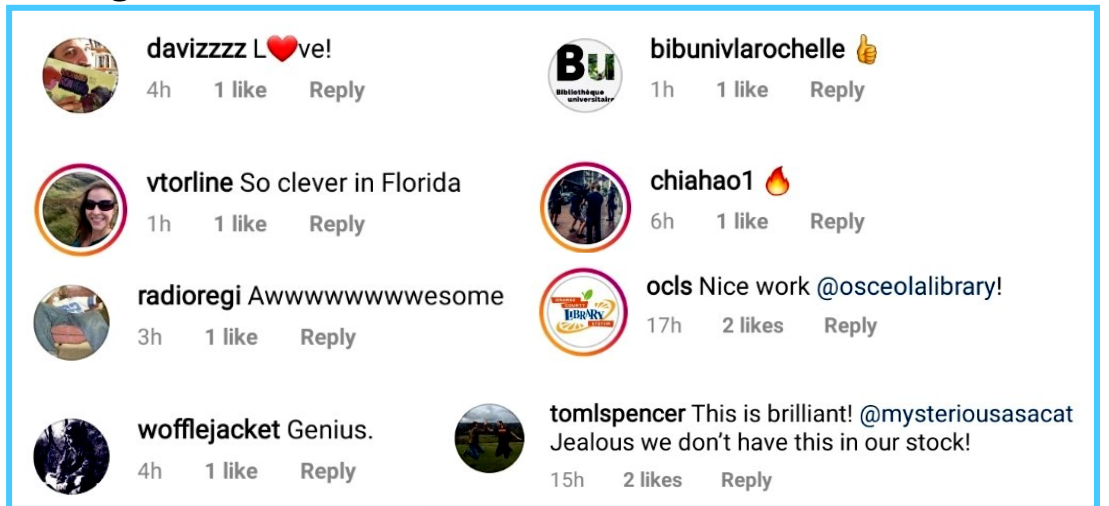


Image 38: The New York Public Library (NYPL) also regrammed the bookface (with credit).

Image 39: A sample of the feedback our bookface received across our, the author's, and NYPL's accounts.

Image 39



Library Platforms—Summary

- Tumblr gained **28** followers.
- Instagram gained **80** followers.
- Twitter gained **45** followers.
- Facebook gained **107** Likes and **264** Follows.
- YouTube had a total of **1,813** views.
- The Library Newsletter gained **8,896** subscribers.
- The Library podcast, *Nonfiction Friends*, had **1,155 listens** in this quarter across SoundCloud, iTunes, and other podcast streamers.