



Osceola Library System

Library Platform Statistics Quarterly Report

2018—Second Quarter

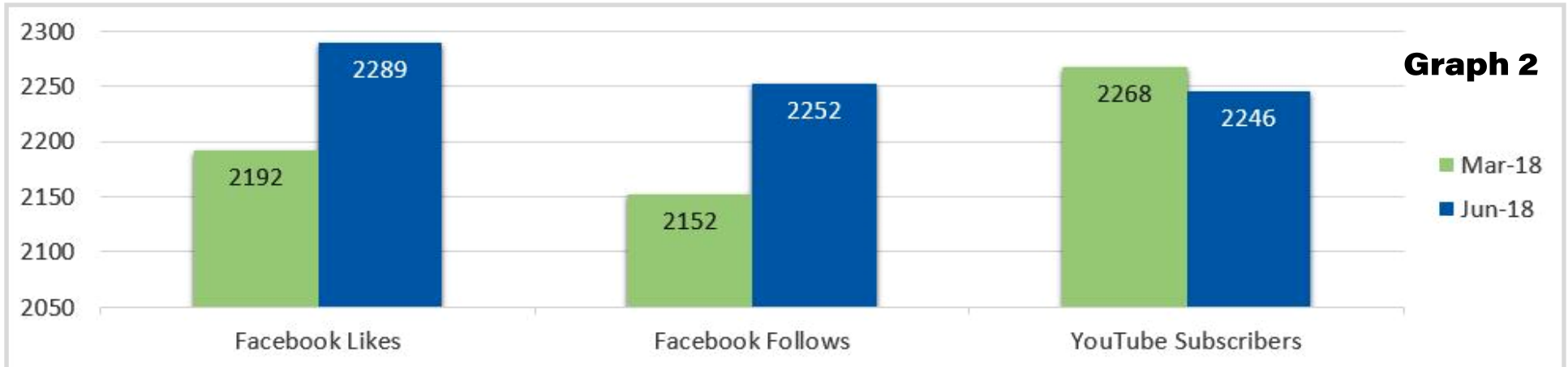
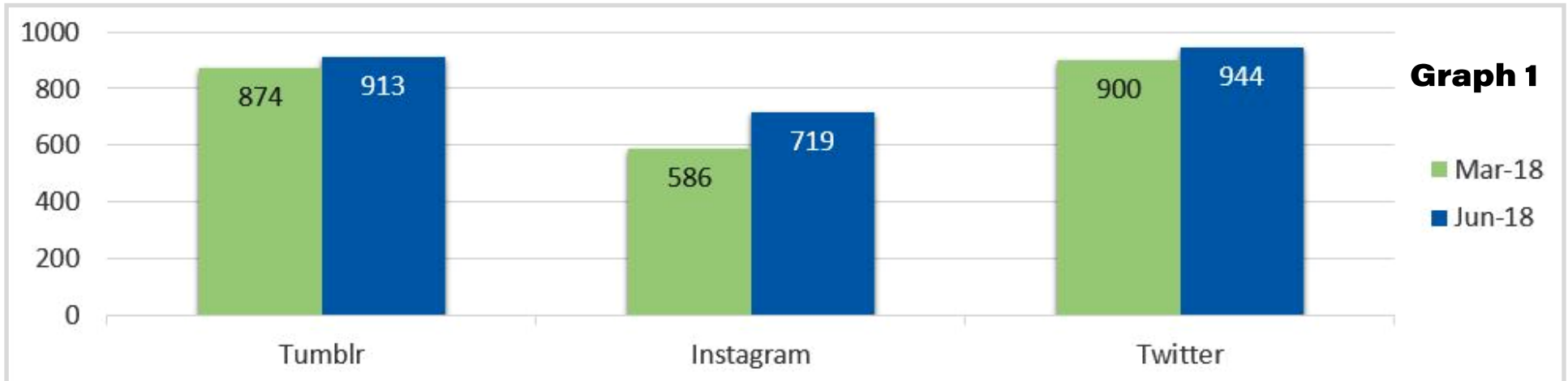
April, May, June

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Social Media Follower Growth—Overview

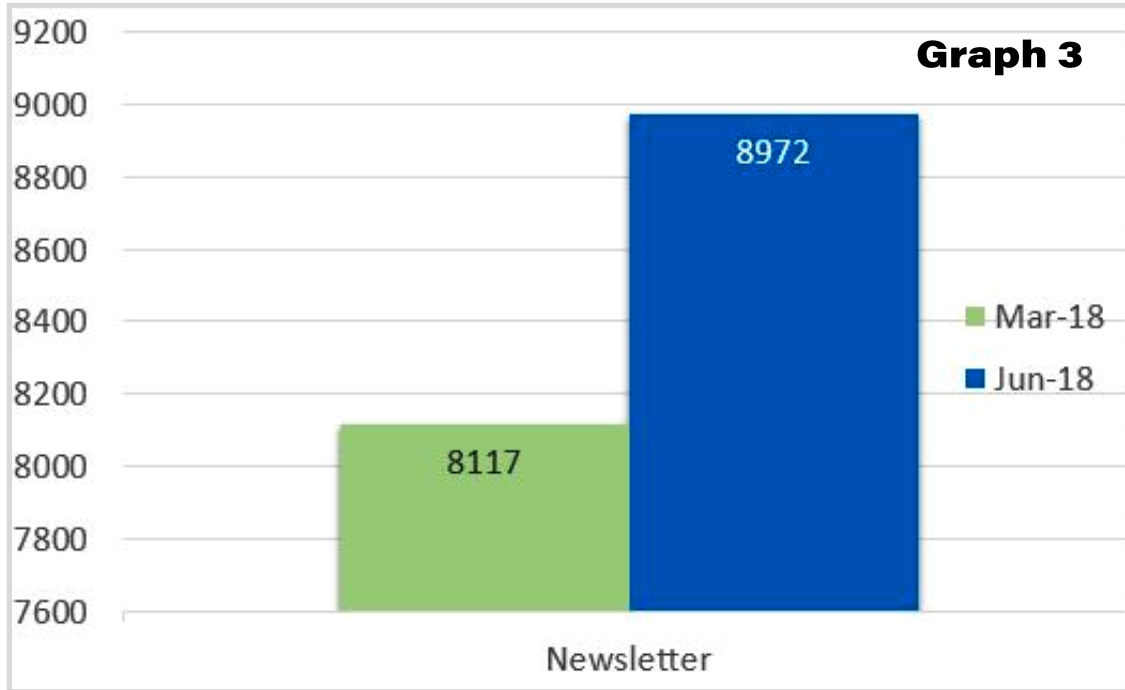
Below are graphs illustrating the growth in the Library’s social media followers over the last three months—April, May, and June of 2018—with the number shown being the final total at the end of June 2018. To put the numbers in perspective, the amount of followers each platform had at the end of the first quarter (March 2018) are held up against its current stats.



Facebook is unique in how it gives users a choice of how they support an account. They can “Like” the page and “Follow”—meaning they see all posts from that account within their personal Facebook feed—or they can “Like” and “Unfollow” the account—which allows them to support the page with Likes *without* having that account’s posts show up in their personal feed. In the latter option, users would have to manually go to the page to see any posts they’ve missed.

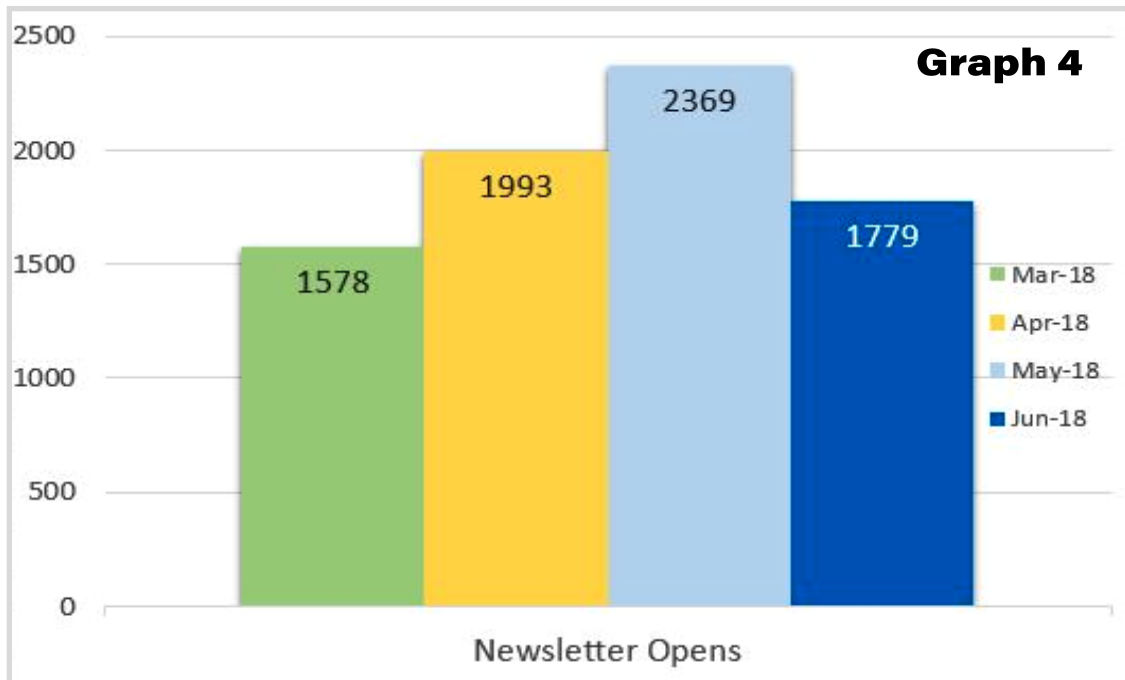
Graph 2 shows a growth of **97** Facebook Likes in the past three months while Facebook Follows grew by **100**, meaning some who had previously Unfollowed the Library Facebook have since come back and reactivated the option to Follow our posts; and everyone new who has Liked the page chose to Follow us as well.

Newsletter—Overview



Graph 3 illustrates the growth for the Library Newsletter over the last three months—April, May, and June of 2018.

The Newsletter subscriber count has grown by **over 800** from last quarter.



Graph 4 shows a record of the amount of total opens of each newsletter.

The amount of opens fluctuate, with this quarter’s numbers of opens averaging at 15%. This is just below the industry average of 18% for non-profit newsletters.

However, we are able to see real-time results of the newsletter’s effects by **spikes in event registrations** in the hour or two following the newsletter’s release—for example, **when we promoted our 3D Printing class in April’s newsletter, the class registration capped out within two hours of the newsletter’s release.**

Nonfiction Friends Podcast—Overview



The Library created the podcast, *Nonfiction Friends*, back in February 2018. In its first two months it had over 800 listens. It continues this popularity today with **over 800 listens** in this quarter as well. iTunes does not provide information as to how many are subscribed, so we may never have an accurate (complete) number of our subscribers, but the “listens” speak for themselves. We *can* confirm that among those who are listening are patrons, as both **Rebecca and Josh have been recognized at the front desk as the hosts** of the podcast by patrons during a transaction.

The podcast’s #1 goal is to promote our Nonfiction collection, which we further promote via a *Nonfiction Friends* display where patrons can view books discussed in that week’s episode.

Things of Note

Image 1

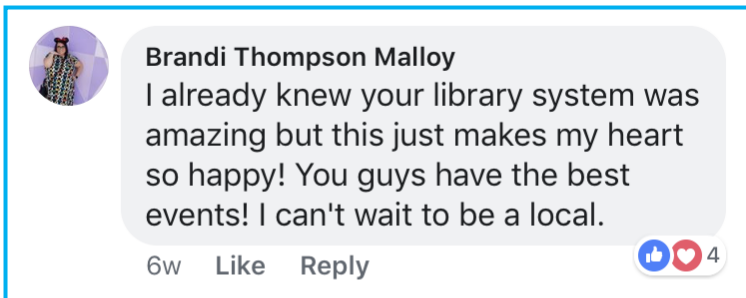


Image 2



FACEBOOK

This quarter, we focused on making the Library feel more “alive” to the public with live videos and day-of coverages of events. This resulted in an **increase in both our “reach”** (how many accounts see the post in their feeds) **and “engagements”** (likes, comments, shares, etc.). Our reach was an average 3,400 this quarter, with June showing a total of 3,975. And our engagements averaged at 3,000 this quarter, with June reaching a total of 3,800 post engagements.

As part of the goal to make the Library seem more “alive,” when Candice and Dagmar traveled to Puerto Rico in May as part of our American Dream Literacy Grant, we took advantage of the opportunity to have them cover their activities on the Island via live Facebook videos and photos. The public was thrilled and **each photo update from them was met with over 20 engagements and each video update had more than 200 views**. Their final live video from Puerto Rico, a special Bomba performance by students at the Barrio Mediania Baja School in Loiza, was viewed 568 times with over 30 engagements.

In June, we had a special event in conjunction with Kissimmee’s PrideFest where we had Drag Queen Jem Stone host a special storytime for children of all ages. This event was promoted on Facebook, Instagram, and Twitter, but it was **Facebook that surprised us with the most support**. The post received 38 reactions, only two of which were negative, and was shared 5 times. Among the comments was a future patron who stated they could not wait until they were local and be a part of our community (**Image 1** and **Image 2**).

Things of Note (Continued)

TUMBLR

We reached 900 followers this quarter! While our Tumblr followers haven't grown drastically, it gains followers at a steady pace and continues to make a **positive impression on the community**. An example of this came from reactions to our "National Library Week 2018" post where we listed ALL the libraries on Tumblr that we follow and/or follows us. The post currently has 275 notes — "notes" being a combination of relogs (shares) and likes.

Among those who reblogged the post was **the official Tumblr for the American Library Association (ALA)**. The post was also tweeted by the Hampton B. Allen Library in North Carolina (**Image 3**), and an individual (**Image 4**). **This is the first time anyone, library or otherwise, tweeted a link to a Tumblr post of ours**, and it quickly gained the attention of the official Tumblr Twitter account, who then retweeted (shared) the link as well.

Image 3



These tweets were a great way to promote the Library in a positive light (as well as promote the library community in general) and it was done wholly by our followers — proving we are making a great impression on the public.

Image 4



Things of Note (Continued)

TWITTER

Our staff was recognized on Twitter twice in June. First, Lisa from the West Osceola Library, along with the Library system in general, was credited to being a large percentage of what makes a children’s podcast possible (Image 5). The second instance was when Alejandra from the Buenaventura Lakes Library nominated a book to be chosen by LibraryReads for their monthly book list — a monthly list of upcoming new books recommended for reading, where the public makes their nominations and LibraryReads makes the final choices for the following month’s list. Alejandra’s nomination of *Fruit of the Drunken Tree* by Ingrid Rojas Contreras was chosen for their July 2018 list, announced via Twitter (Image 6). That same day, the author, Ingrid Rojas Contreras, thanked us directly in a tweet for the nomination (Image 7).

These tweets help promote our staff’s passion for reading as well as putting the Osceola Library name on the radar of a wider audience in a positive light.

Image 5

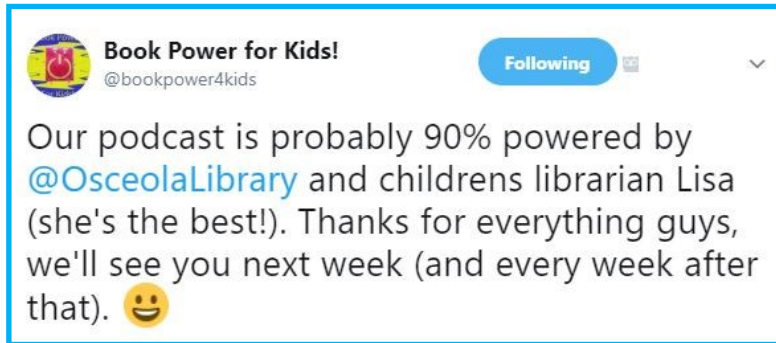


Image 6



Image 7



Things of Note (Continued)

INSTAGRAM

Our #bookfacefriday posts on Instagram continue to grow in popularity and attract positive feedback (**Image 8**) from libraries and authors alike (authors are circled in red). We've also received praise on our #bookstagram book recommendations, including our first "update" comment by a follower named Laura on how she liked reading a title we recommended (**Image 9**). However, the most important thing of note in this quarter is the **increase in posts, comments, messages, and stories recognizing our Library by other organizations, libraries, and even patrons (Images 10 through 13)** on Instagram.

Image 8

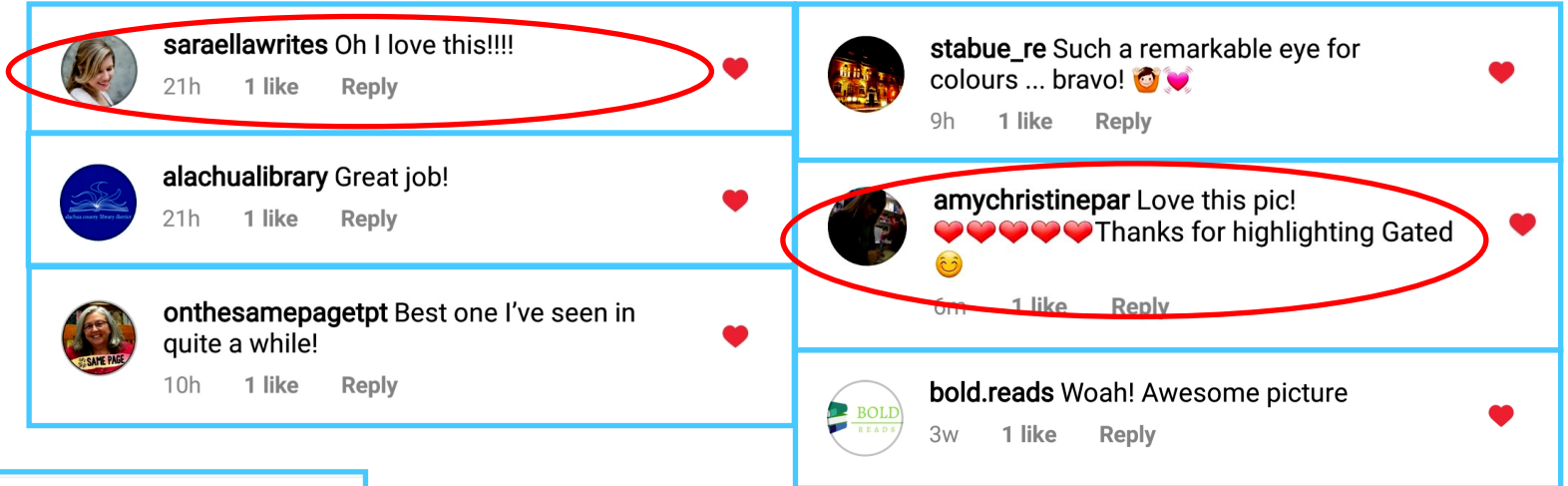


Image 9

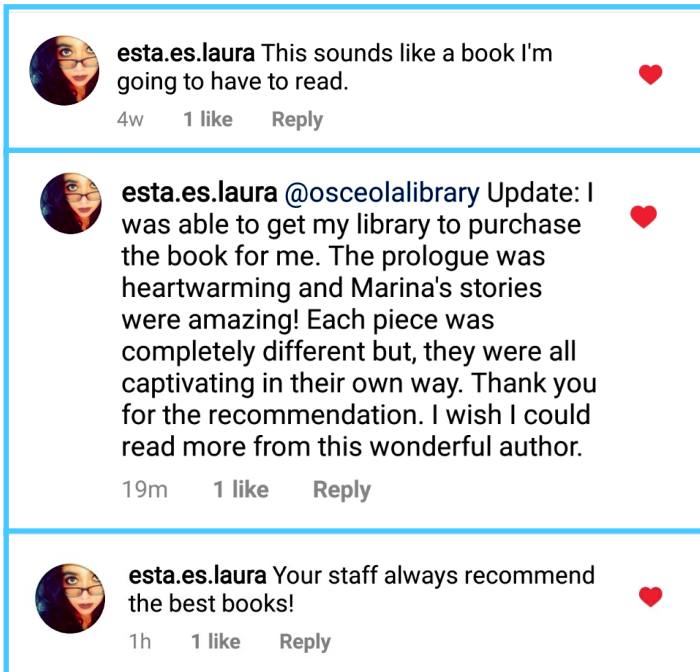


Image 10



Things of Note (Continued)

Image 11



LEFT: Author Sara Ella (circled in red) shared our #bookfacefriday post of her book, *Unblemished*, in her Instagram story.

TOP RIGHT: Gatorland shared our photos from our Summer Reading Kickoff at the Buenaventura Lakes Library and tagged us in their Instagram story.

BOTTOM RIGHT: Positively Osceola was at the St. Cloud Library during their Summer Reading Kickoff and tagged us in their Instagram story.

Things of Note (Continued)

Image 12

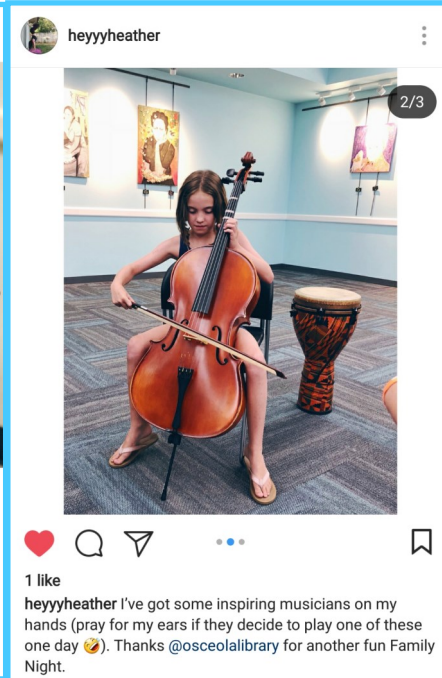


Image 12 is a collection of posts by organizations, patrons, and authors recognizing the Library.

- **Positively Osceola** (TOP ROW, FIRST IMAGE) promoted our Escape Room at the Poinciana Library.
- Patrons** celebrated family programs at the Libraries and thanked us for the events (TOP ROW: TWO CENTER IMAGES, BOTTOM ROW: CENTER).
- Authors (circled in red) regrammed (reposted) our #bookfacefriday posts of their book and our #WednesdayBookQuotes images of their words on their own Instagrams.

Close-ups of the captions follow in Image 13.

Things of Note (Continued)

Image 13

Liked by **wonderworks_orl** and **29 others**

positivelyosceola WE DID IT! Come on down to The Poinciana Branch Public Library for their Summer Reading Club tonight! Try your best to escape the greenroom!
@osceolalibrary #escaperoom #readingrocks #summerreadingclub #literacymatters

alyssamakessomething Started our vacation off with a bang! We were originally supposed to head to SC today but decided to stay here for one more day when we found out @gatorland_orlando would be at our library for the summer reading kickoff. Everybody got to hold this baby gator AND Wyatt got picked to have the boa constrictor around his shoulders (see my stories for video proof)!

heyyyheather I've got some inspiring musicians on my hands (pray for my ears if they decide to play one of these one day 🎵). Thanks @osceolalibrary for another fun Family Night.

mala_naidoo A kind creation of my reading quote by @osceolalibrary which I am grateful for. Reading like writing is the 'air in my lungs, fire in my blood and company in my thoughts' #amreading #amwriting

angelo_surmelis What a gorgeous photo @osceolalibrary - Thank You! I want to live in it. AND you used one of my favorite quotes from #thedangerousartofblendingin ❤️💛

heyyyheather My sushi chefs (and their sous chef) thanks to @benihana and @osceolalibrary!

amychristinepar Love this creepily awesome pic from @osceolalibrary !

All captions are in order of appearance from **Image 12** as read from left to right, top to bottom.

Library Platforms—Summary

- Tumblr gained **39** followers.
- Instagram gained **133** followers.
- Twitter gained **44** followers.
- Facebook gained **97** Likes and **100** Follows.
- YouTube **lost 22** subscribers.
- The Library Newsletter gained **855** subscribers.
- The Library podcast, *Nonfiction Friends*, had **807 listens** in this quarter across SoundCloud, iTunes, and other podcast streamers.