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

**Graph 1**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Mar-19</th>
<th>Jun-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tumblr</td>
<td>992</td>
<td>1012</td>
</tr>
<tr>
<td>Instagram</td>
<td>981</td>
<td>1120</td>
</tr>
<tr>
<td>Twitter</td>
<td>1062</td>
<td>1112</td>
</tr>
</tbody>
</table>

**Graph 2**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Mar-19</th>
<th>Jun-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Likes</td>
<td>2620</td>
<td>2748</td>
</tr>
<tr>
<td>Facebook Follows</td>
<td>2754</td>
<td>2893</td>
</tr>
</tbody>
</table>

Facebook had updated how users can support an account so that “Likes” and “Follows” are no longer connected. Users can choose to do both or just one of *either* feature. **Graph 2** shows a growth of **128** Facebook Likes this quarter while Facebook Follows grew by **139**, meaning **11 users chose to follow us** even if they chose not to include us in their Liked pages.
The Newsletter subscriber count has grown by 691 during the second quarter of 2019.

Graph 4 shows a record of the amount of total opens of each newsletter during April, May, and June held against the end of the previous quarter (March 2019). The amount of opens continue to fluctuate with this quarter’s numbers of opens averaging at about 16%.

While we believe the fluctuation is largely based on the personal interest of the subscriber, we noticed that the newsletters that had higher open rates were titled with a clear, central topic (“Celebrating 30 Years!” for March and “A Stellar Summer” for May) rather than something vague or incorporating several topics (“On Daily Life and the Arts” for April and “Summer Endgame” for June).

We may experiment with newsletter titles to determine if keeping to one style when naming them affects interest.
Nonfiction Friends Podcast—Overview

The Library podcast, Nonfiction Friends, continues to build their audience. Geographical analytics show the podcast continues to be heard in at least 50 countries with Spain being the second most popular country. This quarter’s total listens added up to 1,603 — which is not only 500 listens over the previous quarter, but is also double the listens from this quarter last year.

Their most popular episode this quarter was Episode #65: “Nonfiction Animal Friends” with 100 listens. In this episode, Josh and Rebecca cover extraordinary facts they found about different endangered species and what we (listeners) can do to help. It was not the first time they used the podcast platform to spread both knowledge and awareness of important issues, as they also had an episode in May discussing mental health.

In June, the Nonfiction Friends were added to iHeartRADIO! iHeartRADIO is America’s #1 podcaster, as ranked by Podtrac, with more podcasts in the Apple Top 200 than any other publisher. This incredible opportunity gives our podcast another means to reach listeners from around the country. To be included on iHeartRADIO’s podcast listings one must submit an application and be approved, so to have our podcast chosen means we are producing content iHeartRADIO representatives find beneficial and of value to include.

YouTube—Overview

We’ve continued to instead track YouTube Views rather than subscribers as that seems to be a better way to track how our content is received.

In April we uploaded three videos while in May and June we only uploaded one video each.

So even during months of low activity (video uploads), we still have over 450 views. Since neither of the single uploads have 450+ views, this shows that viewers are returning to rewatch videos and/or our videos are appearing in relevant searches.
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. Despite that, our follower count has passed the 1,000 milestone. We, as usual, made a post thanking our followers for their support.

PODCAST
In addition to Nonfiction Friends being picked up by iHeartRADIO, they were also featured on a publishing house’s website! Mango Publishing featured Episode #68 “LGBT in the Community” after one of their representatives discovered the Nonfiction Friends’ episode featured their book, We Make It Better, and its authors (Image 1). The podcast was featuring a different aspect of LGBTQ+ history and culture for every episode during June for Pride Month. The fact that their episode reached the publishing house of one of their featured books — without them submitting any request or form — is a huge testament to how far their voices reach.

Image 1: Mango Publishing also added a link to the podcast episode within their feature of Nonfiction Friends, making that episode the most listened in the month of June.

Image 2: The podcast also continues to be popular online, generating likes and comments from libraries, organizations, authors (circled in red), and other podcasters (circled in green) alike.
We received a lot of positive feedback on Twitter from authors and organizations.

**Image 3:** At the start of our Summer Reading clubs, **two schools tagged us on Twitter** encouraging families to visit their local branch.

**Image 4:** The official Twitter account for Osceola County congratulated our Library system for 30 years of service by retweeting the article Osceola News-Gazette wrote about our birthday celebrations.

**Image 5:** Author Makaila Nichols liked and retweeted us when we tweeted our bookface featuring her book.

**Image 6:** We tweeted about the YA Chicks during our Lit Mag Reception, which generated a lot of attention.

**Image 7:** Author Christina Farley tweeted about the young writers of our Lit Mag 2019.
FACEBOOK
In addition to the article Osceola News-Gazette wrote on our birthday celebration, we were also tagged in articles written by other organizations/authors and recognized for our services.

Image 8: The Osceola Board of County Commissioners made a special proclamation in honor of the Library system’s 30th birthday. We went live on Facebook for the proclamation, which quickly accumulated 201 views.

Image 9: Orlando Sentinel wrote an article about One Book, One Community coming to our Libraries. Osceola Reads shared the article with a heartfelt caption stating our Library system is the “perfect place to take your little readers.”

Image 10: Local author Jordan Lyons wrote an article on his blog about the West Osceola Library’s Local Author Fair and discussed all he learned from the attending authors.

Image 9

Image 10
Things of Note (Continued)

Image 11: Tampa Bay Library Consortium highlighted our Pride Month Art Exhibit created by local artist and staff member, Mindy Miles, which was on display at the Buenaventura Lakes Library in June.

Image 12: Our photo posts highlighting programs (especially children’s programs) have always received positive attention. However, at the beginning of the quarter we received a grant that allowed us to purchase photography equipment and a new smartphone for the Graphics Department which made it possible for us to cover more events and produce higher quality photos and videos. As a result, interest and positive feedback on these kinds of posts have increased. Patrons are even tagging friends and family to invite them out for events.
Patrons showed pride in and support for their Library system (us) very openly this quarter.

**Image 13:** A positive recommendation on our Facebook page and a message from proud and grateful parents of one of our Lit Mag 2019 winners.

**Image 14:** An unaffiliated organization makes a post about how powerful Library cards can be, which led to a patron seizing the moment to give us a shout-out for our Mango Language service.

**Image 15:** A patron didn’t hesitate to reach out to us when something seemed amiss on the hoopla app, and even though the answer was probably not what he wanted to hear, he still expressed gratitude for our service and response.
Likewise, patrons on Instagram didn’t hesitate to also show pride in their Library system or local branches.

Image 16 and 17: When Emily, from Hart Memorial Library, designed bookmarks inspired by the hit book-to-TV series, *Game of Thrones*, designing each branch as their own House, patrons were quick to show their allegiance for their home branch.

Image 18: During our birthday month we encouraged patrons to share a photo of their Library card with the hashtag #ols30years and a realtor used his page to show off his Library card pride.
The Osceola County Food Angels give us a shout-out for a successful Food for Fee$ drive.

Patrons continue to show support for our bookfaces, even those that weren’t done recently. (Bookface was done in March and the comment left in April.)

Patrons rave about our programs, staff, and meeting us at outreaches.

Someone unaffiliated with our Library or even County asked their personal followers who inspired their love of reading, and one of our patrons stepped up and gave our Library and staff a shout-out.
During National Poetry Month, the Buenaventura Lakes Library had a display encouraging patrons to make their own poems using the spines of books. Image 23: We shared the display on Instagram, challenging our followers to jump in on the fun with the hashtag #olsbookspine.

Image 24: The feedback on the idea was overwhelmingly positive. In fact, another library regrammed our post so their patrons could play too.

Image 25: A small sample of the participants creating their own poems with #olsbookspine and tagging us with the results.
SNAPCHAT
The Library Snapchat is the least active social platform we have, as everything must be done “live” and scheduling posts is not an option, and it doesn’t keep track of how many followers an account has. Still, we try not to miss opportunities to share “snaps” of Library life, especially if something is trending in pop culture. Early in the quarter there was a popular trend where individuals would take a selfie with the caption “Feeling cute. Might [action] later. IDK [I don’t know].” We saw the trend grow with local police officers and paramedic staff so we made our own version of the joke on Snapchat, and it was well received (Image 26).

Image 26
• Tumblr gained 20 followers.

• Instagram gained 131 followers.

• Twitter gained 50 followers.

• Facebook gained 128 Likes and 139 Follows.

• YouTube had a total of 1,737 views.

• The Library Newsletter gained 691 subscribers.

• The Library podcast, *Nonfiction Friends*, had 1,603 listens in this quarter across SoundCloud, iTunes, and other podcast streamers.