



Osceola Library System

Library Platform Statistics Quarterly Report

2019—Third Quarter

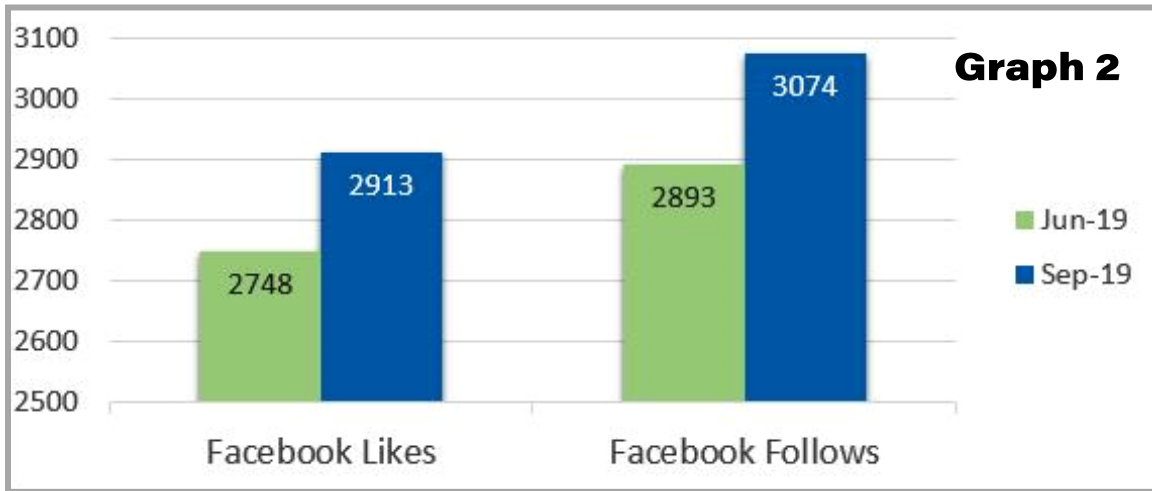
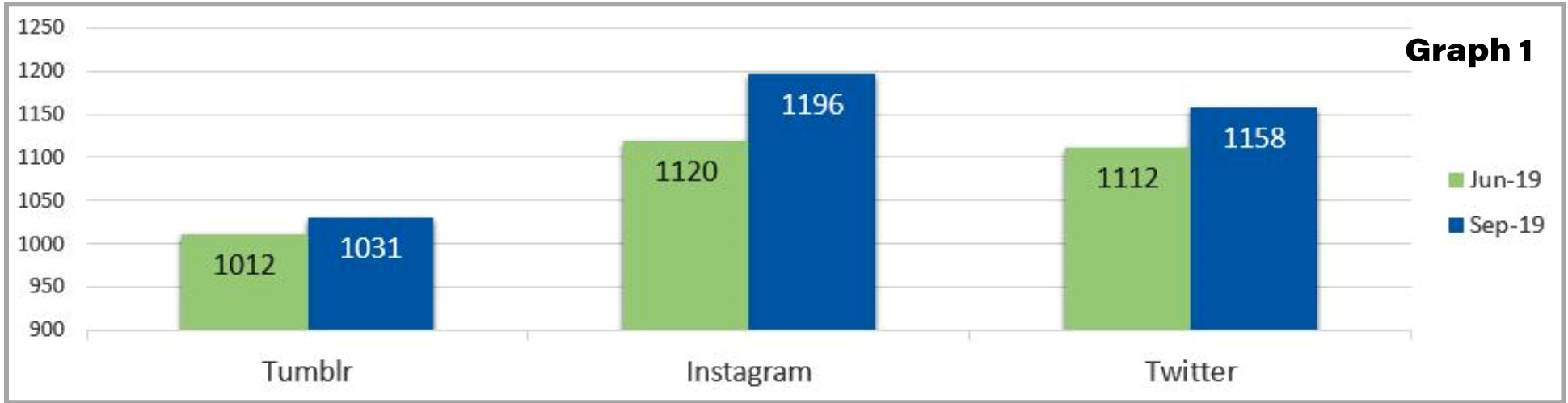
July, August, September

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Social Media Follower Growth—Overview

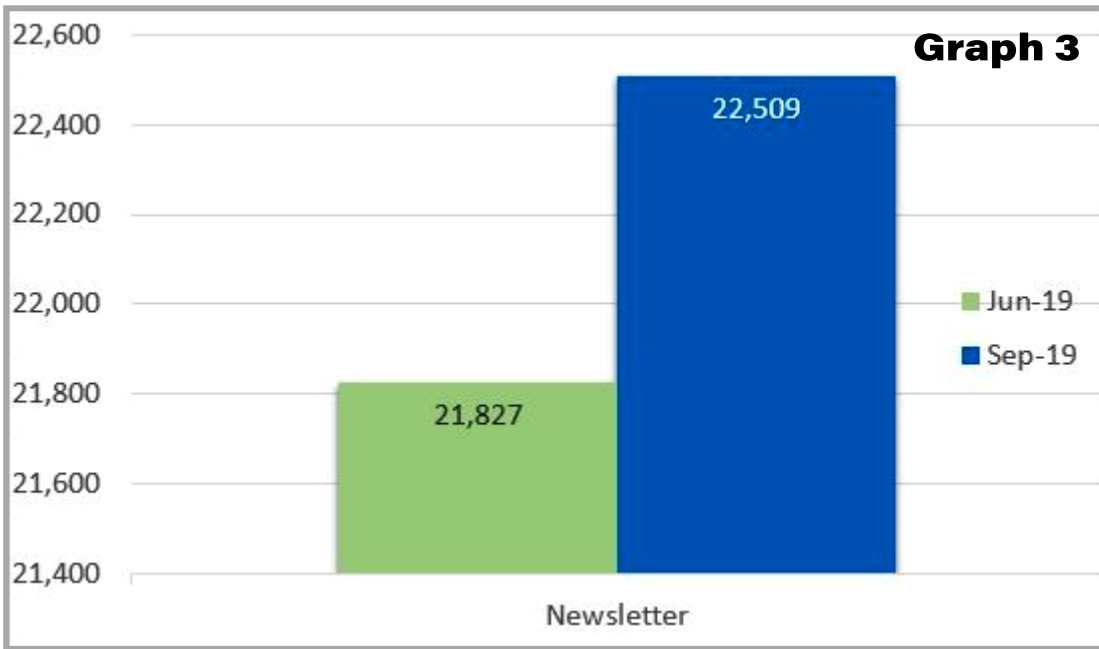
The below graphs illustrate the growth in the Library’s social media followers over the third quarter of 2019—July, August, and September—with the number shown being the final total at the end of September 2019. To put the numbers in perspective, the amount of followers each platform had at the end of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



Facebook Likes and Follows continue to grow with a preference for follows.

Graph 2 shows a growth of **165** Facebook Likes this quarter while Facebook Follows grew by **181**, which shows, given the choice, **patrons want to see our content.**

Newsletter—Overview



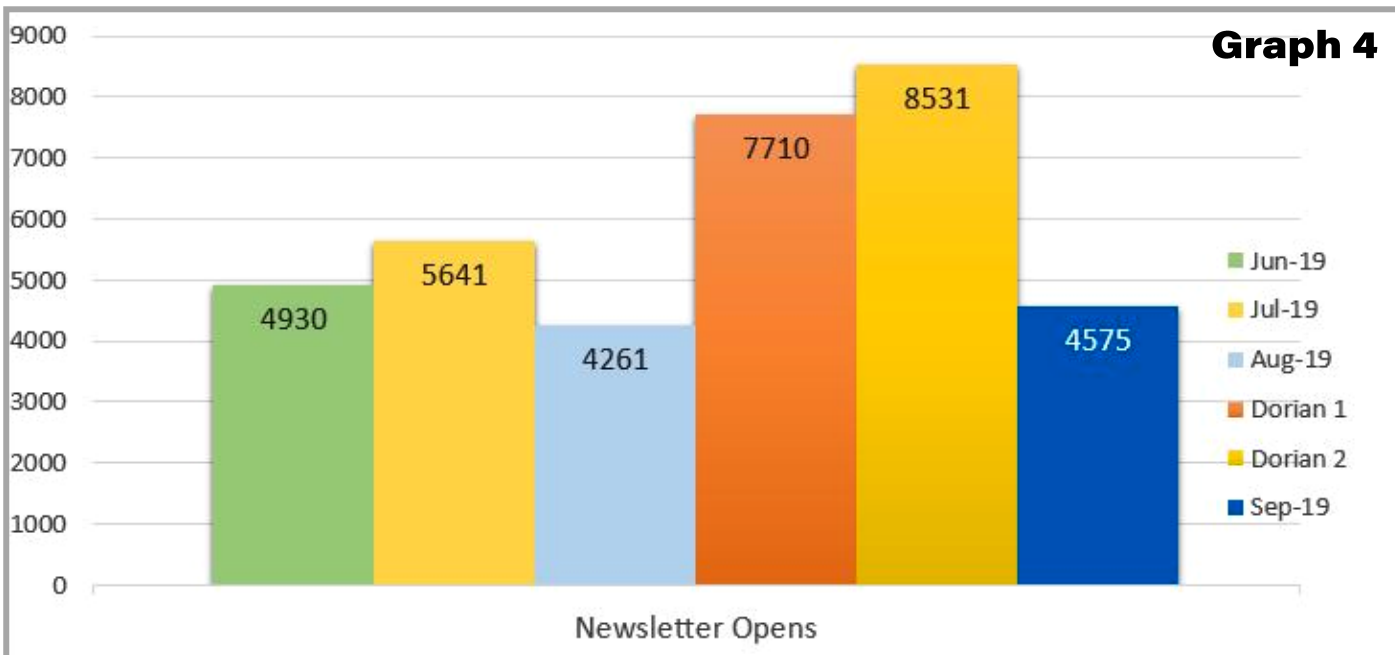
Graph 3 illustrates the growth for the Library Newsletter subscribers throughout 2019’s Third Quarter as seen against the total at the end of the second quarter. The Newsletter subscriber count has grown by **682** during the third quarter of 2019.

In this quarter we actually sent out three newsletters in September—two in addition to the regular monthly newsletter—because at the beginning of September Hurricane Dorian hit Florida.

While the Library was closed, we sent out two newsletters updating our patrons to our operating hours and encouraged them to follow our social media (particularly Twitter) for instant updates.

Graph 4 shows a record of the amount of total opens of each newsletter during the quarter, including the Hurricane

update newsletters (Dorian 1 and 2), held against the end of the previous quarter (June 2019).



This quarter’s opens average to nearly 20%, with drastic spikes for the Dorian newsletters. This shows that the newsletter is still a great way to send out emergency announcements as subscribers who may not open these emails often will still open messages such as these.

We began our experiment of how newsletter titles may affect interest and noticed that the months with clear titles (July, Dorian 1 and 2, and September) were opened by more readers than August, which had a vague title.

Nonfiction Friends Podcast—Overview

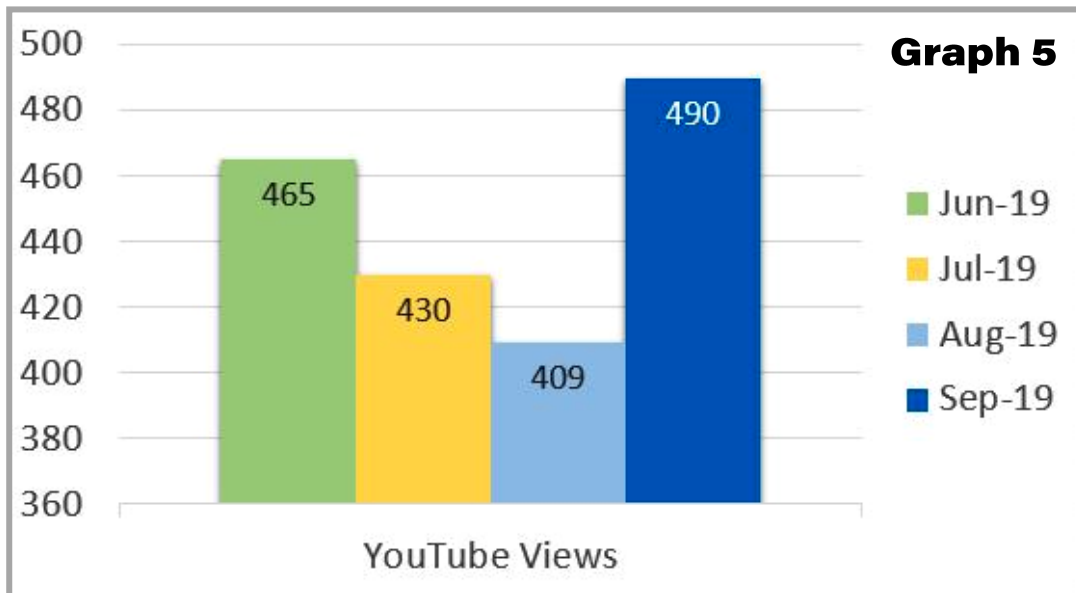


The Library podcast, *Nonfiction Friends*, remains strong with geographical analytics showing the podcast continues to be consistently heard in at least 50 with this quarter’s total listens added up to 1,458.

Their most popular episode this quarter was their Bonus Episode: “Featuring: Rise Up!” with 81 listens on SoundCloud alone. In this episode, Josh and Rebecca handed the mic over to the teens of our Rise Up! Teen Diversity Club who shared their own original poetry.

The podcast Twitter is gaining exposure as impression analytics show they had an average of 17,000 impressions this quarter. Twitter impressions are the number of times a tweet shows up in someone’s timeline/feed. Every time a tweet is served into a timeline, it counts as an “impression,” regardless of whether the person interacts with the tweet. The fact that their impressions are so high means the algorithms within the Twitter platform are working in their favor.

YouTube—Overview



We only uploaded two videos this quarter, one in early July and the second at the end of August. Our views declined even with the July upload as that was a much longer video (nearly 30 minutes) and thus attracts a specific viewership. However, **our views spiked again after the August video, which was our commercial for Homeschool Book Club** featuring Hart Memorial Library’s Youth Specialist, Jonathan, and Youth Services Manager, Sara, despite (or possibly because of) it being only 47 seconds long.

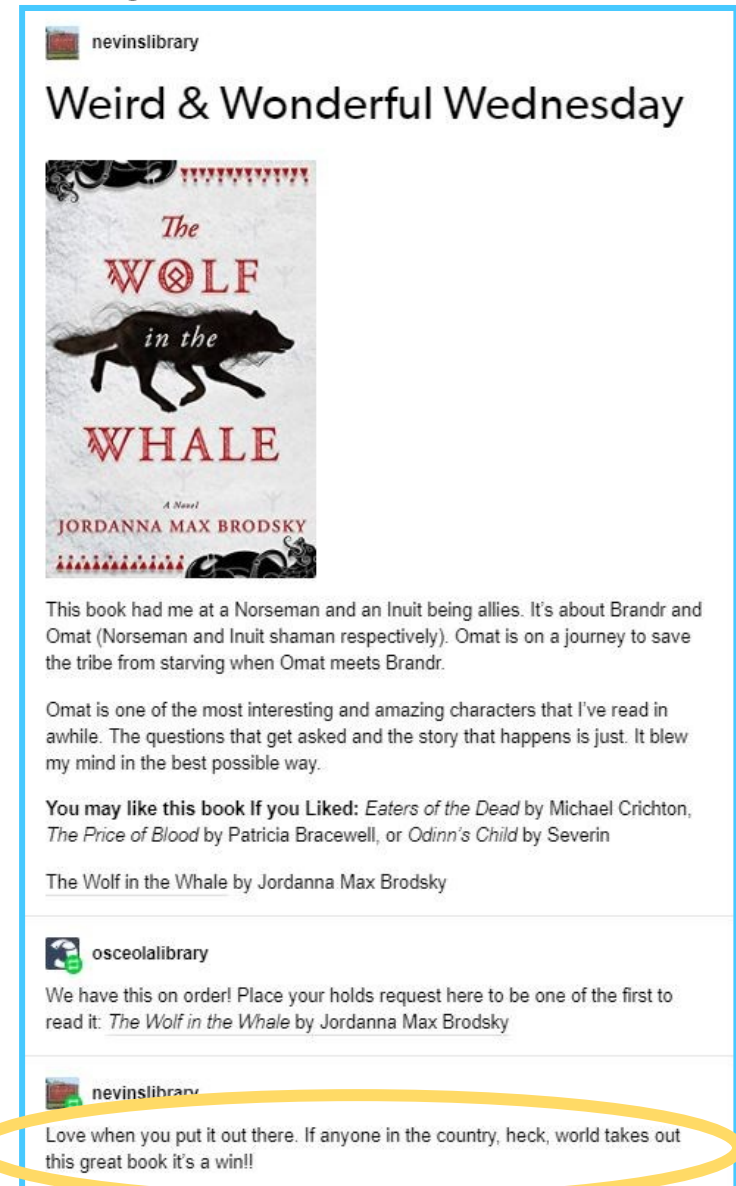
TUMBLR

During times when we're able to be active on the Library Tumblr, we take advantage of any opportunity to make connections with our followers, libraries and individuals alike, and create a positive impression online. **Image 1:** We made someone's day with a casual joke. **Image 2:** Another library appreciates when we further promote book titles they recommended.

Image 1



Image 2



PODCAST

The *Nonfiction Friends* had another exciting quarter as their fan base grew, they connected with an author, more organizations supported their episode photos on Instagram, and they held their first podcasting program at Hart Memorial Library.

Image 3



Image 3: Josh and Rebecca's Podcasting 101 program attracted patrons and other podcasters alike.

Image 4



Image 4: The *Nonfiction Friends* received their first piece of fan art from a listener/fan! Josh and Rebecca showed their gratitude and excitement on twitter and urged followers to support the artist.

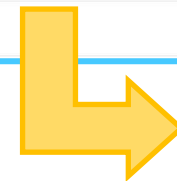
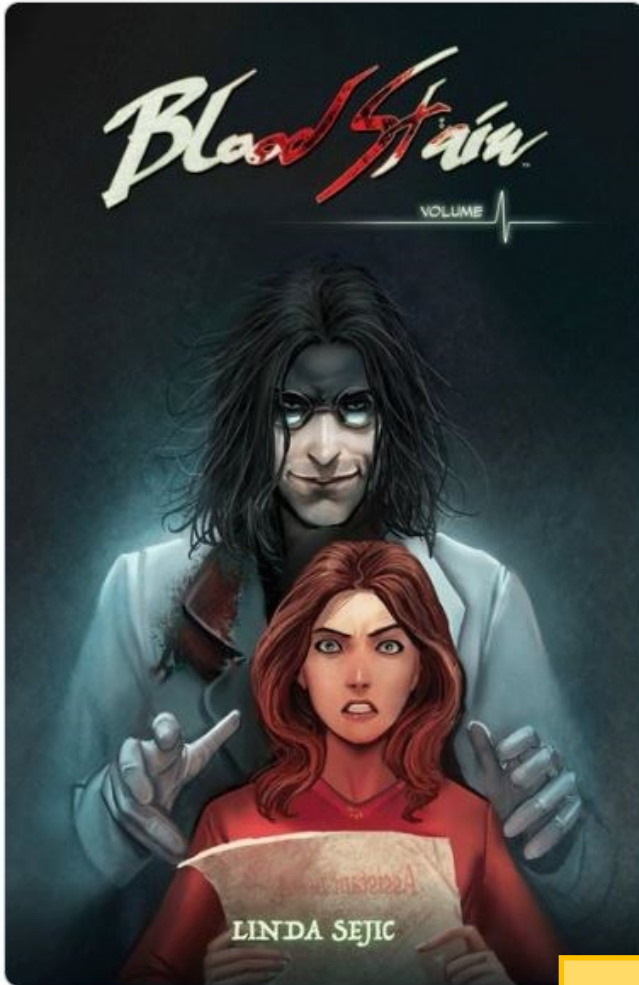


Image 5

Nonfiction Friends
 @NFFriendscast

To follow up with our #truecrime episode we have a creepy #bookrecommendation for you! It's Blood Stain by @LindaSejic ! This comic can also be found on Hoopla!















10:17 AM · Jul 13, 2019 · Twitter for iPhone

20 Retweets 171 Likes

Image 5: Nonfiction Friends often share book recommendations on their Twitter and **one such recommendation received a lot of attention including a retweet from the author herself.**


Image 6 and 7: Different organizations and authors continue to like and support posts featuring the podcast—including the Osceola Star Newspaper, WonderWorks, and a Library convention—regardless if it relates to their business/works at all.


Image 6



- 
osceolastarnews liked your post. 57m

- 
ohp_venues liked your post. 24m

- 
discoverydomesusa liked your post. 11h

- 
angelo_surmelis liked your post. 15h

- 
brevardlibrarycon liked your photo. 2h

- 
wonderworks_orl liked your photo. 1s



← Tweet

Retweeted by

- 
Fissart
 @Fissart
Follow

~|| 🇬🇧🇨🇦 || 18 ~|| Artist and animator || Victorian || horror ~|| Satellite City Cast || Helgan
- 
syl.gay and weird
 @sylviairidian
Follow

Loves words, bad at talking. Autism spectrum. Critter (Caleb, Percy), Tales of (#1 Yuan stan), Fate/ (Iskandar). AFAB agender pansexual, 32 y/o, they/she
- 
JoDa
 @JosephDang117
Follow
- 
The Thot That Counts
 @DumbTrashGoblin
Follow

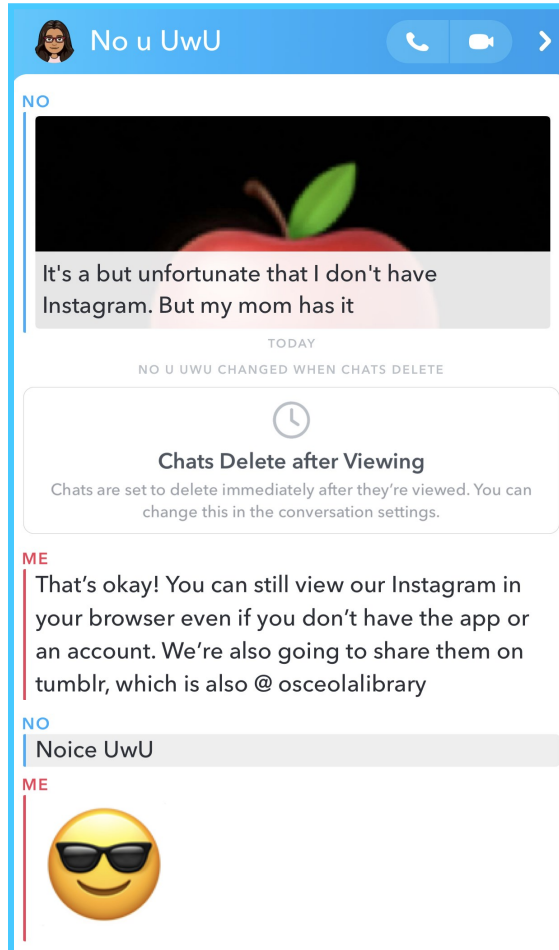
Just your average artist/accountant juggling real life and escapist fantasies where I run into the woods and create a whole new life for myself. Also D&D.
- 
Linda Sejic/Sigeel
 @LindaSejic
Follow

I draw, write, share pretty pictures, and like to chat about gaming XD artist/writer of Blood Stain and Punderworld

Image 7



Image 8



SNAPCHAT

Image 8: We shared a teaser to an upcoming bookface on Snapchat with a message to check out our Instagram for the final product. This prompted one of our followers to send us a message about how they don't have an Instagram. **What started as a perceived missed opportunity was quickly turned into good news** as they learned they can view our Instagram and/or view the bookface elsewhere.

NEWSLETTER

Every month, we keep track of which links in our newsletter were the most-clicked. Usually it is the link connecting to all adult or youth events in our online calendar, however, this quarter the top links were often connected to specific services or special events.

In July, the second-most clicked link (with 110 clicks) was to the Google Maps directions to Wild Florida, who was offering free one-day admission to all library card holders. The third-most clicked (with 99) was to our Back to School article where we listed all back to school giveaways happening in Osceola County.

In August the number one most-clicked link was to download cloudLibrary from the Apple App Store with 66 clicks.

In September the second-most clicked link (with 64) was to view our Spanish for Beginners class schedule on our online calendar.

OSCEOLA NEWS GAZETTE

We were featured in the Osceola News Gazette (ONG) several times this quarter. In July, ONG shared a winning submissions of our Lit Mag 2019 in every issue, featuring the young writers on the front page of their paper (Image 9) with the continuing story beautifully spread in a later page (Image 11). And in September, ONG wrote an article on our Harry Potter events at the St. Cloud Library, particularly the signature Sorcerers at Sunset event, which they also featured on the front page (Image 10) with a continuing spread in a later page (Image 12).

Image 9



What was your experience in a hurricane? Page 3.




Image 10



Image 11

Saturday, July 13, 2019

LOCAL

OSCEOLA NEWS-GAZETTE Page 5



Brothers & Sisters

By Raquel Perry, Age 17

We are brothers and sisters
 Daughters and sons of a generation
 Who wanted to give up on love years ago,
 But we do our best to uncover it.
 We are a constellation,
 Beautifully illuminated by our
 imperfections
 We wear our indifferences like armor
 Because we fear what we'll see if we're
 allowed
 That second of individuality
 To understand our own emotions and
 display vulnerability
 We are brothers and sisters
 Who inhale criticism and exhale cynicism
 Because the men before us did not
 acknowledge such a cruel world
 So, we can only embrace it
 Drape ourselves in abject misery
 Stitch and mend the problems of our
 history
 We are the brothers and sisters
 A mass of degenerates in despair
 Who crave a sweet, hollow feeling that
 we substitute
 For the lack of love that we knew
 Because no one told us that we would be
 born in such a place
 We wear our sadness as a charm,
 I wonder when unhappiness became so
 impossible to replace.

But at some point, in between
 The energy,
 The passion,
 The optimism,
 The pride,
 We are here together
 With a fulfillment of desire to do
 something better,
 For the next generation.

The Guiding Hope of Our People
 Beautiful Black Woman you are
 sensuous.
 Your splendor is like the shining sun, you
 are wondrous.
 Wondrous ways coming from your soul,
 Which no man may hope to control.
 Beautiful Black Woman you are the
 guiding hope of our people.
 Every time you are broken the world gets
 covered with sadness.
 Beautiful Black Woman your spirit is like
 a shining church tower
 Which points directly to Heaven above
 Your magical essence can make two
 hearts fall in love
 Beautiful Black Woman why can't you see
 how much you mean to me
 Beautiful Black Woman you were
 tortured, abused, blamed
 For nothing,
 Deep down in your soul,
 The words are often untold,



Raquel Perry

Of the pain you somehow controlled,
 If only you knew that you were created
 With brown sugar, warm honey, cocoa
 and precious gold.
 You were a mother fighting for her
 children,
 And a daughter who was taught to be a
 warrior by her parents.
 They couldn't help to minimize, de-
 legitimize, with a dark veil over their eyes.
 But as Maya Angelou would say "We still
 rise".
 Beautiful Black Woman you are the
 guiding hope of our people.

Image 12

Page 6 OSCEOLA NEWS-GAZETTE

LO

MAGICAL

Continued from Page 1



PHOTO/MICHELE MOSLEY

The Veterans Memorial Library in St. Cloud will be hosting a variety of events related to the Harry Potter book series by J.K. Rowling.

art and create your own masterpiece. Instructions and materials provided.

Inspired by the Harry Potter series by J.K. Rowling.

- Are You Smarter Than A Potterhead? Tuesday, Sept. 24, at 5 p.m.

So, you think you know everything about Harry Potter? Test your expertise against a true Harry Potter Enthusiast.

- Bingo for Books - Harry Potter Edition, Tuesday, Sept. 24, at 6 p.m. Find out how lucky you are when you win Bingo and great books!

- Potions and Puzzles Escape Room, Thursday,

Sept. 26, at 5 p.m. Brew the perfect potion in time to escape the dungeon classroom at The School of Witchcraft & Wizardry. Groups: Four to six people.

- Sorcerers at Sunset, Saturday, Sept. 28, at 7 p.m. Experience a magical evening inspired by the Harry Potter series by J.K. Rowling. Test your potions knowledge in our escape room, make your own golden snitch and pet owl, get sorted into your House, show your allegiance with temporary tattoos, embark on a scavenger hunt, learn how to properly care for magical creatures with

Amazing Animals, trek

through the Forbidden Forest, and try not to land in detention! A night of adventure culminating in costume contests where your best robes may earn you a prize. Sponsored by the St. Cloud Friends of the Library. This is an after-hours event. The library will close at its regularly scheduled time and reopen for the special event.

Throughout the entire month, the building will be highly decorated inside to celebrate the book series. Children and adults are more than welcome to enjoy every night and enjoy everything the library has to offer.

FACEBOOK

We continue to receive positive attention/feedback on Facebook concerning our photos, programs, and videos.

Image 13: Patrons show their support with **positive comments and recommendations**, including sharing our page to their feeds.

Image 14: When a patron shared one of our events, their **followers desired our presence for an outreach** as if we were celebrities.

Image 15: A patron shared our Summer Reading photo album and **showed pride in the programs and people. No one has shared an entire album of ours before** (always individual photos), but this was our first album wholly comprised using the new camera and graphics phone, resulting in higher quality photos.

Image 13

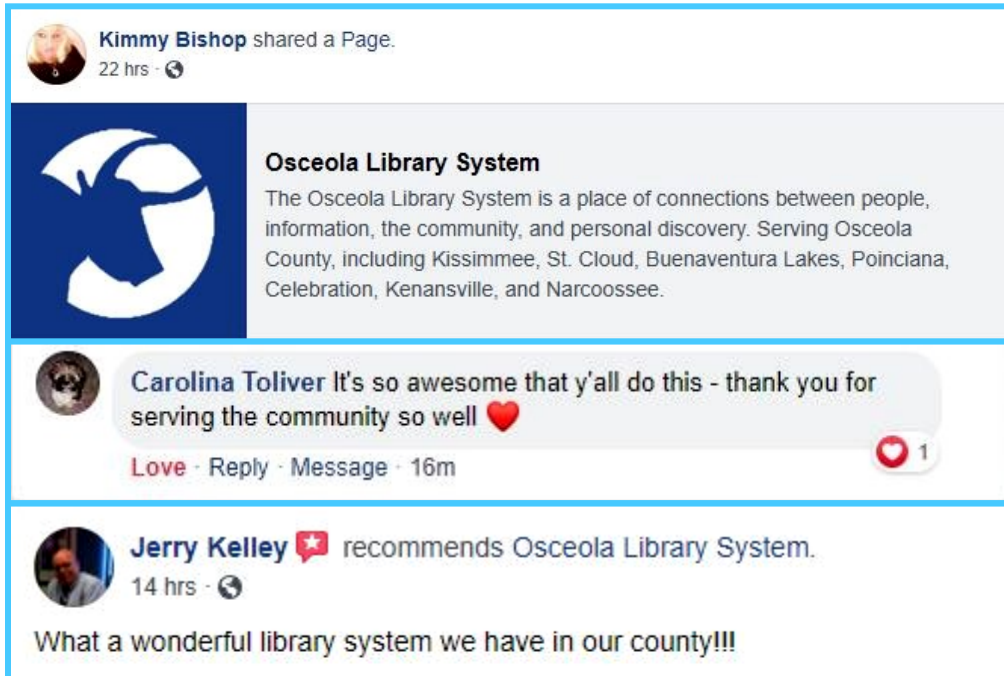


Image 14

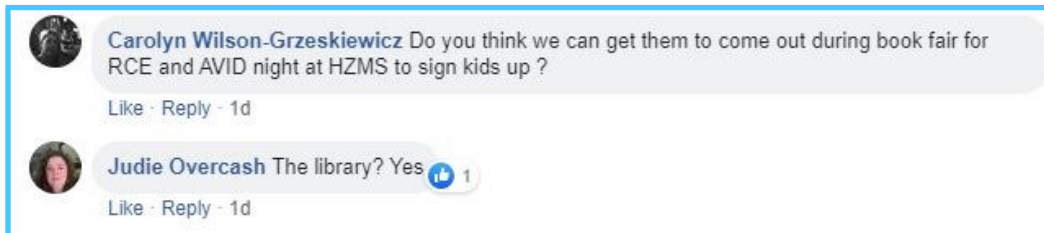


Image 15



Image 16

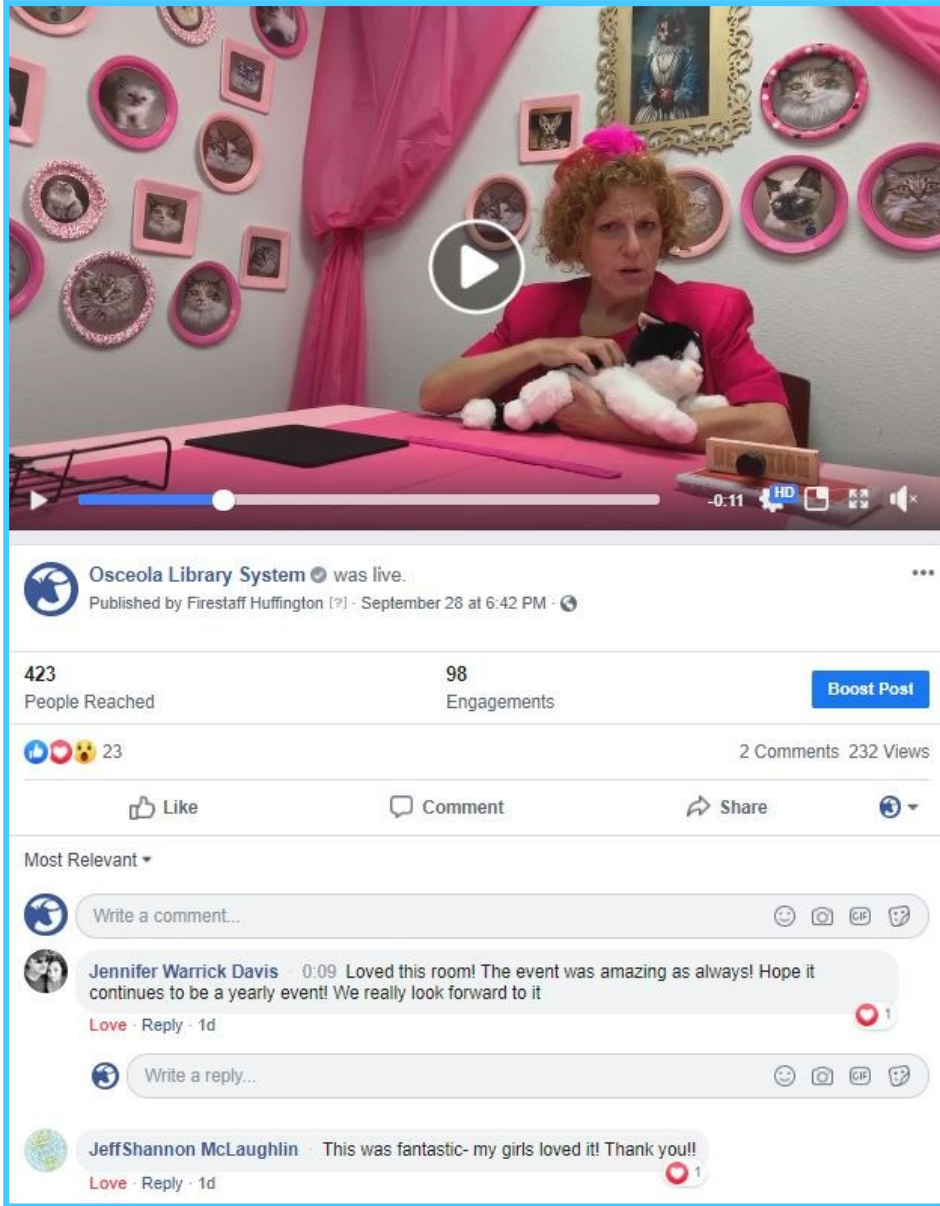


Image 16: After the after-hours event, Sorcerers at Sunset, patrons went back and rewatched our live teaser video to comment on their love for the event.

Image 17 and 18: We created a commercial for our Homeschool Book Club which was well received with comments (**Image 18**) and shares from different organizations including Education Revolution (**Image 17**).

Image 17

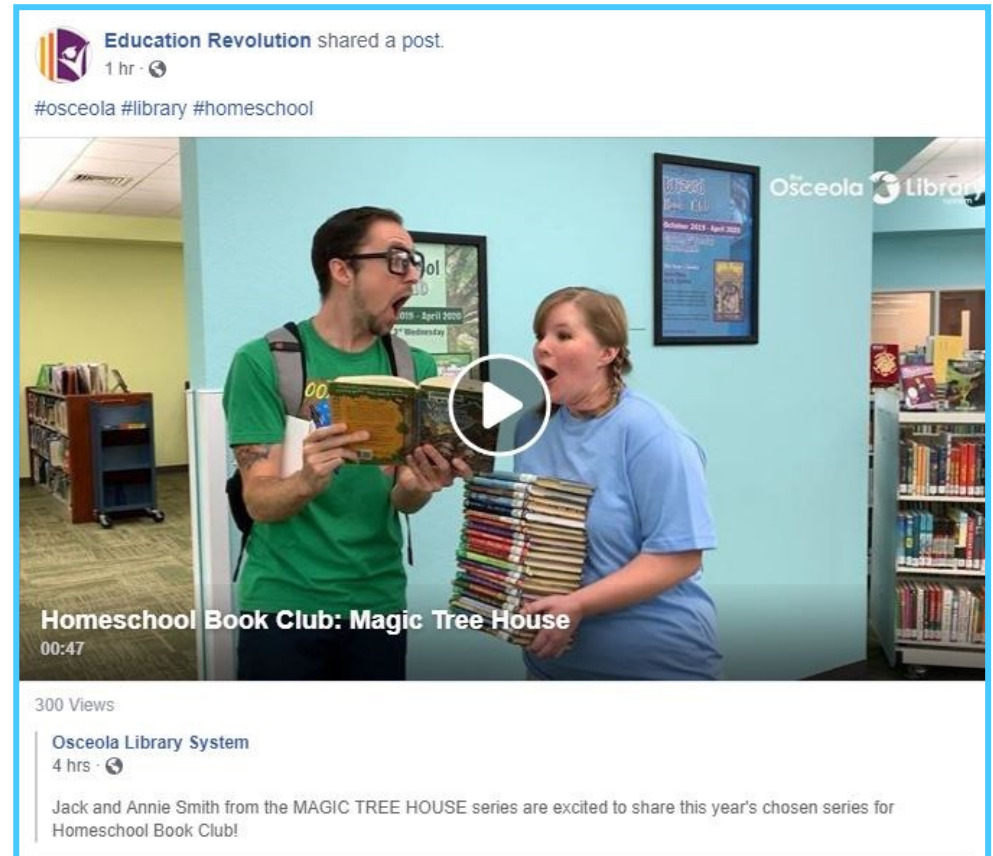
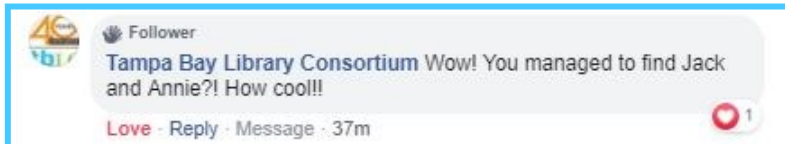


Image 18



TWITTER

More than ever before, patrons are tagging us on Twitter to show their gratitude with our recommendations and collection. **Image 19:** A patron saw our Rise Up! book recommendations display created by Diana (which had bookmarks she designed within the books as well) at Hart Memorial Library and found a fantastic read. **Image 20:** A patron couldn't find their favorite show anywhere online only to find all seasons of it on our shelves.

Image 19

Briana Campbell @mariecbriana · Jul 4
Honestly, 10/10, 5 stars, out of this world. I could go on. This book is EVERYTHING!

"She tells me words give people permission/to be their fullest self. And aren't those the poems/I've most needed to hear?"

Thank you, Acevedo. For writing exactly what I needed to read.

1 2 7

Briana Campbell @mariecbriana
Follow

Thanks to @OsceolaLibrary for this very cute bookmark and having this gem on the shelves! 🥰

9:18 AM - 4 Jul 2019

Image 20

Scott Sanders @TheDCLBlog · Sep 3
Is the love boat online to stream?

Erin Foster @MsErinFoster · Sep 3
No streaming. You can buy discs on Amazon. Or there are regular broadcasts on me.tv

Shows | The Love Boat
metv.com

3 1

Scott Sanders @TheDCLBlog
Replying to @MsErinFoster @FarmStuffz and 8 others
JACKPOT!!!! @OsceolaLibrary for the win

Image 21: A patron shows off their haul from one of our book sales.

Image 22: When a patron finally had access to a book because it is in our collection, she called us the MVP and her tweet was retweeted by the author she was reading.

Image 23: When a patron desperately needed help finding books their reluctant readers would enjoy, we were the only public Library they turned to for help.

Image 22



Image 21



Image 23



Late in July, we and the official Twitter for Osceola County promoted our back to school events.

Image 24: When someone asked whether there were giveaway events in St. Cloud facilitated by Commissioner Fred Hawkins, Jr., we provided what information we could as well as directed them to our article that listed all back to school giveaway events in Osceola County. **Both the individual and Commissioner Fred Hawkins, Jr. were grateful for the response** (as shown by his support in liking our tweet).



Image 24



INSTAGRAM

We continue to receive an overwhelming amount of support on Instagram from organizations, authors, libraries, and individuals across our posts.

Image 25: A sample of how organizations and authors continue to enjoy our content whether or not it's related to them. **And individuals sometimes tag their friends or family, inviting them to our events** — in this case, the opportunity to go to Wild Florida with free entry just by showing you have a Library card with us.

Image 26: Authors and organizations (not related to libraries) are liking our bookfaces with more frequency. One library even commented that our bookfaces make the book titles even more appealing for them to check out.

Image 25

Image 25 shows a list of Instagram comments on a post. The comments are as follows:

- _tea_unlimited_** commented: This is so cool! (人☆☆☆☆)!!!! @jamarts 48m
- chomaanne** thank you! 2w 2 likes Reply
- alinapris** commented: @prisaskeete oh let's go!! 4h
- prisaskeete** commented: @alinapris 5h
- wucftv** liked your post. 7m
- rileycostello** liked your post. 26m
- suncoastpress** liked your post. 21m
- jenniefromthebook** commented: This is amazing !!! 1h
- eloypubliclibrary** liked your post. 2h
- wildfloridairboats** commented: 2h

Image 26

Image 26 shows a list of Instagram comments on a post. The comments are as follows:

- middleburyindianalibrary** I cannot wait to read this book! You folks made it even more appealing with this super fun photo shoot! 4h 1 like Reply
- stephaniebaruffi_author** liked your post. 36m
- paloaltolibrary** commented: This is a tough one & yours looks great! 3m
- ninamoreno** liked your post. 2m
- brevardlibrarycon** liked your post. 1h
- bookfacemagazine** liked your post. 2h
- sandhyamenonbooks** Beautiful! 14m 1 like Reply
- jenniefromthebook** commented: You guys rock at these !!!!! 6m
- peter_raymundo_author** liked your post. 14m
- osceolastarnews** liked your post. 15h
- osceolacountyfoodangels** liked your post. 17h
- merricklibrary** commented: Amazing! 2h

Image 27—29: Patrons showing their gratitude for our collection and programs.

Image 27

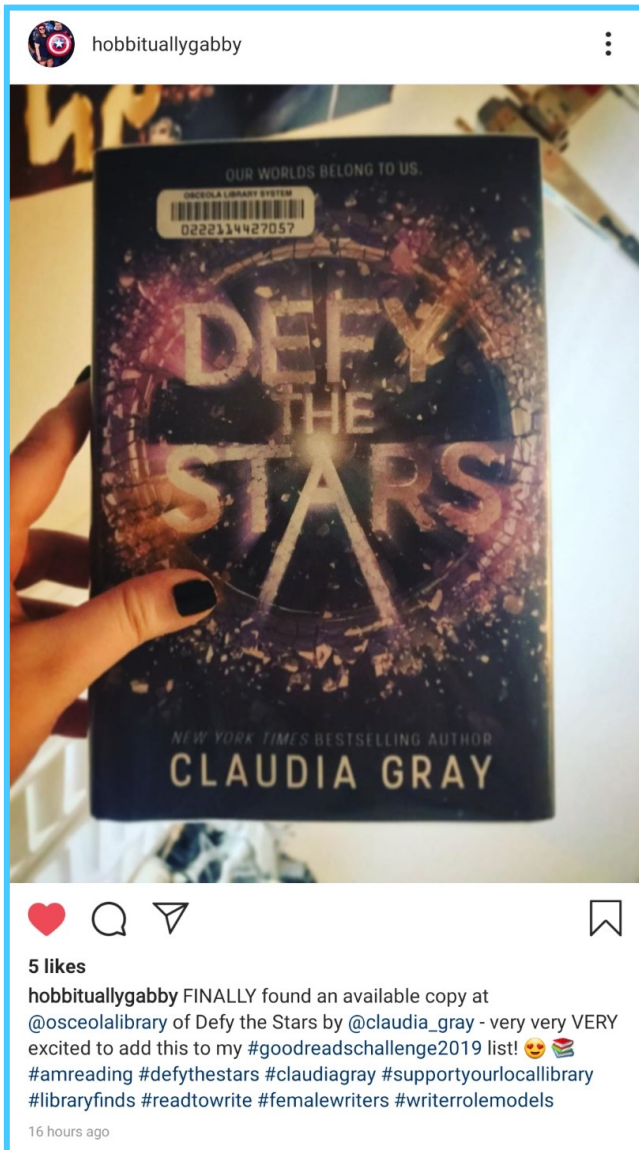


Image 28



Image 29



Image 30

suzannepick
West Osceola Branch Library



1 like

suzannepick I love visiting @osceolalibrary #librarylife



Image 30: Patrons showing pride in our Library.

Image 31: Patron gives Jonathan from Hart Memorial a shout-out for his storytimes.

Image 31

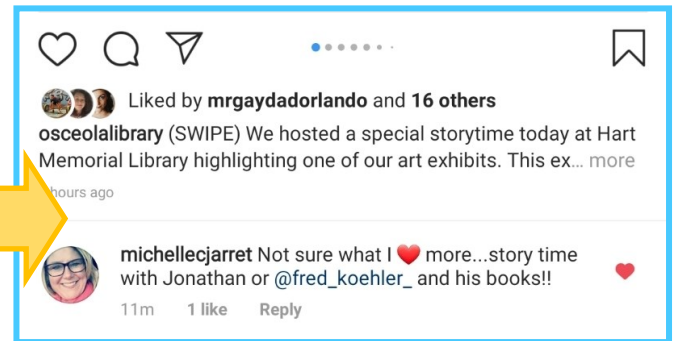
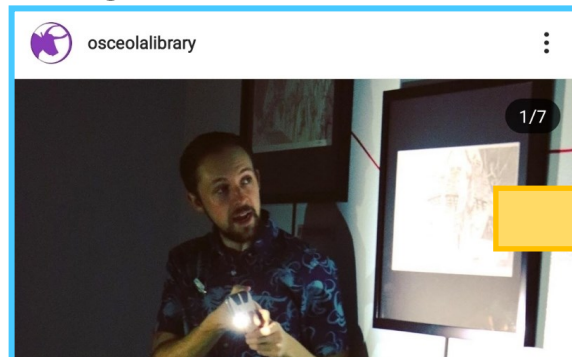
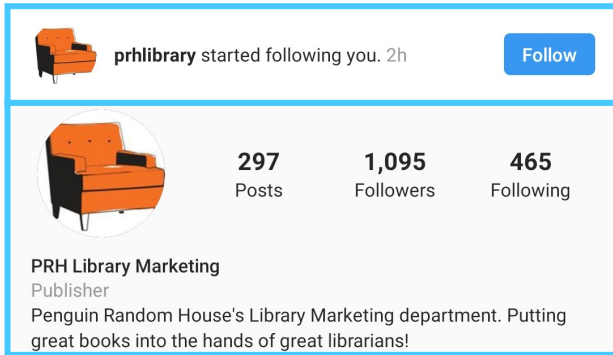


Image 32



We also received more attention/support for our programs and marketing materials this quarter.

Image 32: Penguin Random House’s Library Marketing Department followed our Instagram.

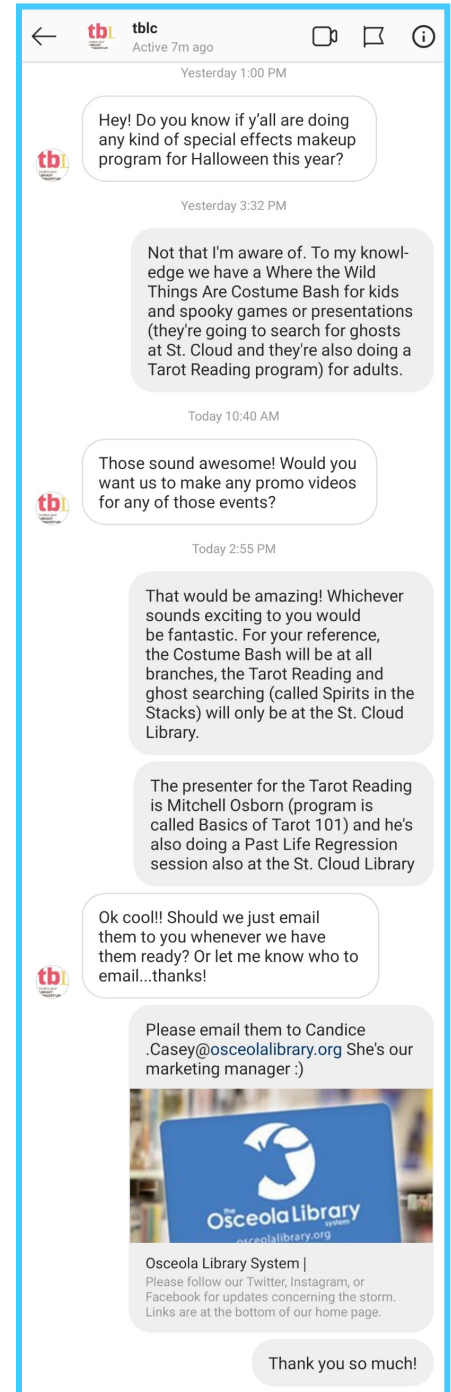
Image 33: Experience Kissimmee began to promote our events in their “weekend round-up” Instagram stories.

Image 34: Tampa Bay Library Consortium offered to make promotional videos for our programs.

Image 33



Image 34



Library Platforms—Summary

- Tumblr gained **19** followers.
- Instagram gained **76** followers.
- Twitter gained **46** followers.
- Facebook gained **165** Likes and **181** Follows.
- YouTube had a total of **1,329** views.
- The Library Newsletter gained **682** subscribers.
- The Library podcast, *Nonfiction Friends*, had **1,458 listens** in this quarter across SoundCloud, iTunes, and other podcast streamers.