



Osceola Library System

Library Platform Statistics Quarterly Report

2018—First Quarter

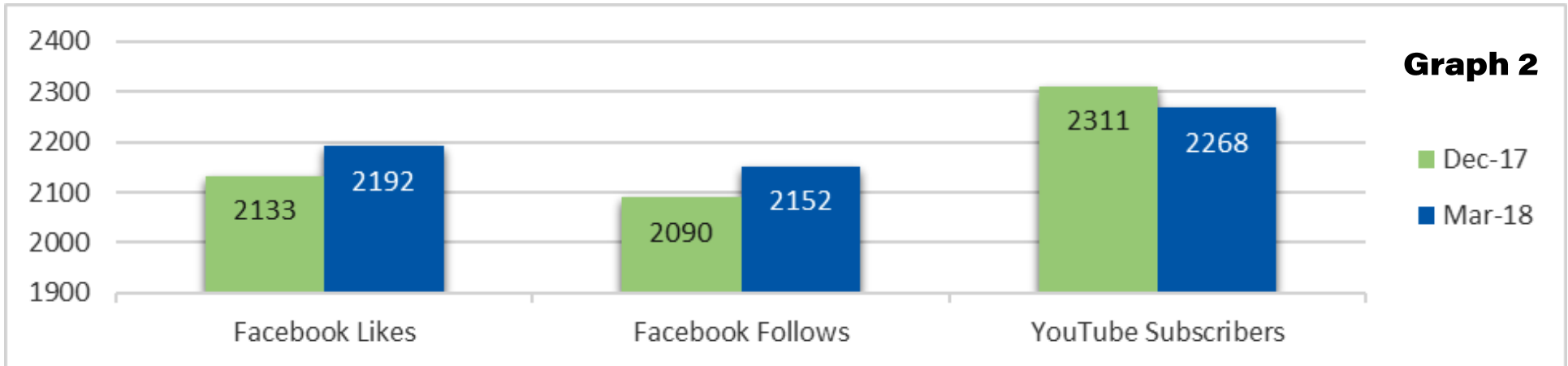
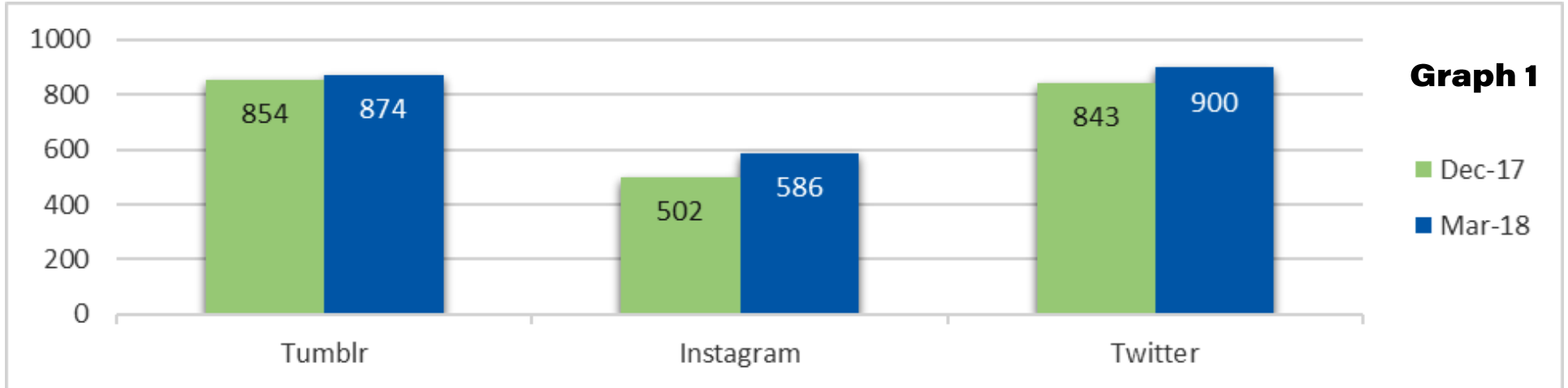
January, February, March

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Social Media Follower Growth—Overview

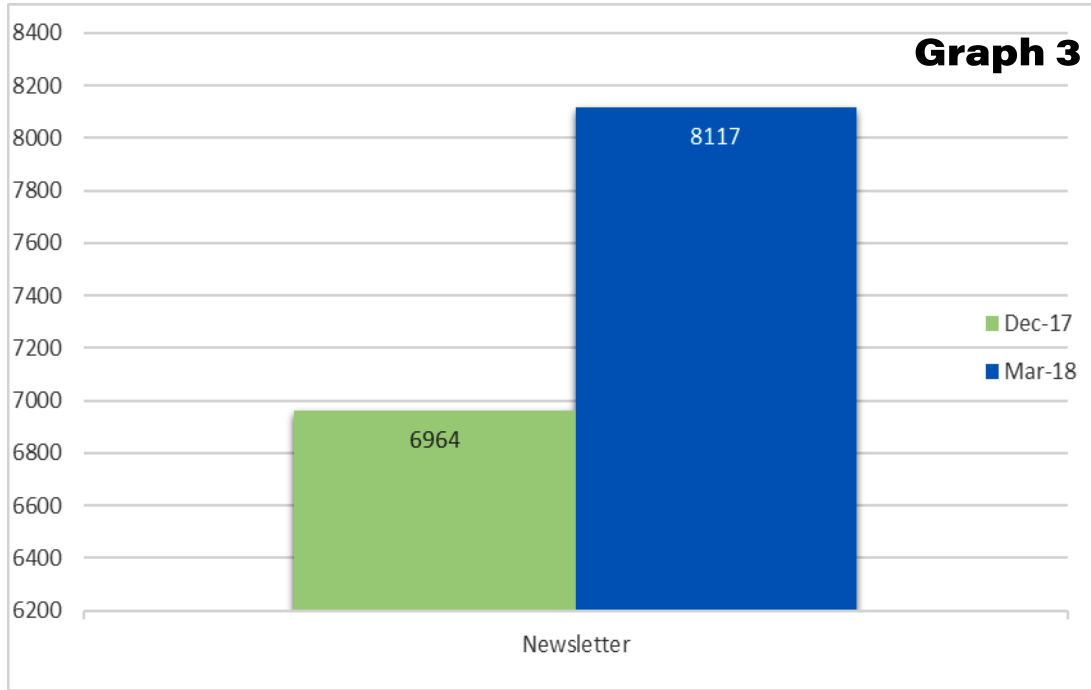
Below are graphs illustrating the growth in the Library’s social media followers over the last three months—January, February, and March of 2018—with the number shown being the final total at the end of March 2018. To put the numbers in perspective, the amount of followers each platform had at the end of December 2017 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.

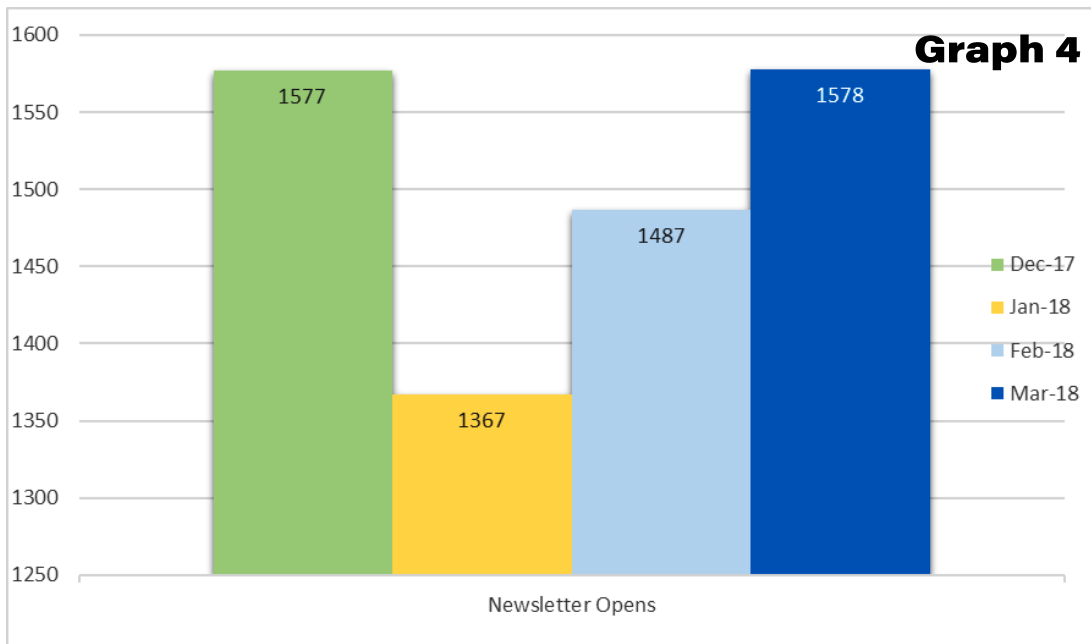
Graph 2 shows a growth of **59** Facebook Likes in the past three months while Facebook Follows grew by **62**, meaning some who had previously Unfollowed the Library Facebook have since come back and reactivated the option to Follow our posts; and everyone new who has Liked the page chose to Follow us as well.

the Osceola Library system
Newsletter—Overview



Graph 3 illustrates the growth for the Library Newsletter over the last three months—January, February, and March of 2018.

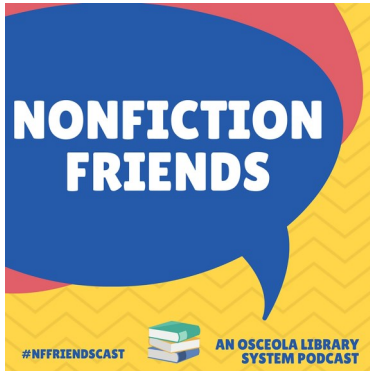
The Newsletter subscriber count has grown by **over 1,000** from last year.



Graph 4 shows a record of the amount of opens within the first **24 hours** of the newsletter going out. After 24 hours, MailChimp no longer tracks how many people open the newsletter.

The amount of opens during each 24 hour window fluctuates, as it depends greatly on how many choose to (or are able to) look at the newsletter as soon as it's out; but the Library's numbers have maintained an average rate of 20% opens—which is **above the industry average** of 18% for non-profit newsletters.

Nonfiction Friends Podcast—Overview



The Library created its first podcast, *Nonfiction Friends*, and aired its first episode on February 6. Finalized statistics from iTunes are not yet available for March 2018, but the podcast has already reached **17 subscribers** on SoundCloud and iTunes combined with **over 800 listens** across multiple free streamers (such as Google Play).

NONFICTION FRIENDS ON YOUTUBE

Initially we accompanied each week’s episode with a short preview or teaser on the Library YouTube page, encouraging viewers to catch the full episode anywhere podcasts are heard. We soon found that was not feasible to maintain in the long run, and so for March we uploaded a single video where the hosts, Josh and Rebecca, reveal the upcoming topics for the entire month. The *Nonfiction Friends* videos have accumulated **nearly 200 views** combined, with the March Topics promo video being our most shared video in March 2018.

Things of Note

TUMBLR

While our Tumblr followers haven’t grown drastically in this quarter, it gains followers at a steady pace and continues to make a positive impression on the community. While not within this particular quarter, the Library Tumblr has been acknowledged by the public, authors, and the American Library Association on more than one occasion.

Most recently, we celebrated Valentine’s Day by making a post promising valentines to any Tumblr user who Liked or Reblogged (shared) the post. We created nearly 20 unique valentines for our followers and each one was received with kind words and excitement, such as this comment from Tumblr user “thewanderingdreamer.”



thewanderingdreamer said: I love you all so much! Thank you. I hope you have the bestest day, and week. :) This is the cutest! <3

YOUTUBE

Our YouTube videos do really well on our Facebook feed, although the stats don’t always transfer over to our YouTube page, unfortunately. For example, our video promoting the Raymond Jimenez and Katiana Robles Art Exhibit in January 2018 was **shared 24 times** on Facebook, but none of those shares appeared in our YouTube analytics. Regardless, we will continue to promote our YouTube videos on Facebook in efforts to increase traffic and views as we work on building that platform.

We originally had an influx of subscribers on YouTube due to a video of a past presenter known as “Slinky Man” going viral. We believe the current drop in subscribers is a combination of the lack of subsequent videos featuring that performer as well as the natural side effect of finding our intended audience as we upload more videos.

Things of Note (Continued)

FACEBOOK

Facebook continues to grow in public engagement with more posts gaining Reactions (Likes, Loves, etc.) or comments, particularly our game posts (such as “the first sentence of page 206 of the book closest to you describes ___”), event coverage posts, and videos. Our last Facebook Live video, which featured an actress from the Titanic Experience promoting her event at Poinciana and the upcoming event at the St. Cloud Library for the Living Women’s History series, received over **20 Reactions** and over **400 views**.

The following comments are just a few of the kind words we’ve received this quarter on Facebook. **Image 1** was left on our post covering the “Drones to the Rescue!” program, **Image 2** was left on our shared announcement where the City of Kissimmee congratulated us on receiving the American Dream Literacy Grant, and **Image 3** was left on our link to Episode III of *Nonfiction Friends* following our announcement of winning the American Dream Literacy Grant.

Image 1

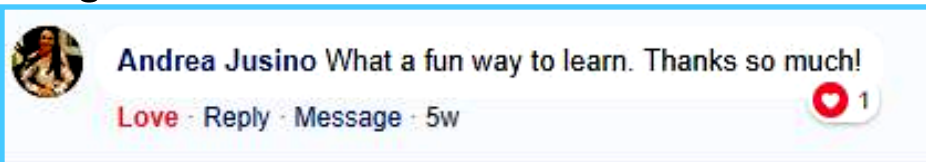
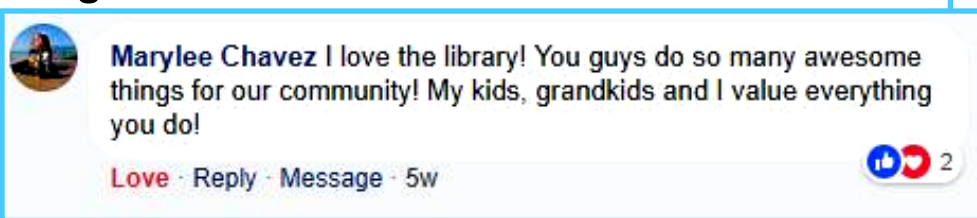


Image 3



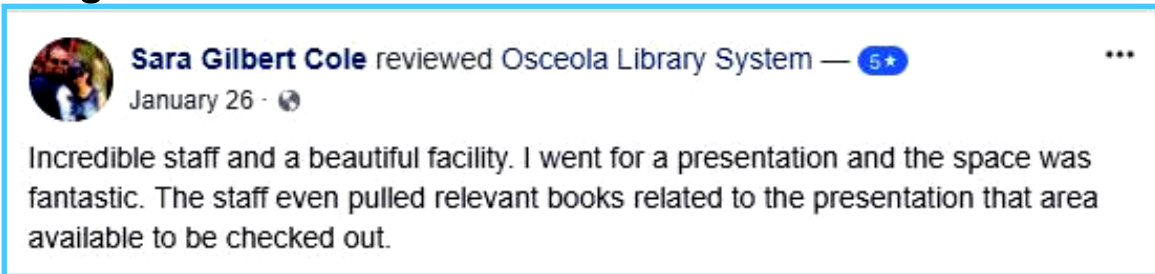
Image 2



In late January 2018, we received a new **5 Star Review** on Facebook following the “Our Haunted Library” program, which was presented by Kissimmee Paranormal Investigations.

The review can be seen in **Image 4**.

Image 4



Things of Note (Continued)

INSTAGRAM

The Library Instagram continues to grow in popularity with **over 700 likes a month**, the Book Face and Wednesday Book Quotes posts being particularly popular week after week. For example, in **Image 5** starting at the top left and moving clock-wise, our *Fall from Grace* Book Face photo earned **96 likes**, *Leading Lady* earned **62**, *American Panda* earned **67**, and *Olivia Twisted* earned **52 likes**. The Book Face photos are often also met with high praise from the public—including **YA Fantasy author Christina Farley** and **local YA author Vivi Barnes** (**Image 6**).

Sometimes our contents make a lasting impression on authors or libraries to the point they Regram (share) our work (with credit), allowing our posts to be viewed by wider audiences. In this first quarter, **author and teacher Stephanie Baruffi** Regrammed an older Book Face post of ours and the **Prince William Public Library** in Virginia Regrammed one of our Wednesday Book Quotes, thanking us for the “awesome shareable content.”

Image 5



Image 6

stgoadrian You guys are getting scary good!

anotheropenbook Your #bookface game keeps getting better all the time - I love it!

christinalfarley Awesome!!!!

vivibarnes Oh my, I love this!! 🍷

Library Platforms—Summary

- Tumblr gained **20** followers.
- Instagram gained **84** followers.
- Twitter gained **57** followers.
- Facebook gained **59** Likes and **62** Follows.
- YouTube **lost 43** subscribers.
- The Library Newsletter gained **1,153** subscribers.
- The Library podcast, *Nonfiction Friends*, was created and currently has **17** subscribers on SoundCloud and iTunes.