



Osceola Library System

Library Platform Statistics Quarterly Report

2019—Second Quarter

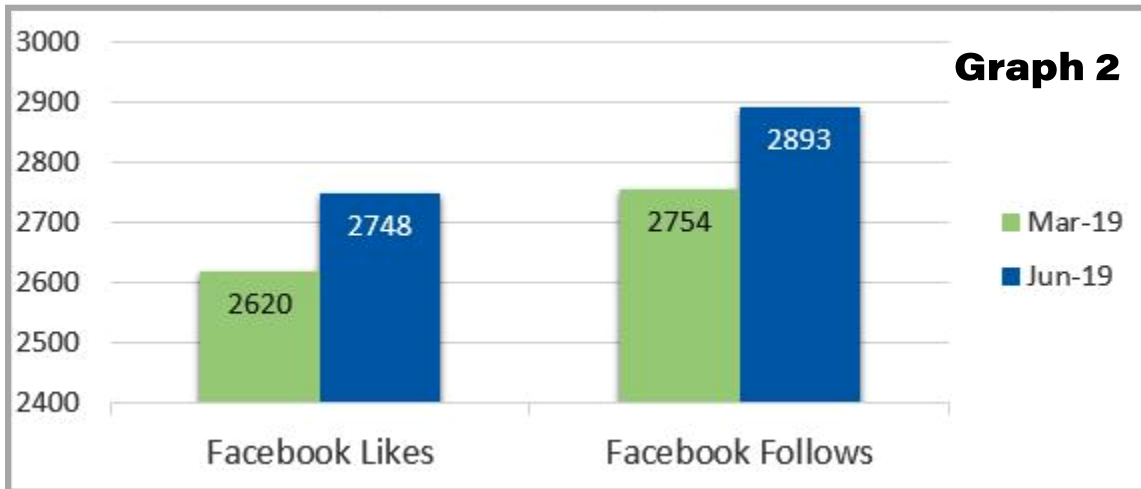
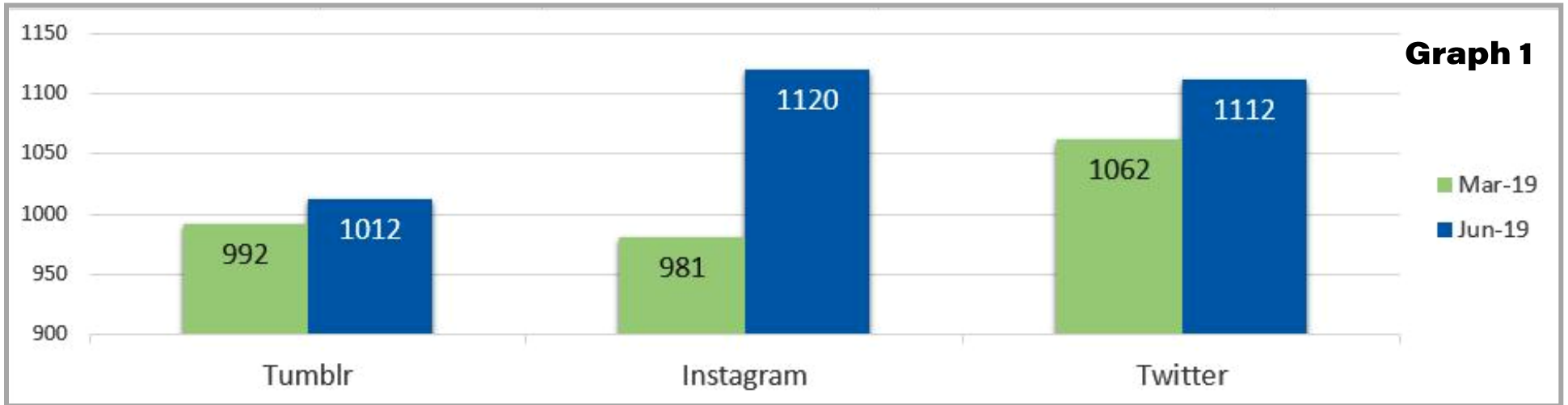
April, May, June

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Social Media Follower Growth—Overview

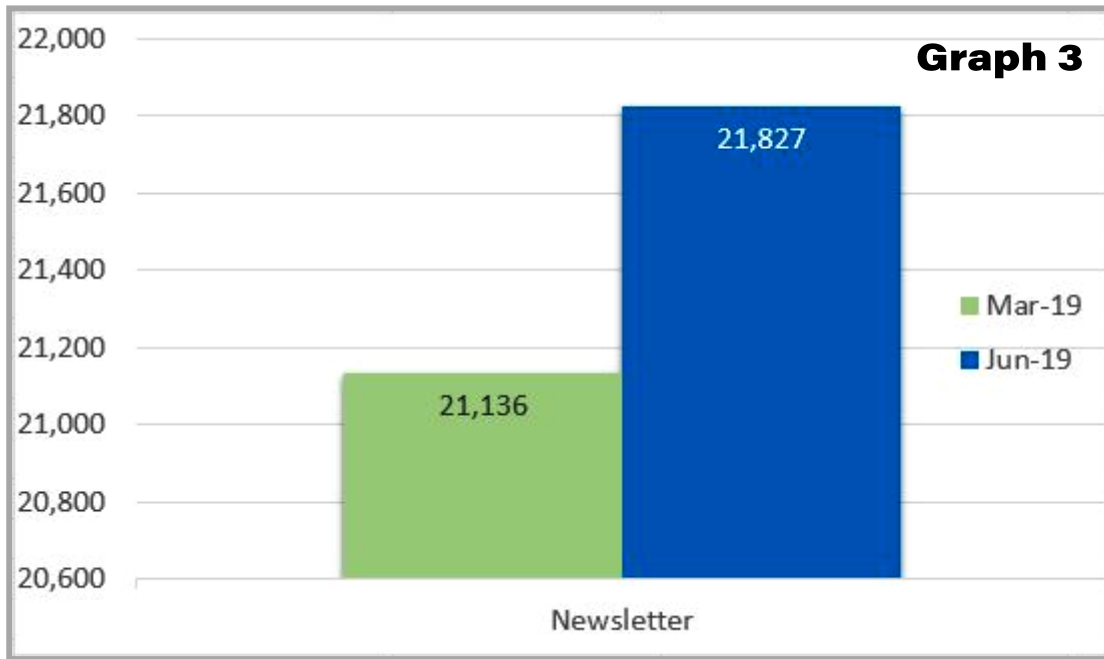
The below graphs illustrate the growth in the Library’s social media followers over the second quarter of 2019—April, May, and June—with the number shown being the final total at the end of June 2019. To put the numbers in perspective, the amount of followers each platform had at the end of the previous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



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.

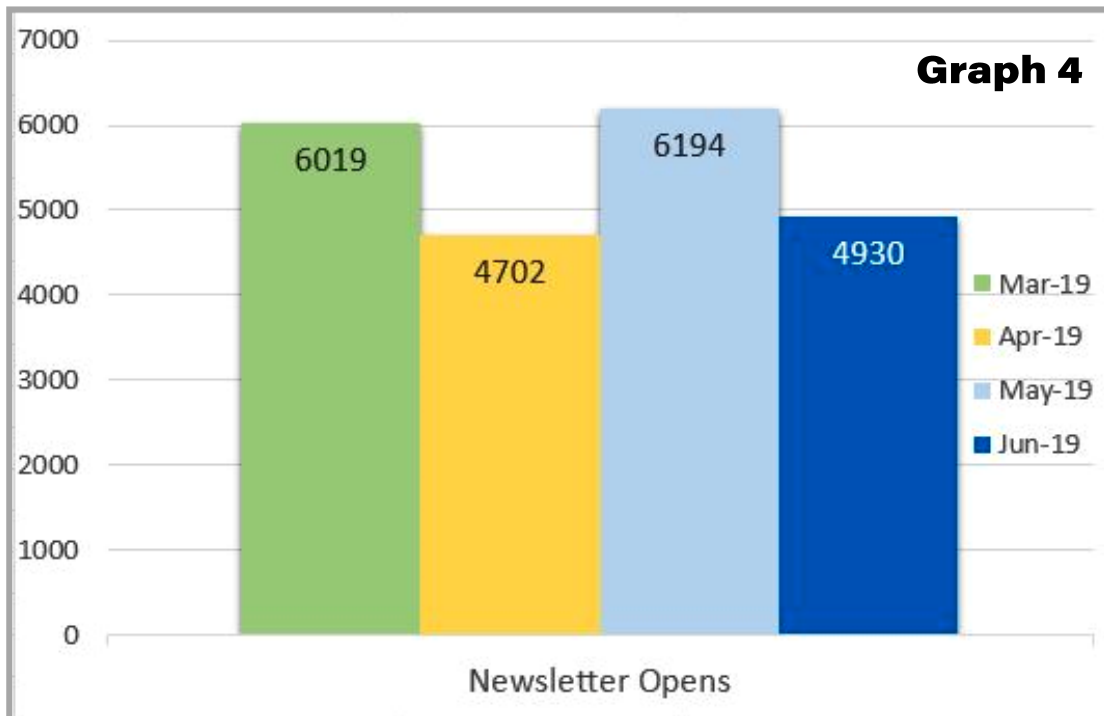
Graph 2 shows a growth of **128** Facebook Likes this quarter while Facebook Follows grew by **139**, meaning **11 users chose to follow us** even if they chose not to include us in their Liked pages.

Newsletter—Overview



Graph 3 illustrates the growth for the Library Newsletter subscribers throughout 2019’s Second Quarter—April, May, and June 2019—as seen against the total at the end of the first quarter (March 2019).

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

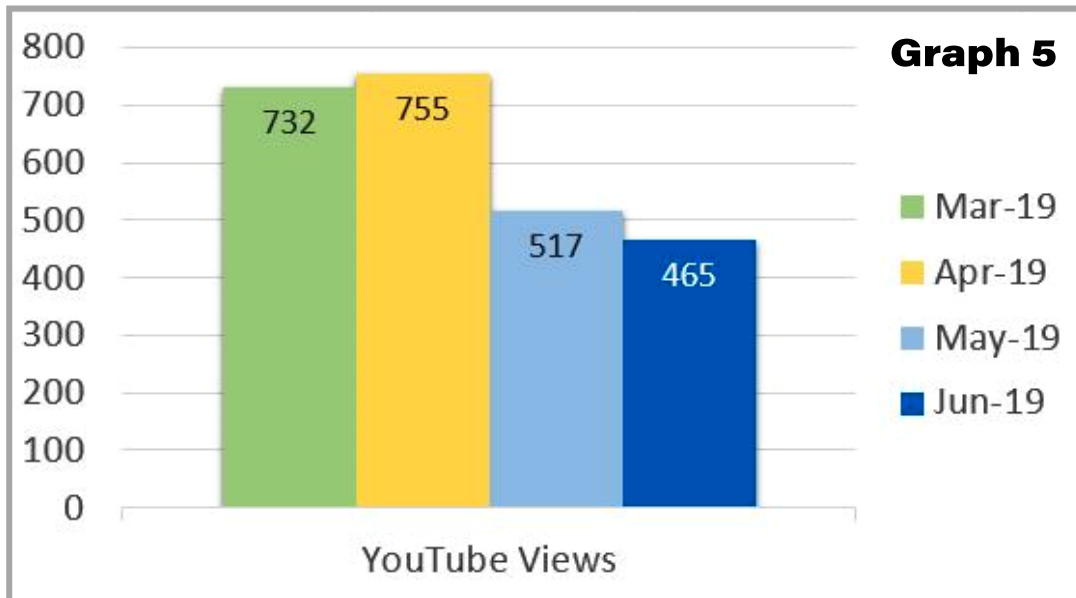


The Library podcast, *Nonfiction Friends*, continues to build their audience. Geographical analytics show the podcast continues to be heard in at least 50 countries with Spain being the second most popular country. This quarter’s total listens added up to 1,603 — which is not only 500 listens over the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

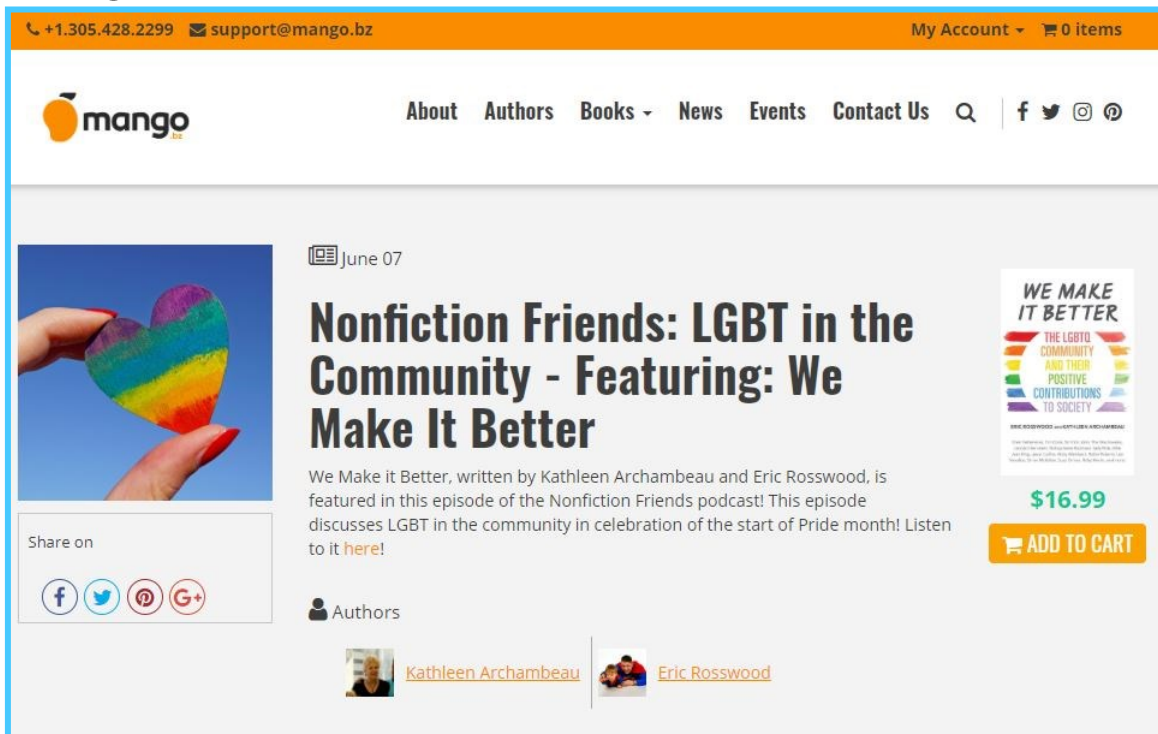
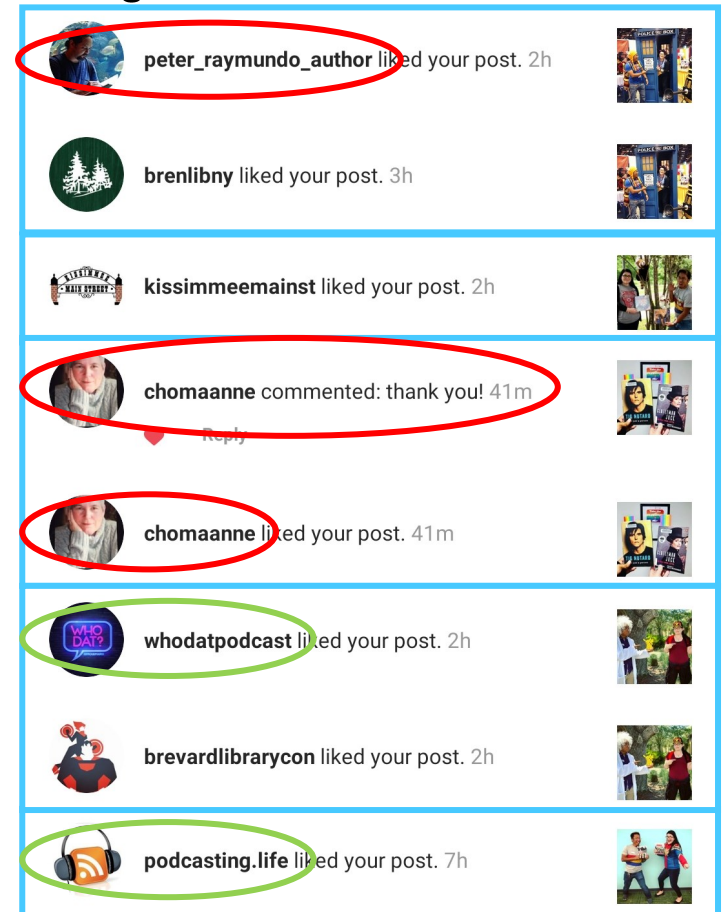


Image 1: Mango Publishing also added a link to the podcast episode within their feature of *Nonfiction Friends*, making that episode the most listened in the month of June.

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.

Image 2



Things of Note (Continued)

TWITTER

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 3



Image 4



Image 5



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.

Image 6

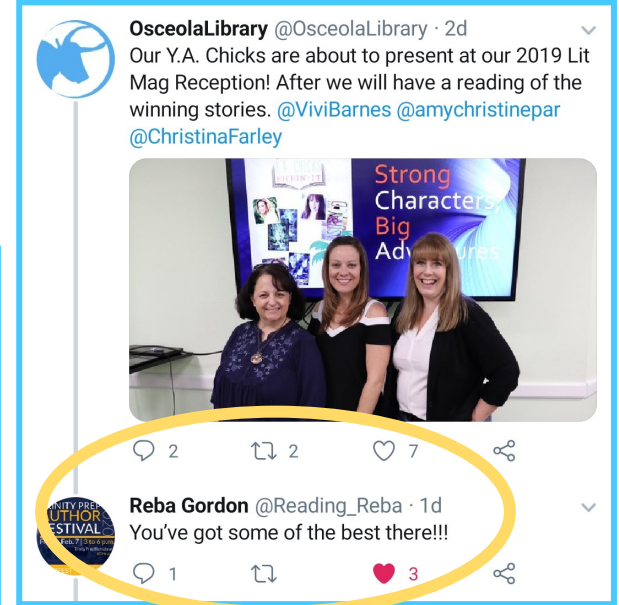


Image 7



Things of Note (Continued)

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

Osceola Reads
April 29 · 🌐

We are so proud to have Ms. Crystal and such an involved library system right here in our backyard. Osceola Library System is the perfect place to take your little readers to engage them in a fun and interactive storytime. This year, the One Book, One Community initiative has chosen Charlotte's Web to be the featured book throughout Central Florida. Your child still has the chance to be involved with other libraries throughout the community. <https://www.orlandosentinel.com/.../os-et-one-book-one-commun...>

ORLANDOSENTINEL.COM
One Book, One Community brings Central Florida together to read 'Charlotte's Web'

Image 8

Osceola Library System was live.
Published by ShadowStaff Huffington (?) · April 1 · 🌐

We are live with the Osceola Board of County Commissioners with a special proclamation in honor of Osceola Library System's 30th birthday.

456 People Reached 63 Engagements

👍❤️😮 8

Boost Post

1 Share 201 Views

Image 10

Jordan Lyons
57 mins · 🌐

Like as Your Page

Not long ago, I had the opportunity to attend a local author fair at the Osceola Library System. It was a small event with several self-published and traditionally published authors in attendance. The highlight for me was the two guest speaking sessions by three different types of authors. Each one shared stories of their writing and publishing experiences that were helpful to me and hopefully to you, too. Check out Part 1 here: https://jordanylons.com/.../peter-raymundo-on-story-structur...

LOCAL AUTHOR FAIR ROUNDUP
PART 1

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.**

Image 11

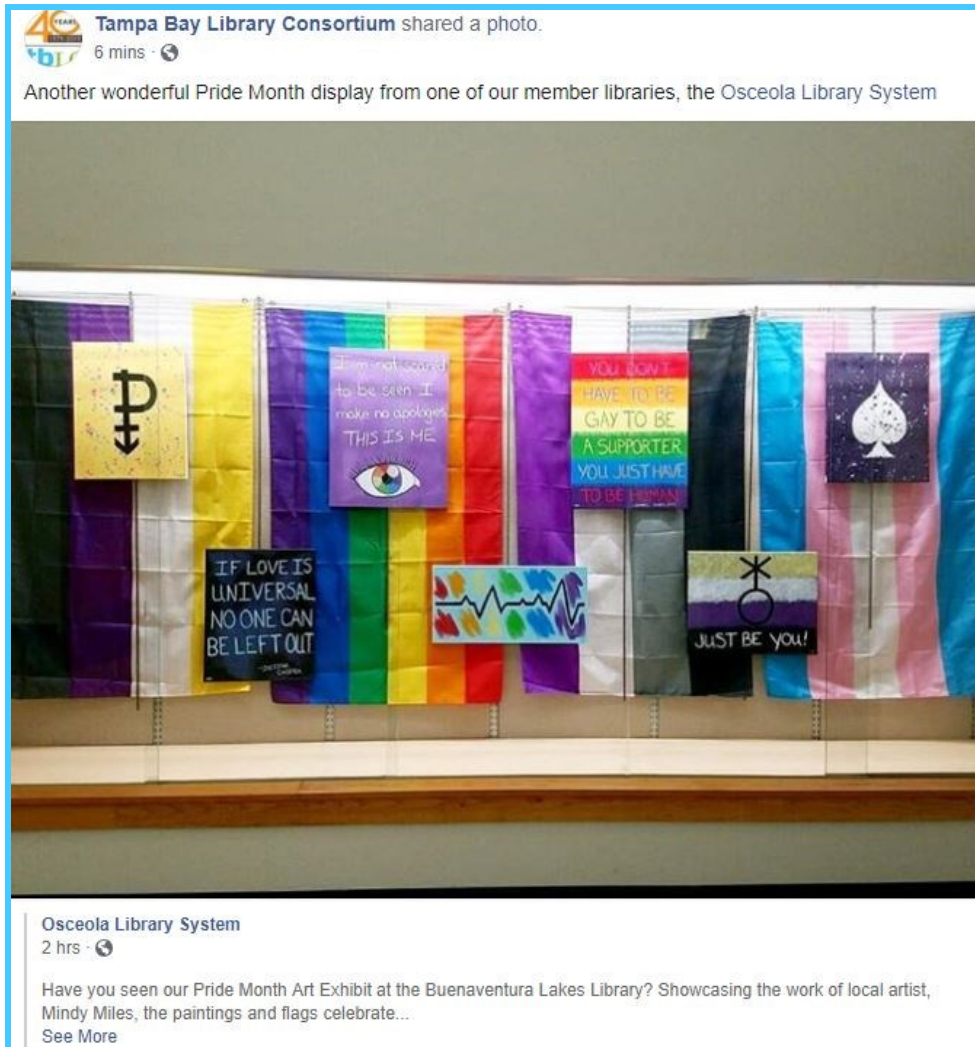
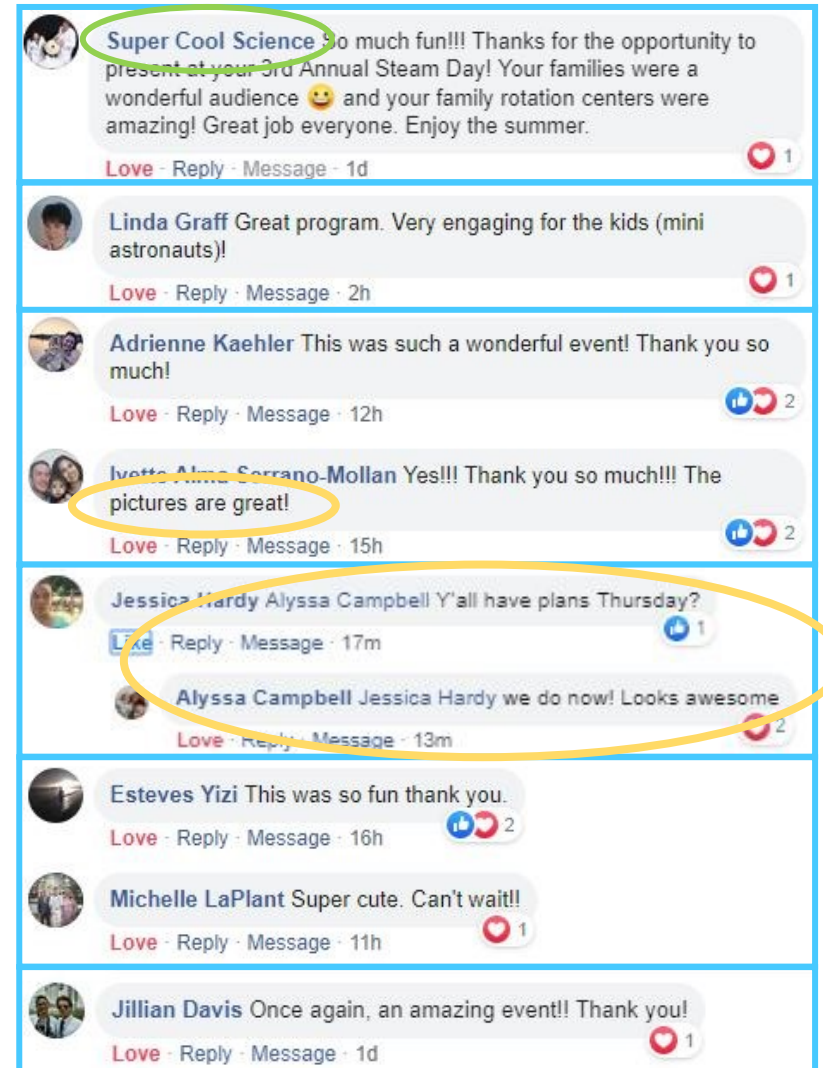


Image 12





Things of Note (Continued)

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 13

 **Shirley Sanchez** recommends Osceola Library System.
2 hrs · 


The best way to enjoy the library is to setup an online account. All you do is search for what you want, place a hold then tell them how you wish to be notified text, email, etc. I highly recommend using the library.

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.

 **Jeff Shannon McLaughlin** This was a fantastic opportunity for my young author. Thank you so much for making this available for her!

Love · Reply · Message · 18h

Image 15

 Taylor Carr
Unassigned

11:10 AM



Hi. Did you all recently change the monthly borrow limit for Hoopla Digital?

Yes, it is something we are testing out in order to try to better balance it with our other resources (physical collection, ComicsPlus, Overdrive, etc.). We looked at hoopla's usage statistics and it showed the majority of users checked out 4 or 5 items a month, so we're trying out the new limit of 6 instead of 10 to test out our options. As this is an experiment, we do appreciate any feedback and we will be forwarding any concerns that you have to our Collection Services Manager.

I always use 10 as a heavy comics reader, but it is still a much appreciated service even with 6. Thank you for the information.

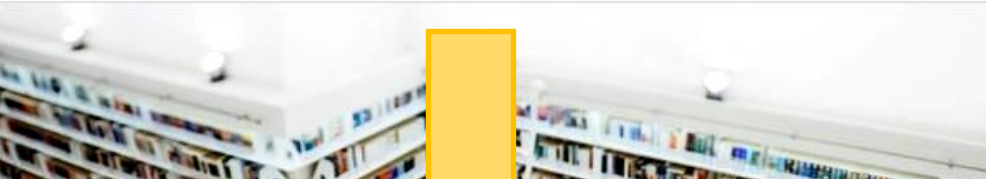
Thank you! Always feel free to reach out to us with any questions or concerns.


Image 14

 **Babes Who Hustle**
10 mins · 

Like as Your Page

"I can't help but hassle friends who don't have library cards. To me, it's the same as someone admitting they don't vote—why wouldn't we all take advantage of such an incredible privilege?"
—Hurley Winkler, "How to Make the Most of Your Library Card." #babeswhohustle



 **Kari Whaley** I use my local library card to get free access to the language learning app Mango! Osceola Library System

Love · Reply · 1m

Things of Note (Continued)

INSTAGRAM

Likewise, patrons on Instagram didn't hesitate to also show pride in their Library system or local branches.

Image 16



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 17



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.

Image 18



Things of Note (Continued)

Image 19: The Osceola County Food Angels give us a shout-out for a successful Food for Fee\$ drive.

Image 20: 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.)

Image 21: Patrons rave about our programs, staff, and meeting us at outreaches.

Image 22: 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.

Image 19



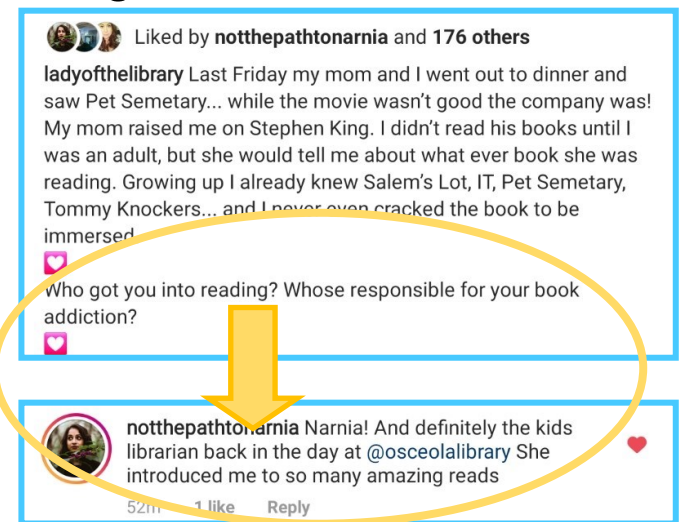
Image 20



Image 21



Image 22



Things of Note (Continued)

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.

Image 23



Image 25

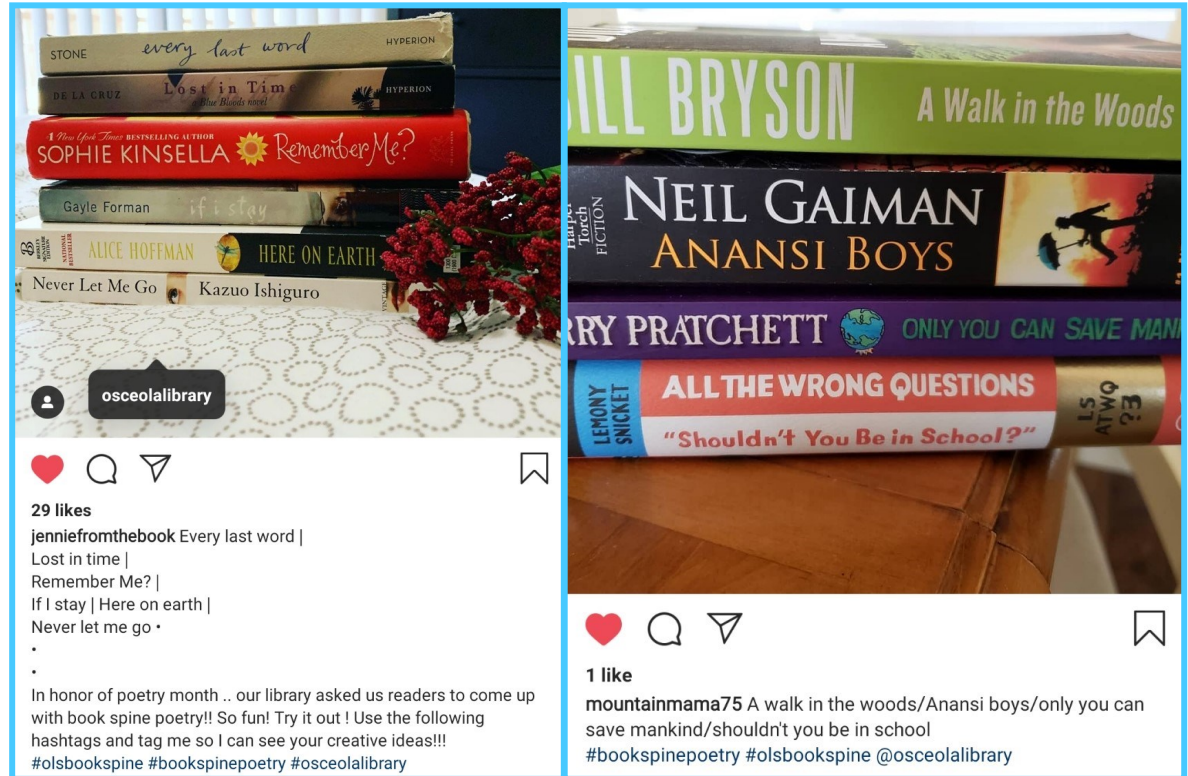
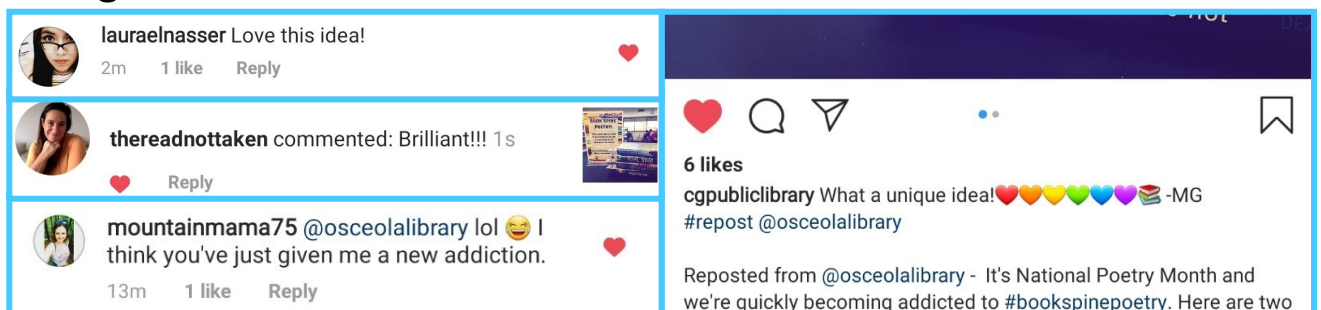


Image 24

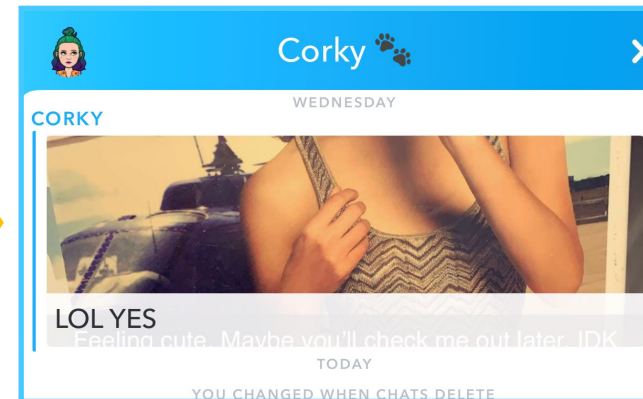
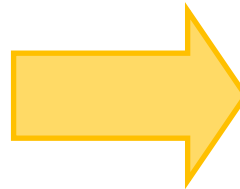
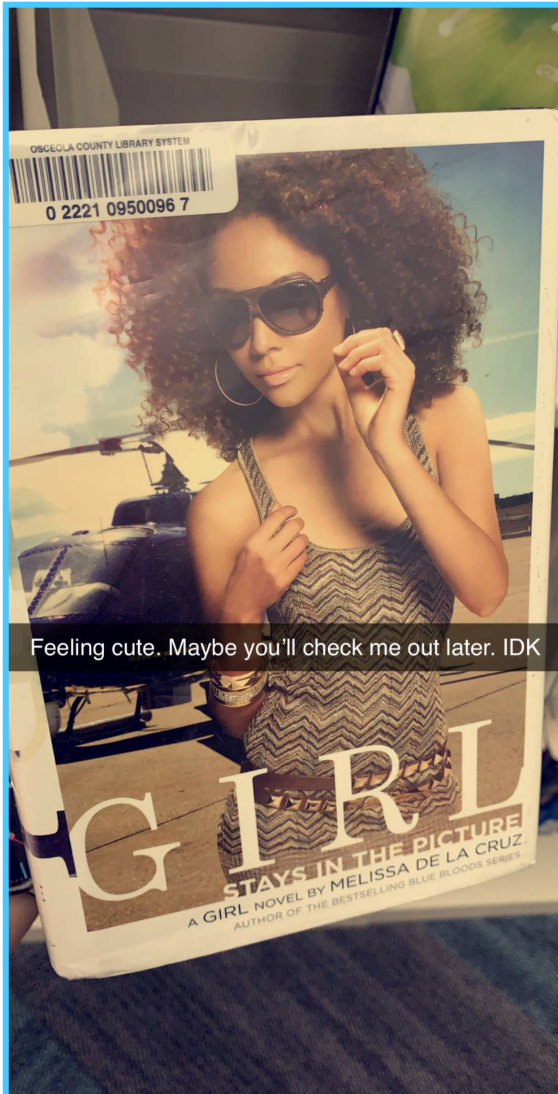


Things of Note (Continued)

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



Library Platforms—Summary

- 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.