



Osceola Library System

Library Platform Statistics Quarterly Report

2018—Third Quarter

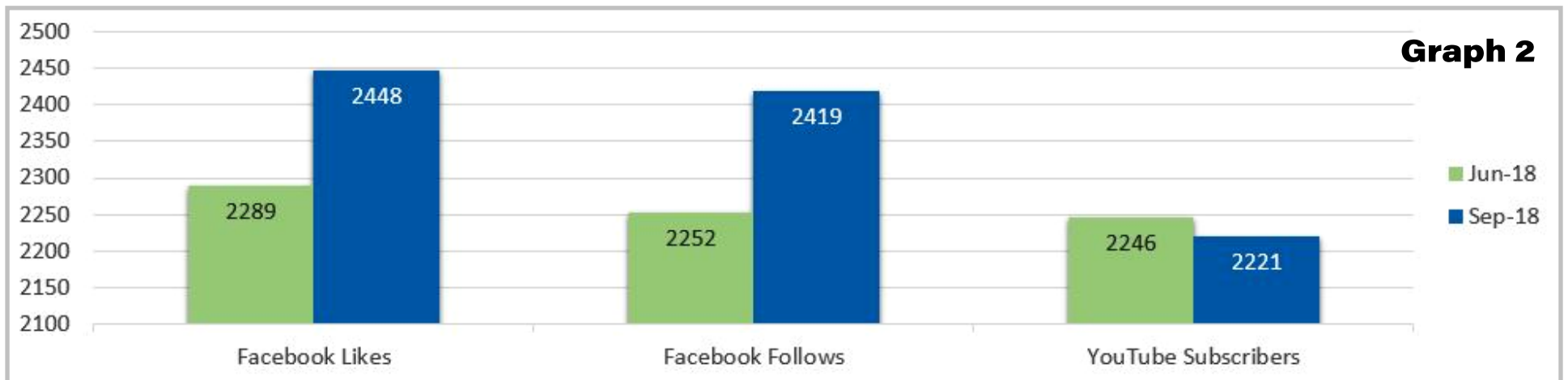
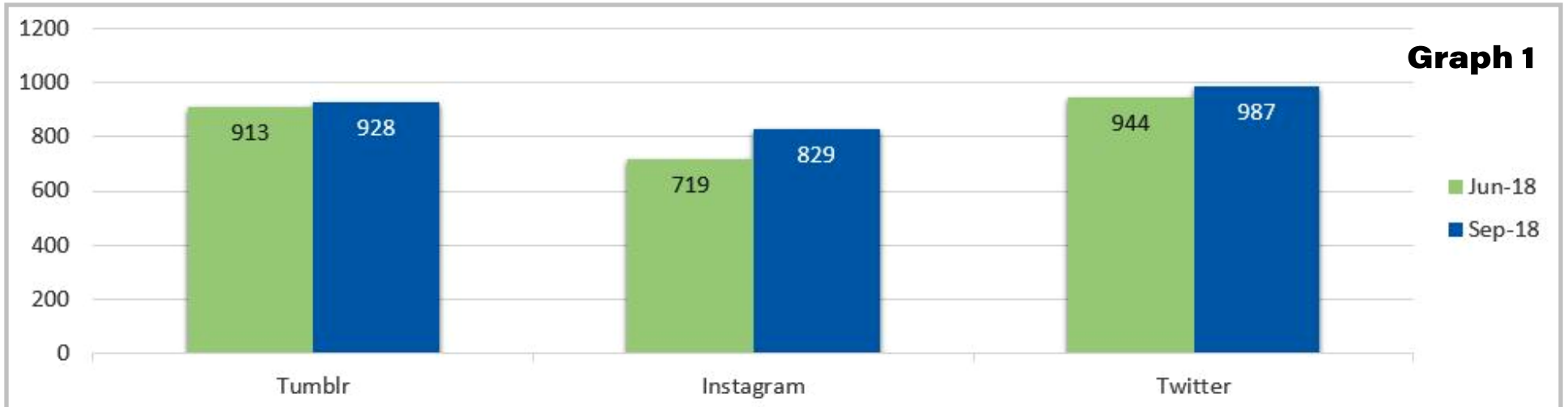
July, August, September

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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—July, August, and September of 2018—with the number shown being the final total at the end of September 2018. To put the numbers in perspective, the amount of followers each platform had at the end of the first quarter (June 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.

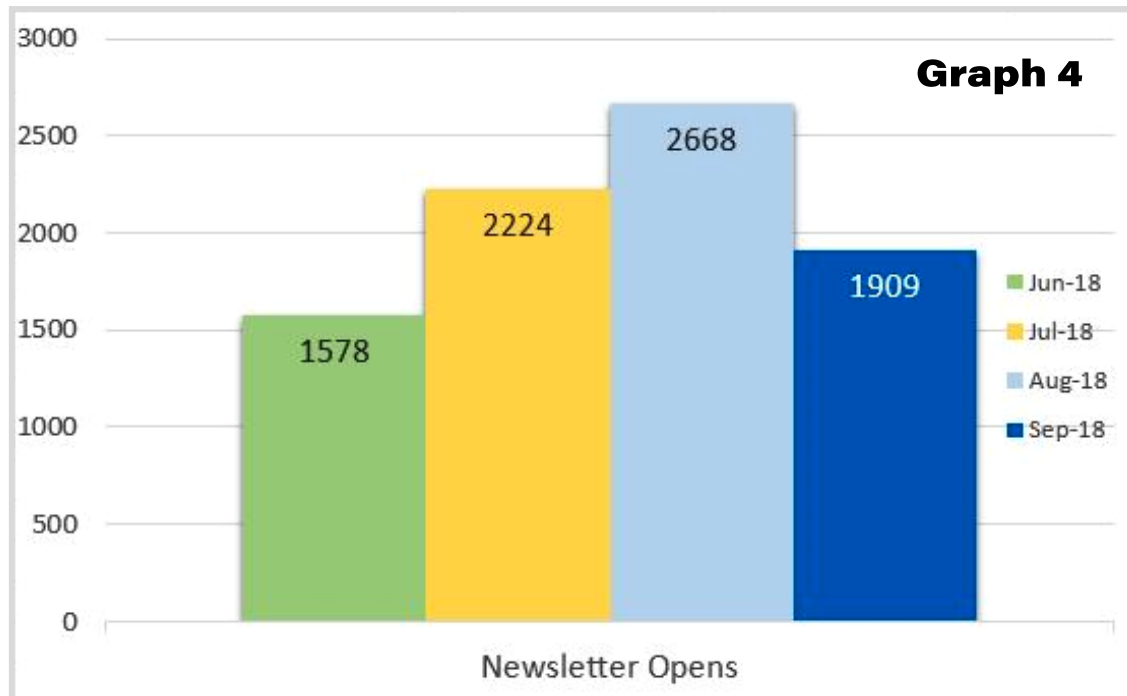
Graph 2 shows a growth of **159** Facebook Likes in the past three months while Facebook Follows grew by **167**, meaning some who had previously Unfollowed the Library Facebook have since come back and reactivated the option to Follow our posts; and everyone new who has Liked the page chose to Follow us as well.

Newsletter—Overview



Graph 3 illustrates the growth for the Library Newsletter over the last three months—July, August, and September of 2018.

The Newsletter subscriber count has grown by **over 2,000** from last quarter.



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

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 of interest in events** following the newsletter’s release—for example, **when the newsletter highlighted our upcoming Caturday Cat Faire with a link to its Facebook Event Page, the amount of people who marked “going” or “interested” jumped from 8 to 39.**

Nonfiction Friends Podcast—Overview



The Library podcast, *Nonfiction Friends*, created back in February 2018 continues its popularity today with **nearly 800 listens** in this quarter. SoundCloud reports 22 registered subscribers, but iTunes does not provide information as to how many are subscribed, so we may never have an accurate (complete) number; however the “listens” continue to be high and have even reached audiences overseas in places such as Norway (according to geographical analytics). This quarter their most popular episodes were centered on *Fantastic Beasts* and Harry Potter recipes, where each episode had a spike of 70 and 85 listens respectively.

Things of Note

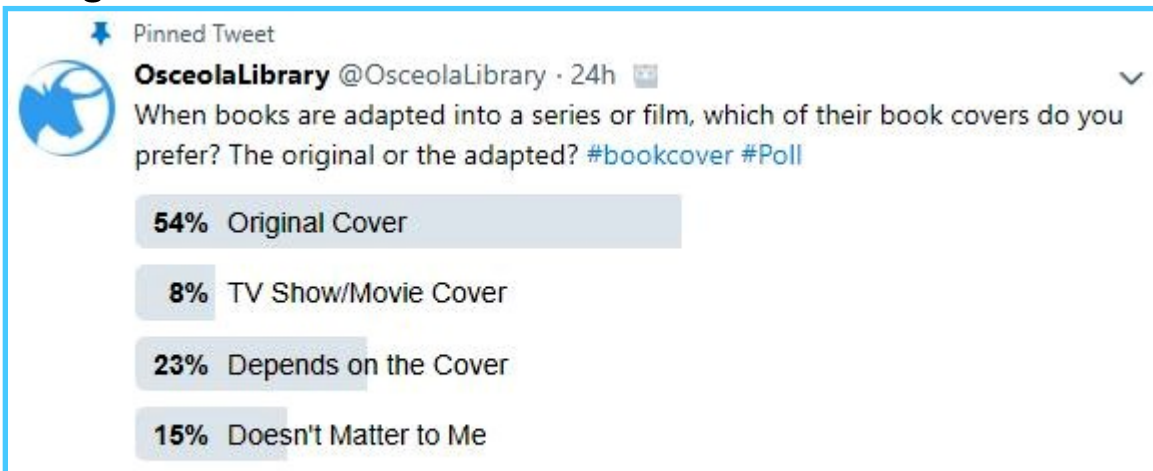
TUMBLR

Follower growth has slowed down significantly, so we went back and analyzed the kind of posts we’ve been sharing. We’ve found that the amount of posts we create that encourage interactions have dropped, so we have compiled ideas for reviving posts that will continue to promote the collection while also encouraging a conversation. Such as staff-specific book recommendations, book reviews, or compiling book lists based on theme or audience. We will put this into practice for the next quarter and reevaluate the results for improvement.

TWITTER

This quarter we experimented with polls on Twitter and Facebook Stories as a test of whether our audience would participate. The poll we put up on Twitter in September, seen in **Image 1**, was to ask what kind of covers (original or adapted) do they personally prefer.

Image 1



The poll itself was very successful in more than one way. Participation was strong, with 13 votes and a clear “winner,” but this poll also sparked comments as to how the question could be interpreted as unfair based on how little control authors usually have over their covers, or adapted cover designs (**Image 2**).

We hope to create more polls in the future, which will hopefully spark more discussion on the platform.

Things of Note (Continued)

Image 2



Our staff was once again highlighted on Twitter this quarter, as one of our staff’s nominated titles was chosen for Library Reads’ August 2018 List. Like Alejandra during our second quarter, this quarter’s highlighted staff member is also from the Buenaventura Lakes Library. Ninoshka nominated *Rust & Stardust*, and when it was chosen for the August 2018 List, Library Reads tagged us in their tweet (Image 3). The author, T. Greenwood, was touched by our nomination and thanked us directly in a tweet for the honor that same day (Image 4). This exchange, like the one in our second quarter, promotes the Library collection as well as our name in a positive light to authors and readers online.

Image 3



Image 4



Things of Note (Continued)

NONFICTION FRIENDS PODCAST

The podcast has been picked up by third-party websites who have added *Nonfiction Friends* to their roster. One website, “parkbench.com,” promotes different events or services based on neighborhood and chose to share the episode (and link to all episodes on SoundCloud) where the podcast discussed video games. These websites have voluntarily chosen to promote the podcast to their own audiences without action or requests on our part, which speaks to the quality and appeal of the Library podcast. **The hosts, Josh and Rebecca, have also been approached by a contact from Kissimmee Main Street with an interest in recording a future episode with them.**

Instagram posts promoting the episodes have also received positive comments—sometimes directed at the episode itself and sometimes the featured books (Image 5). **Two of the most notable comments on a *Nonfiction Friends* post were from another podcast account on Instagram and a new follower who didn’t normally listen to podcasts but became a fan because of *Nonfiction Friends* (Image 6).**

Image 5

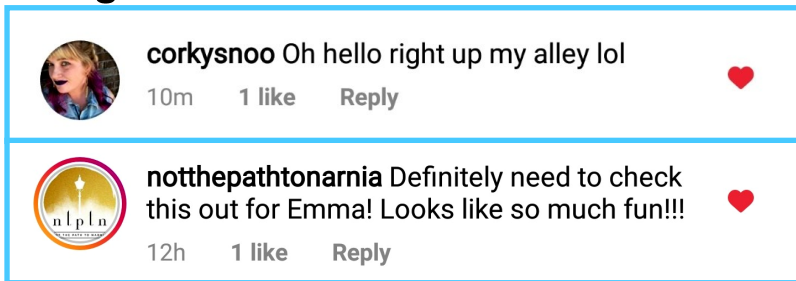
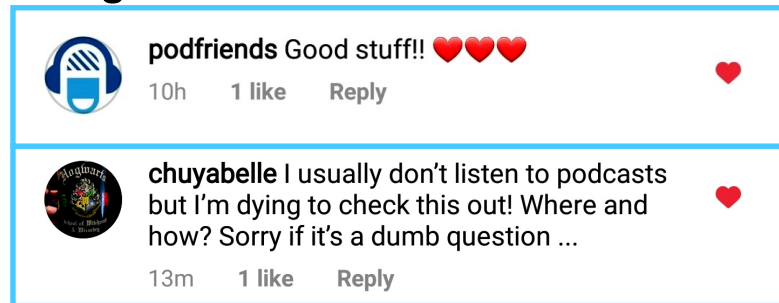


Image 6



FACEBOOK

Our posts that feature video or photo coverage of events continue to receive the most attention from patrons and out-of-towners alike. **In Image 7, a woman—who previously commented that she would be moving into the County in the future and was eager to become a patron—gave high praise after we promoted our Sock Hop Summer Wrap Up parties. Her words and expressed desire to work at our Libraries help illustrate the positive image and creative work environment the Library has been projecting online.**

Image 7



As previously mentioned, we experimented with a poll on Facebook Stories in September to see if our audience would participate. It featured a photo of *A Game of Thrones'* original cover as well as the adapted TV series book cover with the option to vote your preference. **The poll was viewed 42 times**, with a clear winner (the adapted cover), which encourages us to think of more polls to garner activity on the platform.

Things of Note (Continued)

We also experimented with posting videos on Facebook meant as advertisements rather than live event coverage, as commercials and other promotional videos are what we hope to do more of in the future. One video explained the Living Library program in detail, as we had never done a program like this before, and another video advertised our Tinker & Shop Friends of the Library Book Sale, the proceeds of which went to Library STEAM programming rather than the Friends. Each video was viewed over 500 times and had at least 40 engagements (likes, comments, and/or shares), illustrating this would be a strong resource to use with our followers.

Earlier in the year, Forbes published an article that expressed an opinion that Amazon should replace libraries. When we shared a follow-up article that explicitly supported the argument that libraries are irreplaceable, it received over 50 reactions (Likes and Loves) and nearly 30 shares. This was a beautiful display of how supportive our patrons are and how much the Library is still valued in our community.

INSTAGRAM

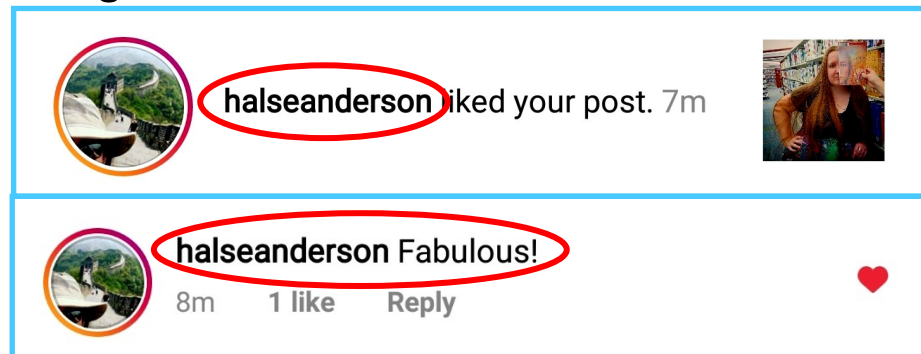
Instagram passed 800 followers this quarter and continues to be the platform with the most engagement from our followers. Our bookface posts and Wednesday Book Quotes still continue to grab the attention of authors and the public in increasing numbers, and there has also been the increase of patrons, libraries, and organizations tagging us in their stories or posts.

Image 8



This quarter we had our highest-liked post ever when we did a bookface of Laurie Halse Anderson's *Catalyst* (Image 8). The post finished the quarter with 139 likes, far passing our previous most-liked post of 105, and has received high praise from libraries, patrons, and authors alike. The most exciting praise we received, however, was from the author Laurie Halse Anderson herself (Image 9), as she is a "big name" in young adult literature.

Image 9



Things of Note (Continued)

Activity from authors on our posts increased drastically this quarter. Many of them were supporting bookfaces of their respective books, as they were tagged (Image 10), but now more and more authors are showing support for posts that have nothing to do with them or their work (Image 11). These are posts in which none of these authors were tagged, and yet they liked and/or commented on them—meaning we were in their mind and they returned to our page in time to see it, or they have chosen to become followers themselves of our Library. This is an incredibly high compliment, especially knowing how little time some authors have to spare on social media.

Image 10*































 <p>lisangreenwald liked your post. 4s</p> 	 <p>lucysykesrellie Love this S00000000</p> <p>10m 1 like Reply</p> 
 <p>jopiazzaauthor liked your post. 27m</p> 	 <p>gloriacchao Ahh I love this photo so much! 😍</p> <p>16m 1 like Reply</p> 
 <p>authorjustinachen Wow! This #bookfacefriday is perfect</p> <p>17m 1 like Reply</p> 	

Image 11*

 <p>danielletrussoni liked your post. 1h</p> 		
 <p>danielletrussoni liked your post. 1h</p> 		
 <p>lucysykesrellie liked your post. 8m</p> 	 <p>beamweeks liked your post. 7m</p> 	
 <p>katharinemcgee liked your post. 8m</p> 	 <p>beamweeks liked your post. 7m</p> 	 <p>mala_naidoo liked your post. 15m</p> 
 <p>mala_naidoo Beautiful in image and words.</p> <p>6m 1 like Reply</p> 	 <p>beamweeks liked your post. 7m</p> 	
 <p>andrew_ervin_ commented: 🙌 5m</p> 		

*Rather than circling each name in red, as all of those featured are authors, Images 10 and 11 are instead bordered in red to signify their inclusion.

Things of Note (Continued)

Image 12

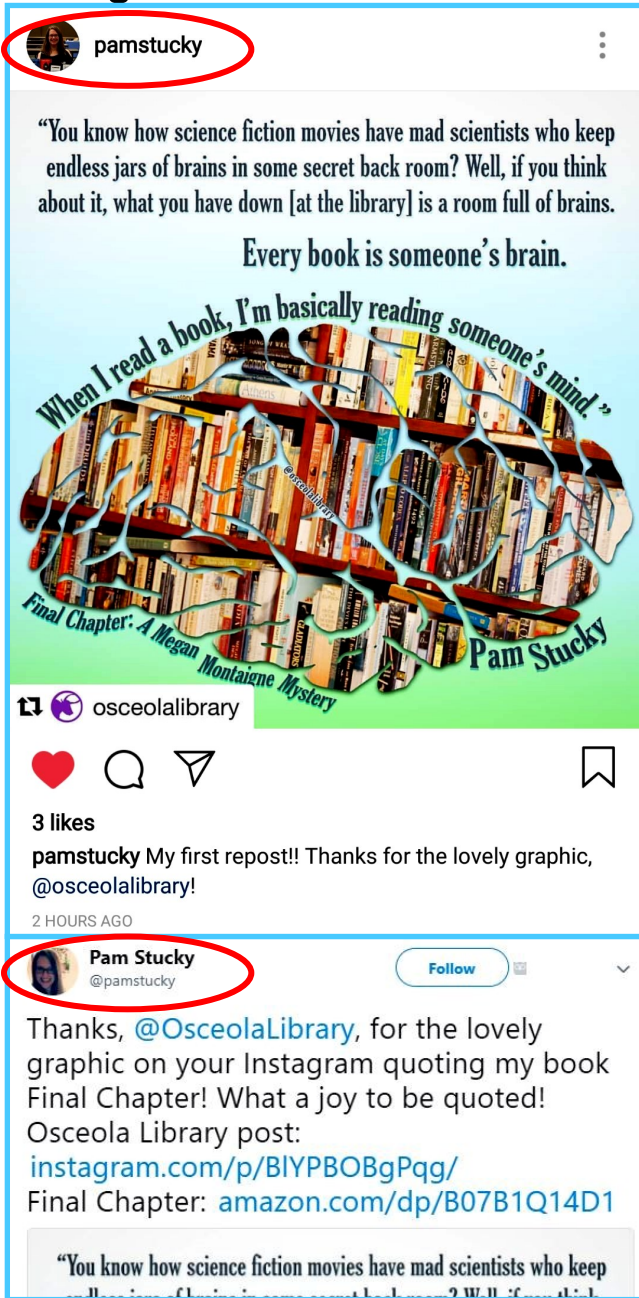


Image 13

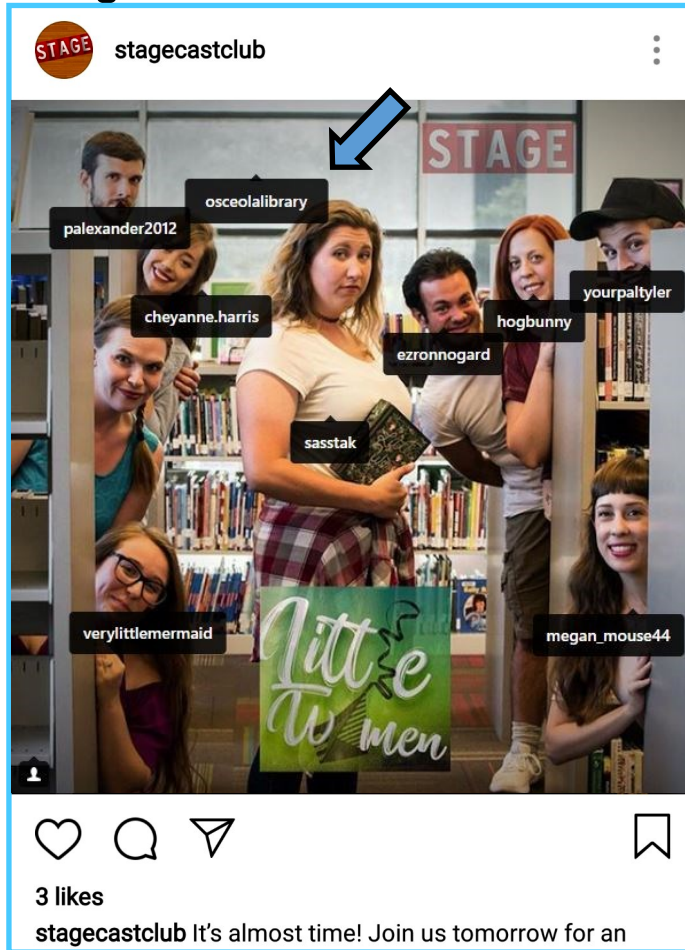
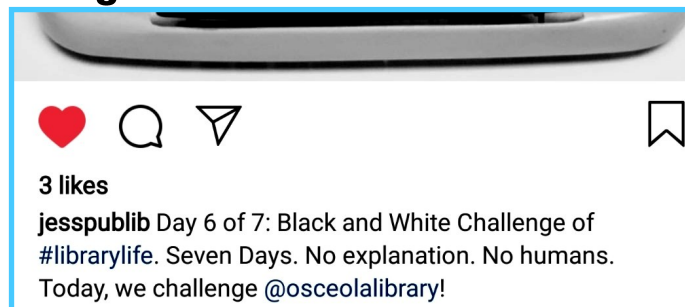


Image 14



We were tagged by patrons and authors alike in posts on Instagram, and sometimes other platforms as well, many times this quarter.

Image 12: Author Pam Stucky regrammed (shared a post) for the first time on Instagram when we created a Wednesday Book Quote featuring one of her books. That same day, she shared the image and Instagram link to her Twitter account, tagging us there as well.

Image 13: An acting troupe tagged us in six of their photos as they chose to use the West Osceola Library as the backdrop for promotions of their upcoming play opening. They tagged us either within the photo itself or using location tags, showing both our beautiful Library and how reading a book could lead to a passion in the arts.

Image 14: Libraries tagged us in black and white photo challenges on Twitter and Instagram. This was a great way to casually and aesthetically feature our collection, buildings, or everyday services as well as promote and support fellow libraries as the challenge was passed on.

Things of Note (Continued)

Patrons are beginning to tag us more in their own Instagram stories and we are using this opportunity to create relationships that would make them feel like they have a personal connection to the Library. This would stimulate a positive impression on our patrons as well as give the Library a more “human” presence online and in our patrons’ minds. Images 15 and 16 are the two best examples of how we are doing this.

Image 15



Image 15: A patron, Matt, signed up for a Library card with us for the first time after nine years of living in the County and tagged us in his story commemorating the event. We shared his Instagram story and made light of the situation of how long it took. Matt appreciated the joke and shared our story in his (making a very *Inception*-esque Instagram story chain).

Image 16

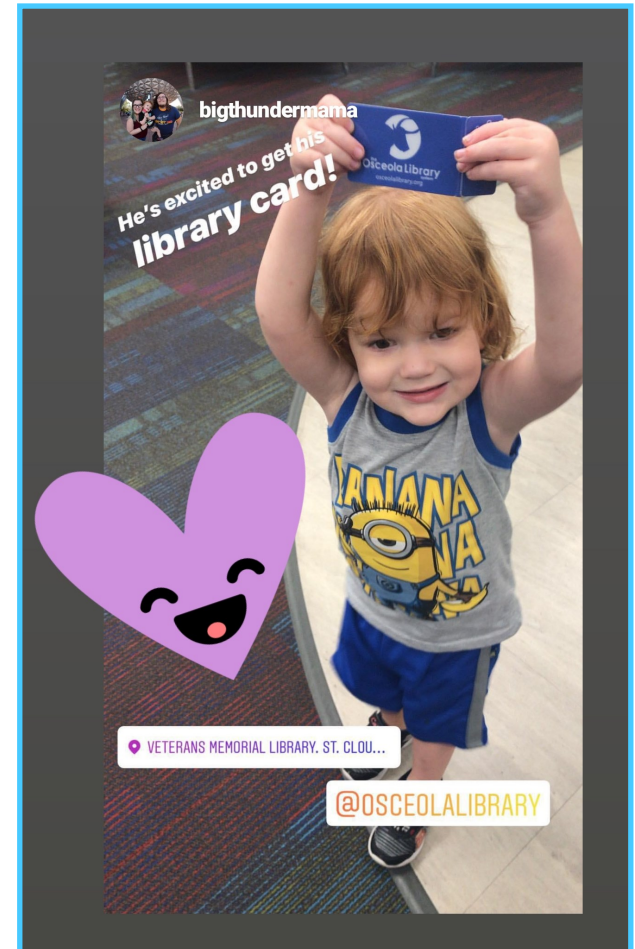


Image 16: A patron tagged us in her story sharing her son’s excitement in having his very own Library card with us. We shared her story and added a happy heart to show our own excitement for the young reader.

Things of Note (Continued)

Our last thing to note actually spans across the Instagram, Twitter, Facebook, and blogging platforms, but we heard of it on Instagram first. **Our Sorcerers at Sunset event was featured in a Harry Potter blog as being a truly magical event (Image 17). The author of the “Potter Talk” blog attended the event at the St. Cloud Library and quickly wrote a review celebrating the efforts of our staff (mentioning Teresa and Michelle by name) and the success of the event.** She tagged us in her photos on Instagram (Image 18), which is where we were first notified, but she also shared photos and a link to the blog on Twitter and Facebook.

This was a fantastic way to highlight the event and how creative our staff can be. We shared her post on every platform she tagged us on (except on Instagram we made our own using a screen capture of her blog and tagged her in it) and expressed our gratitude for her support. Harry Potter fans, or “Potterheads,” across platforms shared in her excitement, with each post generating high engagement (likes, comments, and/or shares).

Image 17

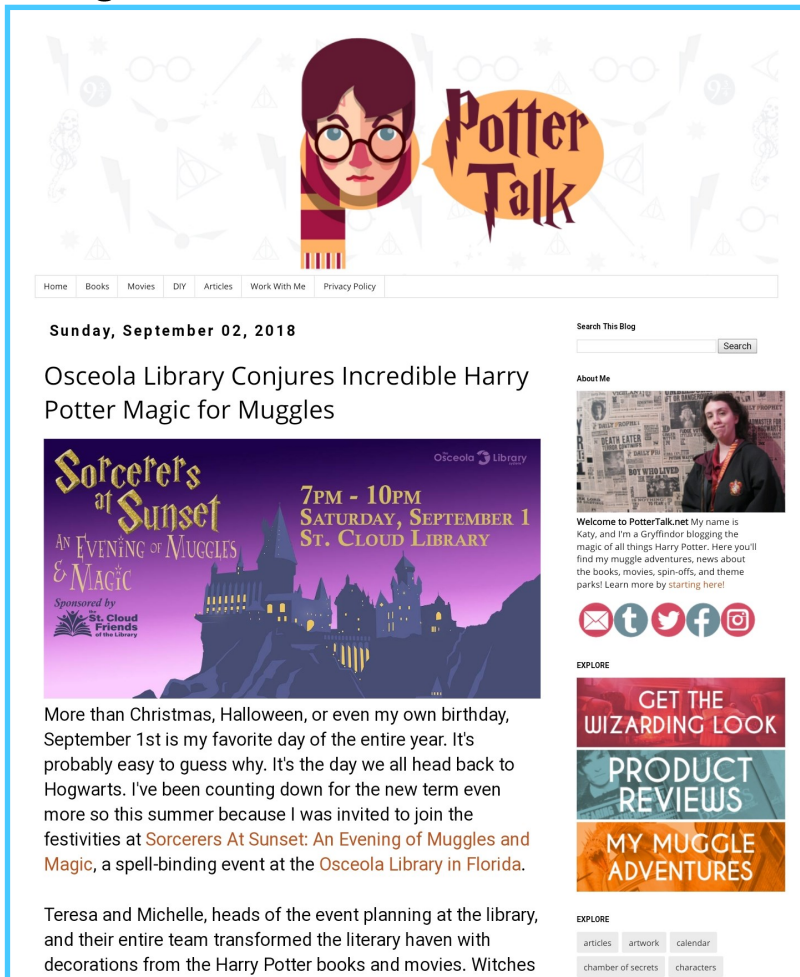


Image 18



Library Platforms—Summary

- Tumblr gained **15** followers.
- Instagram gained **110** followers.
- Twitter gained **43** followers.
- Facebook gained **159** Likes and **167** Follows.
- YouTube **lost 25** subscribers.
- The Library Newsletter gained **2,714** subscribers.
- The Library podcast, *Nonfiction Friends*, had **785 listens** in this quarter across SoundCloud, iTunes, and other podcast streamers.