



Osceola Library System

Library Platform Statistics Quarterly Report

2019—First Quarter

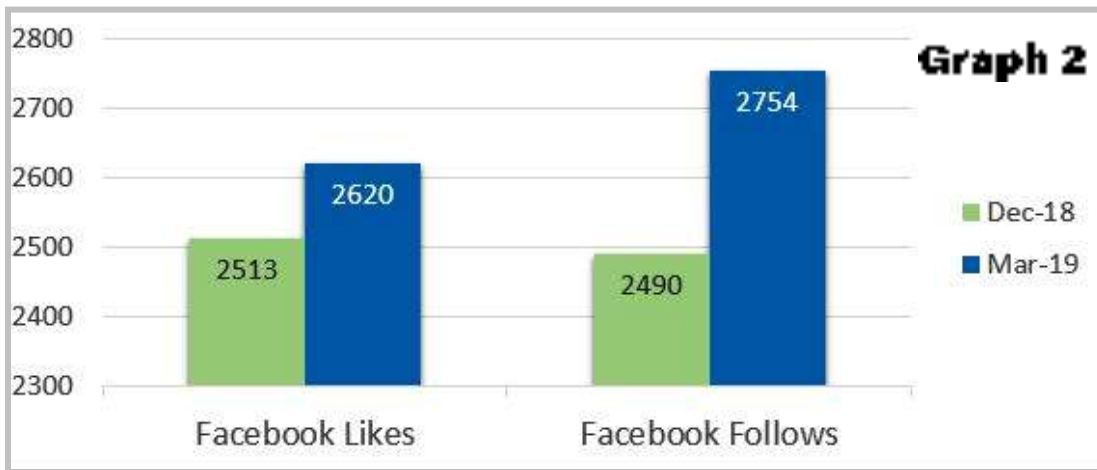
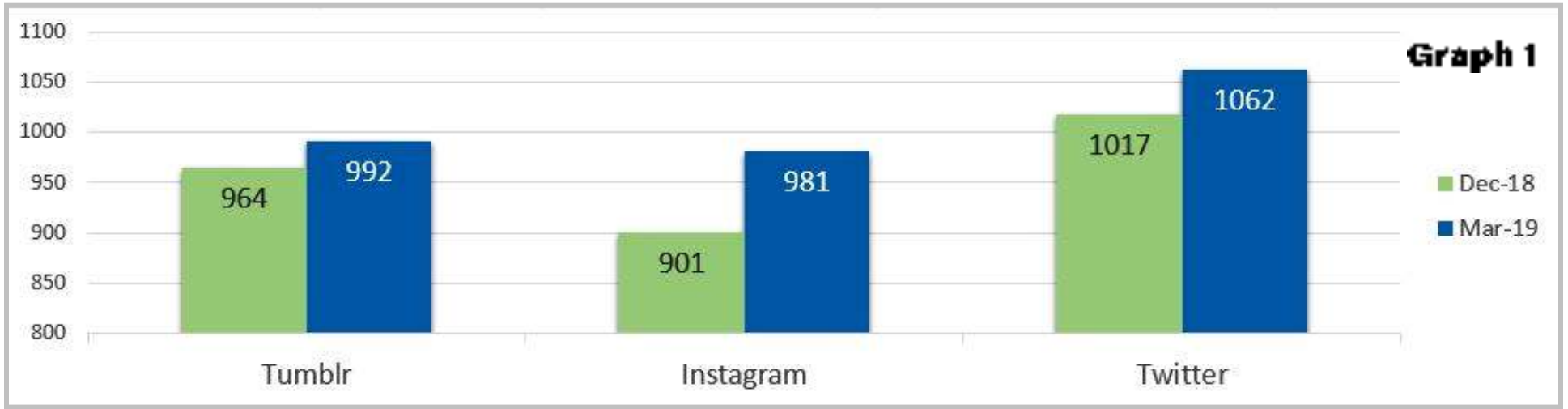
January, February, March

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Social Media Follower Growth—Overview

The below graphs illustrate the growth in the Library’s social media followers over the first three months of 2019—January, February, and March—with the number shown being the final total at the end of March 2019. To put the numbers in perspective, the amount of followers each platform had at the end of the previous quarter (December 2018) are held up against its current stats.

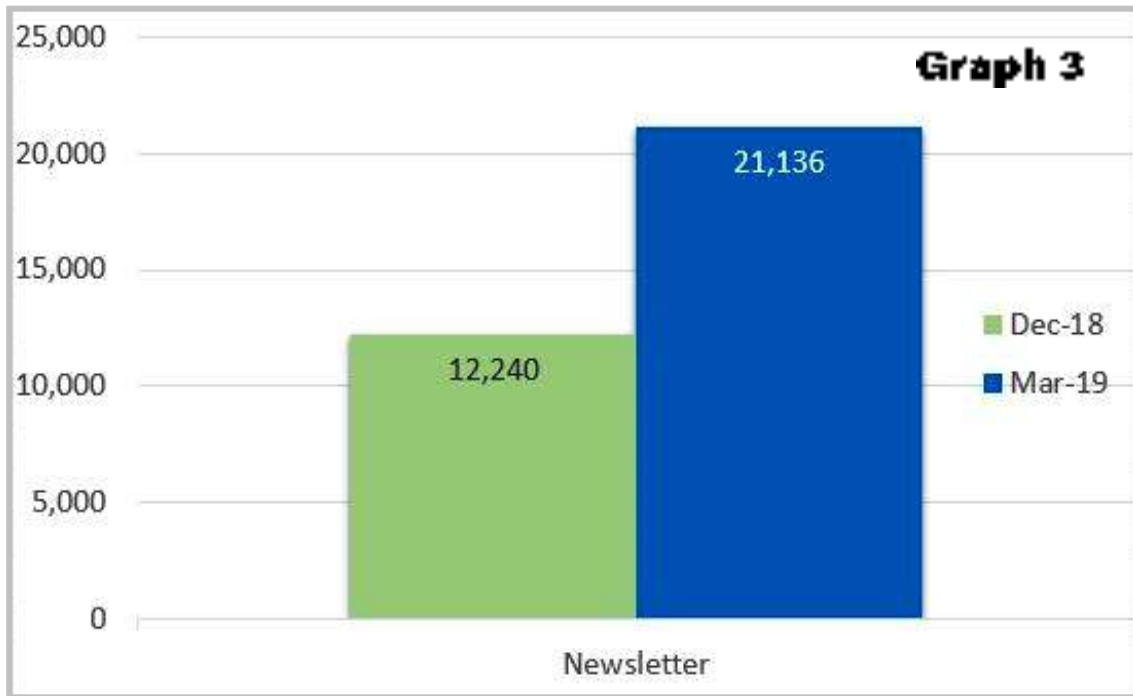


Facebook updated how users can support an account. Previously, the “Like” and “Follow” features were connected where users had the choice to “Like” and “Follow” the page—meaning they saw all posts from the account in their Facebook feed—or they could “Like” the page and deactivate the “Follow” feature—supporting the page with Likes but excluding the account’s posts from their personal feed.

Now, “Likes” and “Follows” are no longer connected, so users can choose to do both or just one of *either* feature—meaning they can now “Follow” the posts on the page without adding the account to their Liked pages.

Graph 2 shows a growth of **107** Facebook Likes in the first quarter while Facebook Follows grew by **264**, meaning **134 users chose to follow us** even if they chose not to include us in their Liked pages.

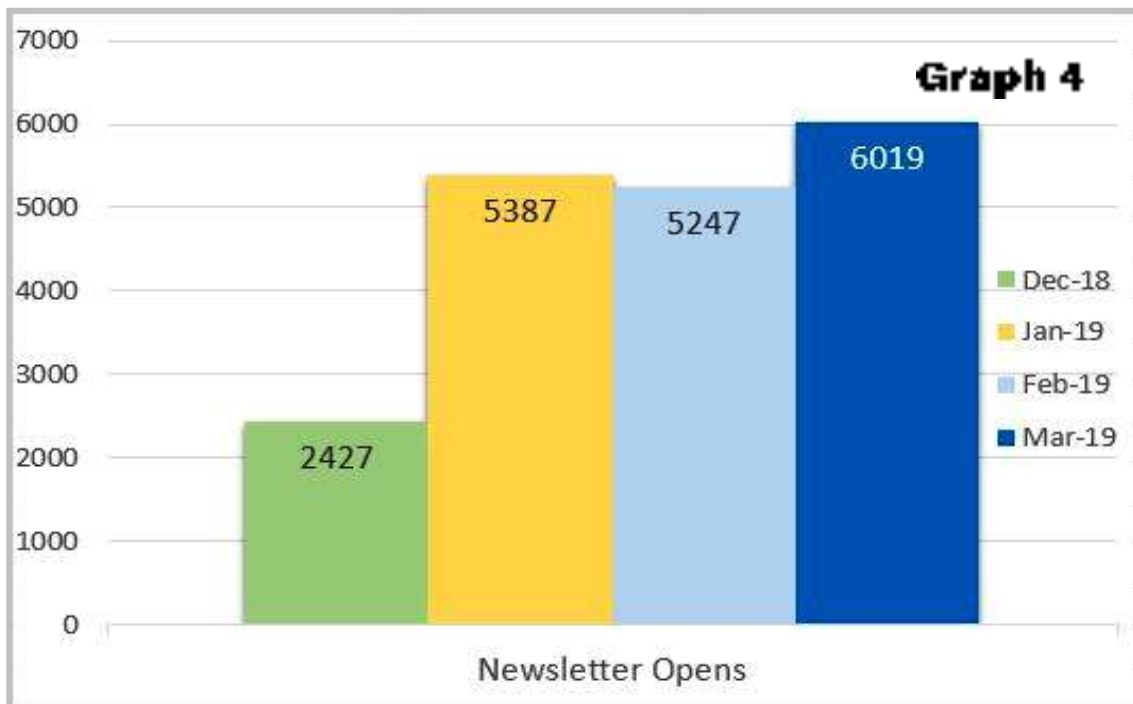
Newsletter—Overview



Graph 3 illustrates the growth for the Library Newsletter subscribers throughout 2019’s First Quarter—January, February, March—as seen against the total at the end last year (December 2018).

The Newsletter subscriber count has grown by **over 8,800** in the first three months of 2019. One of the reasons behind the drastic spike in subscribers is that in January we pulled all of the names in Polaris that gave approval for email notifications (including the approvals made prior to the newsletter’s existence) rather than just the new approvals in the past month and manually input them into our newsletter subscriber list.

The fact that the number of subscribers remained so high even at the end of the quarter shows we were able to keep the interest and support of the added patrons.

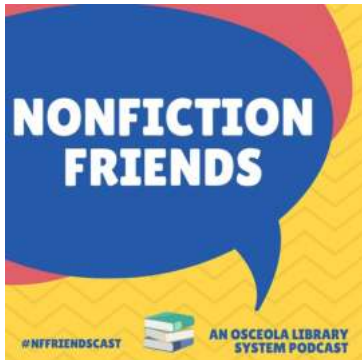


Graph 4 shows a record of the amount of total opens of each newsletter during January, February, and March of 2019 held against the total in December of last year.

The amount of opens fluctuate, but overall increase, with this quarter’s numbers of opens averaging at 18%. This meets the industry average of 18% for non-profit newsletters.

Despite the fact that not all subscribers open the newsletter, we continue to see real-time results of the newsletter’s effects in featured events or services following the newsletter’s release. For example, **of the eight applications submitted for Career Online High School in January, six stated they learned of the event through the newsletter or social media.**

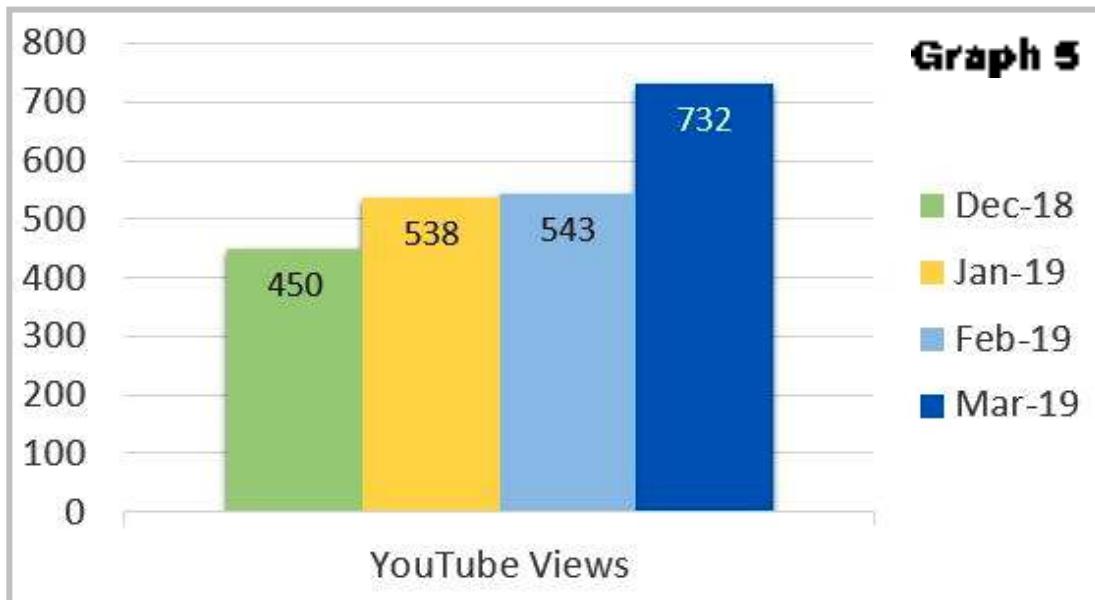
Nonfiction Friends Podcast—Overview



The Library podcast, *Nonfiction Friends*, celebrated their one year anniversary in February as well as their 50th episode landmark during this quarter. We may never have an accurate (complete) number of subscribers, as podcast streamers tend to not keep track of those numbers—aside from SoundCloud, which as reached 18 followers—but **geographical analytics show the podcast continues to be heard in at least 50 countries** (50 is the maximum it can track), with this quarter’s total listens coming to **1,155**. Their most popular episode was #47: “Books vs. Movies—*Mortal Engines*,” where Josh and Rebecca compared the book to its movie adaptation and their opinions on whether the adaptation did the book justice, as well as promoting the Library program Books vs. Movies where patrons are invited to view film adaptations and compare them to their literary counterparts.

The *Nonfiction Friends* received their own Twitter account at the end of February to better connect with their listeners. Now listeners are able to follow the account for sneak peeks into future episodes, give topic suggestions, view book recommendations, and directly ask Josh and Rebecca questions.

YouTube—Overview



Over the course of 2018 we noticed that our YouTube subscribers were steadily decreasing month by month, yet our views were increasing every month—regardless of whether we uploaded new videos.

We suspected the drop in subscribers to be the result of followers interested in the “Slinky Man” video that went viral only to realize our content is different. Meanwhile the persistent increase in views helped us understand that users were interested in educational accounts on YouTube, but don’t tend to subscribe to them.

In light of this, **we’ve decided to instead track YouTube Views rather than subscribers in 2019** as that seems to be a better way to track how our content is received.

This quarter we uploaded three videos—all in March. **Graph 5** shows that even during months where we do not upload a new video (in this case, December 2018—February 2019) our views continue to climb.

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. As we slowly work towards a regular posting schedule, our followers begin to interact with us again.

In February we extended the offer to our followers to like or reblog (share) a particular post if they would like us to create a custom valentine for them based on the posts and interests they had on their pages. **Images 1 and 2** feature two such valentines we created for the Alachua County Library and the teen page of the Mansfield/Richland County Public Library (MRCPL), respectively. Alachua County, located in Gainesville, FL, received a gator pun in their valentine in honor of their passion for the Florida Gators football team.

Image 1



Image 2

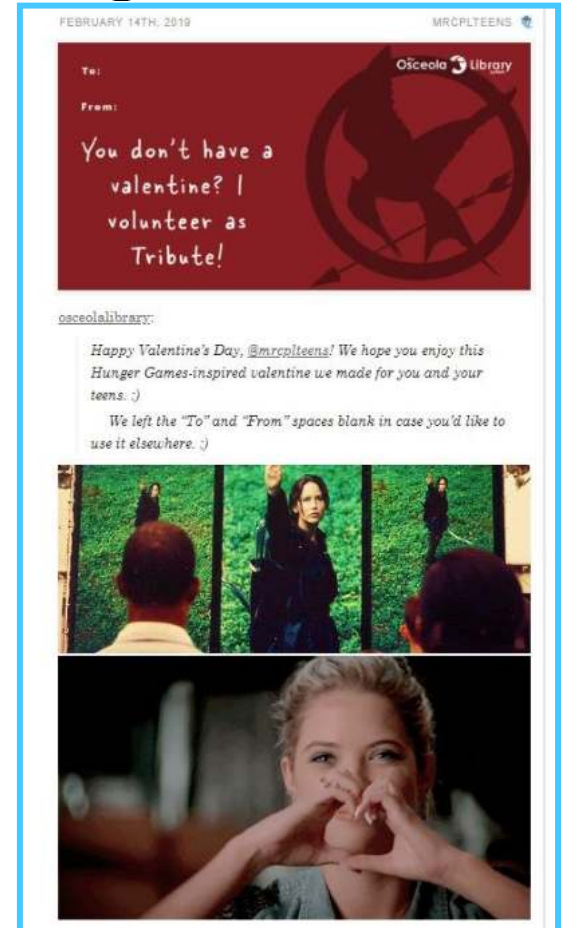
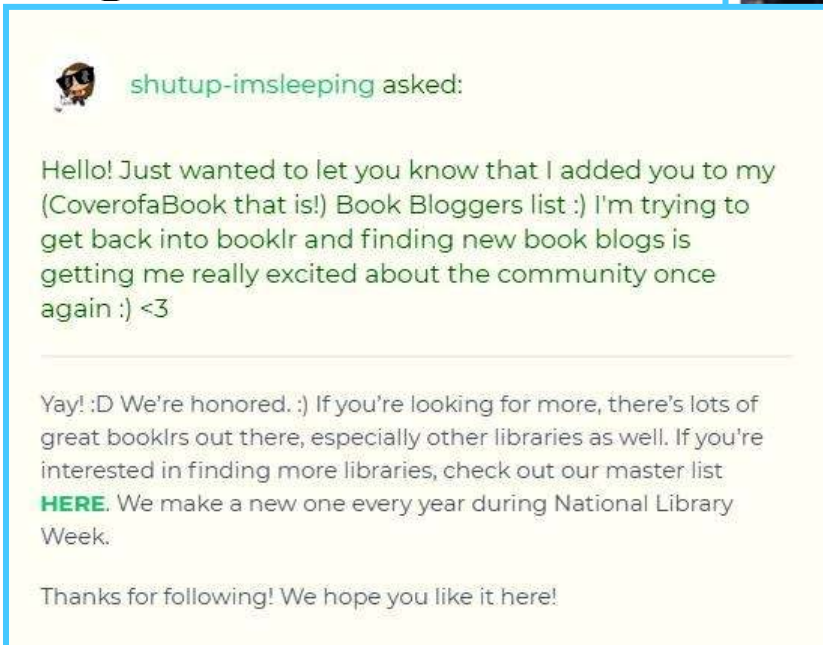


Image 3



Likewise, because MRCPL's page was dedicated to their teens, we created a *Hunger Games*-inspired card volunteering to be their valentine. While many liked or reblogged their valentines, it was @alachualibrary (**Image 1**) and @mrcplteens (based in Ohio) (**Image 2**) that responded in kind with gifs that blew kisses or made hearts—**showing a great relationship between libraries across states or counties.**

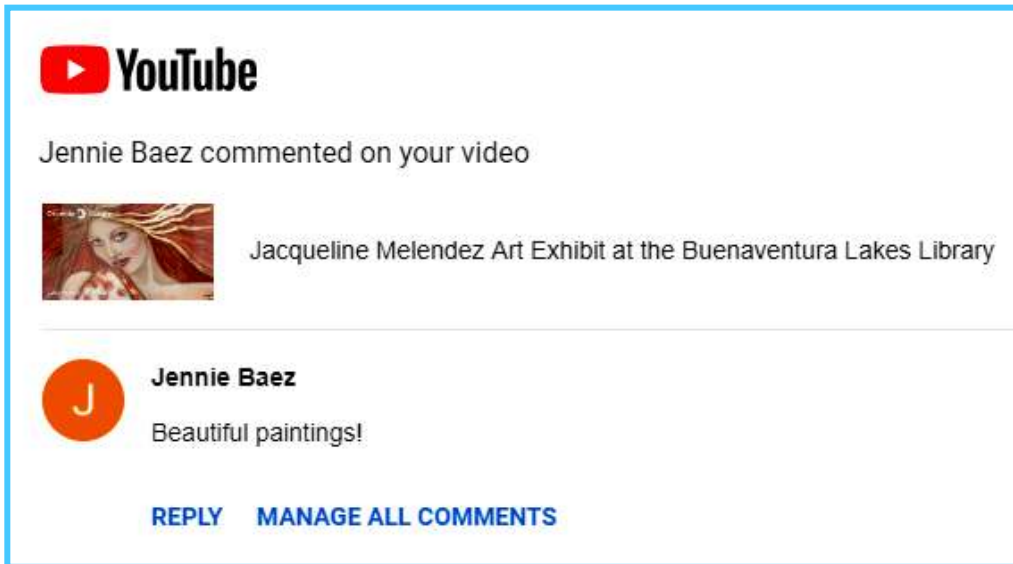
Image 3 is a positive message we received from a new follower who was looking for more “booklr” blogs, so we took the opportunity to thank them as well as promote other libraries with our annual Master List.

Things of Note (Continued)

YOUTUBE

The Library YouTube received its first comment in a long time on our newest upload to the Art in Public Places series (Image 4). The video featured artist Jacqueline Melendez, whose art was on display in the Buenaventura Lakes Library during Women’s History Month (March). Jacqueline enjoyed the video so much she shared a clip onto her personal Instagram page and tagged us, encouraging others to visit our YouTube channel to view the whole video (Image 5).

Image 4



The other two videos uploaded this quarter where **storytime videos** featuring Michelle from the Poinciana Library and Susan from the Buenaventura Lakes Library. We **compiled the videos along with Jonathan’s storytime video to create a playlist**, and shared the playlist link on Facebook for parents to enjoy with their little ones from home. The post received 17 reactions (all Likes or Loves) as well as a comment from the Tampa Bay Library Consortium in support of the project (Image 6).

Image 5



Image 6



Things of Note (Continued)

TWITTER

This quarter was an exciting time filled with interaction and new connections for the Library Twitter. For the first time, we were added to someone’s Twitter list three separate times (Image 7), two of them being individuals and one being a library—lists are Twitter’s way of allowing users to separate the accounts they follow into categories for an easier way to read similar accounts at once. The Adult Learning Center for Osceola County promoted our podcast, encouraging English-language learners to improve their skills by listening to podcasts (Image 8). And our fandom-related jokes received more attention than ever before, from 51 likes on a *Game of Thrones* joke for “Library Shelfie Day” (Image 9) to tagged responses to our *Avengers Infinity War* joke (Image 10).

Image 7

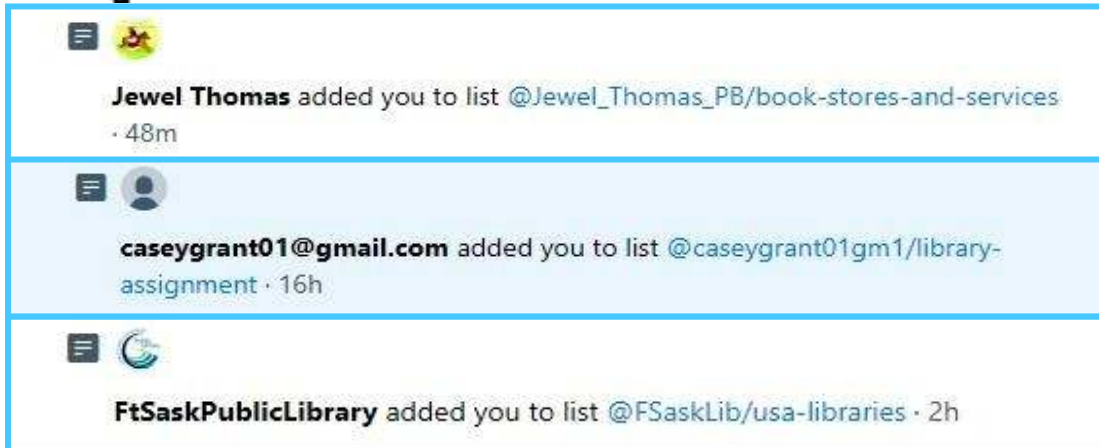


Image 8



Image 9



Image 10



Things of Note (Continued)

TWITTER (Continued)

We also made a lasting impression on a school librarian who was traveling in the area. The Librarian stated she always browsed local libraries when she traveled for ideas or inspiration to take back to her school—and this time it was our West Osceola Library she came across. Browsing the children and teen areas of the West Osceola Library, the librarian tagged us in praises for the displays and bulletin board located in the rooms (Images 11 and 12)—even going to far to say that we encouraged her to consider creating a podcast for her own school library (Image 11).

Image 11

 **Liz Bonisteel**
@lizbonn Follow

@OsceolaLibrary ARRIVED! Love the Teen/Tween space. 100% stealing the Book Reviews form AND encouraged to consider how a Podcast might look for our School Library, something I'd already been seriously mulling over #LizLibraryTrotting 🏳️‍🌈🧐❤️



12:43 PM - 13 Mar 2019 from Florida, USA

1 Retweet 5 Likes

  1  5 

Image 12

 **Liz Bonisteel**
@lizbonn Follow

@OsceolaLibrary @LindaWJackson when these ideas make their way back to my 🇨🇦 school library, do NOT be surprised! ❤️'d the children's space & wish I could have stayed longer to finish this great read. I'll just need to add a copy to our collection back home 📖
#LizLibraryTrotting



12:50 PM - 13 Mar 2019 from Florida, USA

1 Retweet 2 Likes

  1  2 

Things of Note (Continued)

TWITTER (Continued)

The most exciting thing to happen on Twitter this quarter actually happened early in the year when **one of our tweets went viral**. When we submitted a joke to the trending hashtag “Things That Are Bad For Your Health,” **Twitter added us to a Moment for the first time (Image 13)**—a Moment is what Twitter calls the thread that combines thousands of tweets that contain the same phrase, topic, or hashtag. After we were added, **our tweet reached audiences across the globe and went viral with over 800 likes and over 100 retweets (shares) (Image 14)**.

The tweet also engaged several people as they replied to us with their own jokes and submissions to the hashtag **(Image 15)**.

Image 14



Image 13



Image 15



Things of Note (Continued)

FACEBOOK

This platform continues to be the best means to connect to families and the local community. Our impression on the community remains positive as seen in complimentary comments and patron recommendations (Image 16). When the *Nonfiction Friends* podcast asked listeners to share their favorite episodes or moments on one of the Library social media accounts (they did not have their own Twitter account yet), listeners took to Facebook to share their answers (Image 17). And when a parent filmed her child's excitement over a Library program and craft, Facebook was the platform she chose to share it on and tag us (Image 18).

Image 16



Image 17



Image 18



Things of Note (Continued)

FACEBOOK (Continued)

The video promoted Jonathan from Hart Memorial Library as well as his programs—particularly the Homeschool Book Club where the child created her own snow globe (Image 18)—as the child answered questions about her project, the books it was inspired by, and the Youth Specialist that made it possible. We thanked them for sharing the video and the parent’s response shows the impact our dedicated Youth staff has on families (Image 19).

Image 19



In an exciting turn of events, another post of ours went viral this quarter, this time on Facebook. When Mindy took a photo of Susan at the Buenaventura Lakes Library reading a book about sandhill cranes to a sandhill crane, we imagined it would be nothing more than a humorous, cute photo to brighten up our followers on a Monday (Image 20). However, the post quickly went viral with the *most attention we had ever received* on Facebook, reaching over 200 shares, nearly 200 reactions, and 29 comments.

The post received so much attention, in fact, that we were approached by Craig Pittman, author of four books on Florida, requesting permission to share the photo (with credit) in his monthly newsletter (Image 21). We gave our permission and provided the requested information to properly credit the photo. A few days later, Susan and Mindy’s photo was shared to his newsletter audience of nearly 700 subscribers, the link to which he also shared on his twitter. (Image 22).

Image 20



Things of Note (Continued)

Image 21

Craig Pittman
Assigned to Osceola Library System ▾

MAR 6, 2019, 8:59 PM

Hil I'm the author of four books about Florida (the most recent, "Oh, Florida! How America's Weirdest State Influences the Rest of the Country," won the gold medal for Florida non-fiction from the Florida Book Awards). I put out a weekly author newsletter to about 700 subscribers. With your permission, I'd like to include your wonderful photo of the librarian showing a book to a crane in my next issue. I would be sure to credit your library system with the photo. In addition, I wanted to mention the name of the librarian in the photo and also the name of the person who shot the photo. Please let me know ASAP. Thanks! Craig Pittman craigtimes@gmail.com 727-385-1804

READING IS FUN-DAMENTAL! 



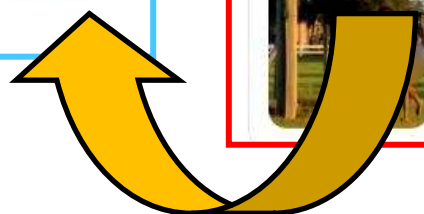
Youth Librarian Ms. Susan of the [Buenaventura Lakes Branch Library](#) in Osceola County, says story time is for EVERYONE. Glad she didn't make him crane his neck. (Photo by library associate Mindy Miles, reprinted by permission of the [Osceola Library System](#).)

Image 22

 **Craig Pittman**
@craigtimes

This week featuring shout outs to [@OsceolaLibrary](#), [@BillyCorben](#), [@AlfredSpellman](#), [@rakonturmiami](#), [@legroff](#), [@AOC](#), [@dgarlits](#) & [@_FloridaMan!](#)

 **Craig Pittman** @craigtimes
It's "Oh, #Florida! The Newsletter," bursting into your TL like a naked guy who crashed his car & broke into a stranger's house to hide in his bed! - mailchi.mp/07f1f655bd3a/i...



Things of Note (Continued)

INSTAGRAM

While Facebook is best for the local community and families, Instagram continues to be the best platform for adults, teens, authors, and organizations anywhere and everywhere.

Image 23

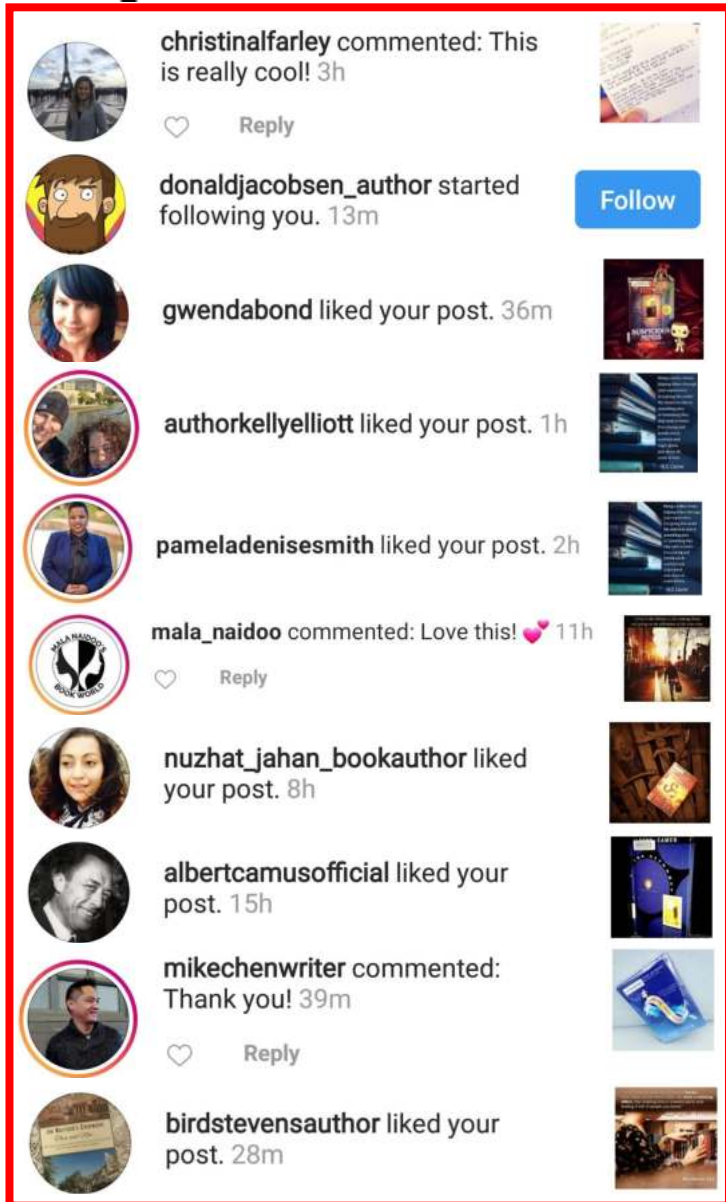
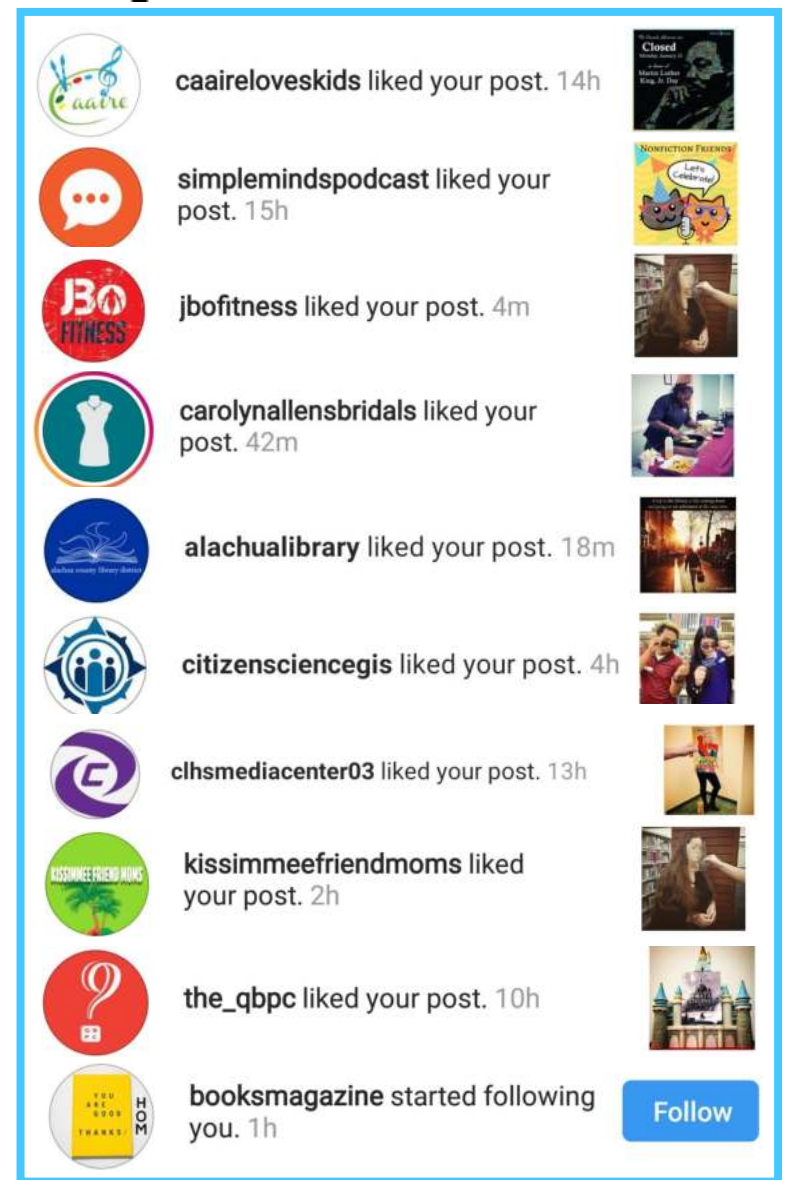


Image 23: A look at just some of the authors who like and follow our content on Instagram — includes local authors and those abroad or in another state.

Images 24 and 25: A sample of libraries, organizations, and businesses that enjoy our content regardless of whether or not it is relevant to them.

Image 24



Things of Note (Continued)

Image 25

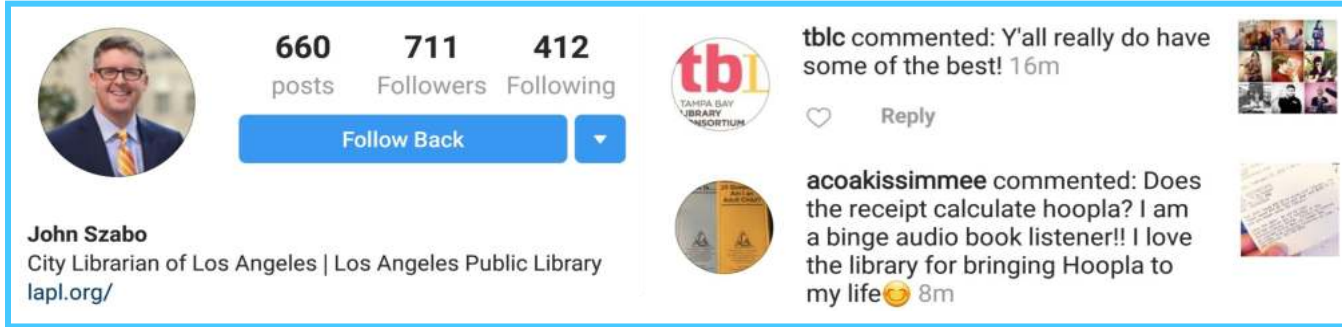


Image 25: Included in our followers is the City Librarian from the Los Angeles Public Library.

Image 26



Images 26—30: Examples of how we are making a positive impression in our community and beyond as seen through tagged or shared posts.

Image 26: A local school shares our 2019 Lit Mag Contest to their students.

Image 27: One of the guest judges for our Business Builders Jr. Camp, the Candyland Designs Company, celebrated the winners and the event.

Image 27



Things of Note (Continued)

Image 28



Images 28—30: Authors sharing our content and reaching out to us for possible programs and events.

Image 28: As a bonus, the author finds out his friend was once a patron of ours.

Image 29

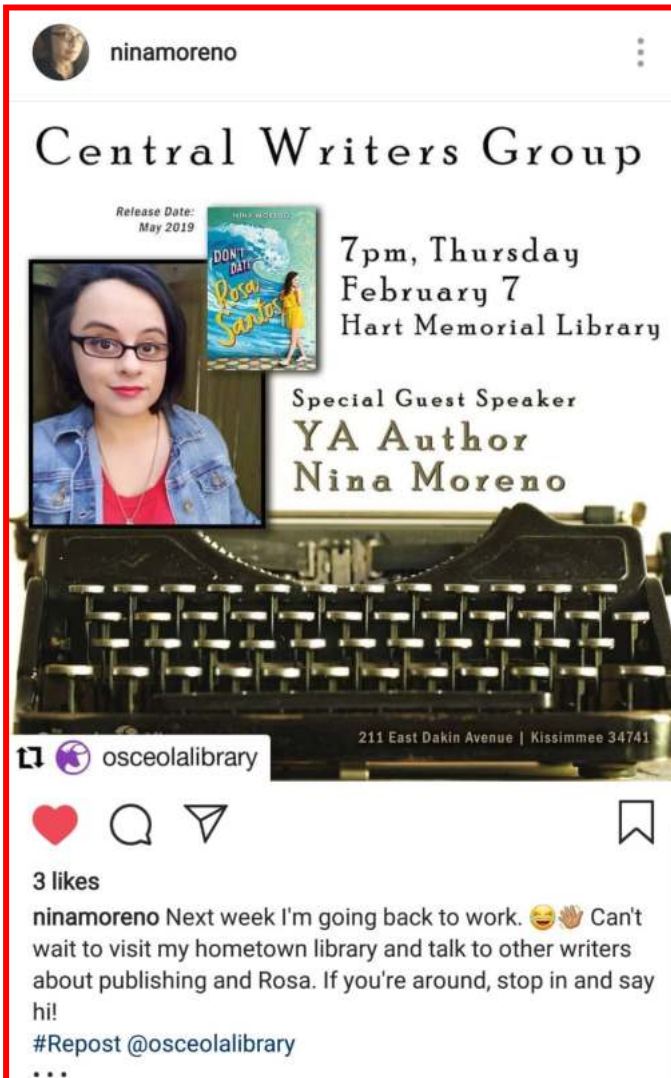
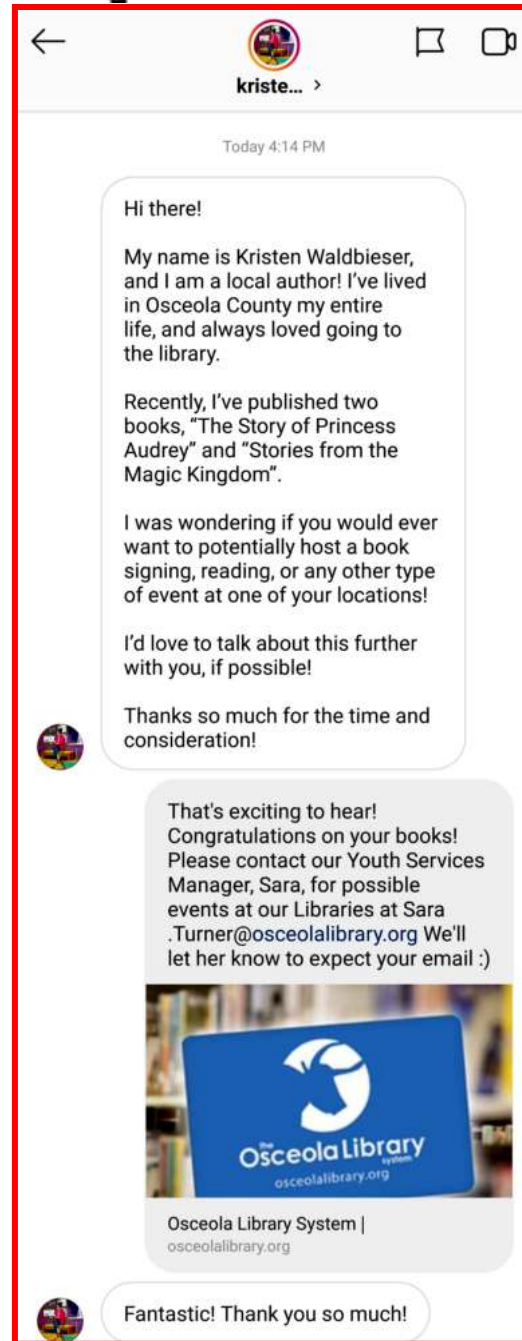


Image 30



Things of Note (Continued)

Image 31



Image 32



Image 33



Image 31: We were tagged on Instagram by a family who makes it a point to visit public libraries on their travels (in this case, the West Osceola Library).

Image 32 and 33: Examples of patrons becoming more comfortable in tagging us online after their visits to our Libraries.

Things of Note (Continued)

Image 34

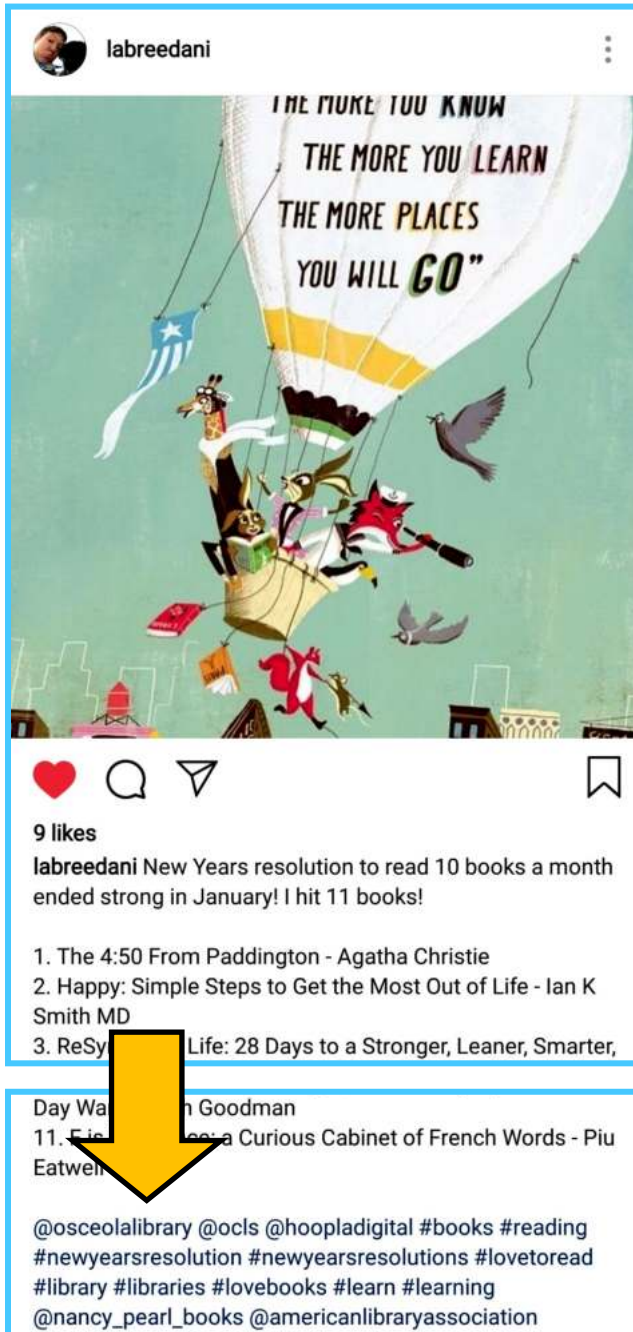


Image 35

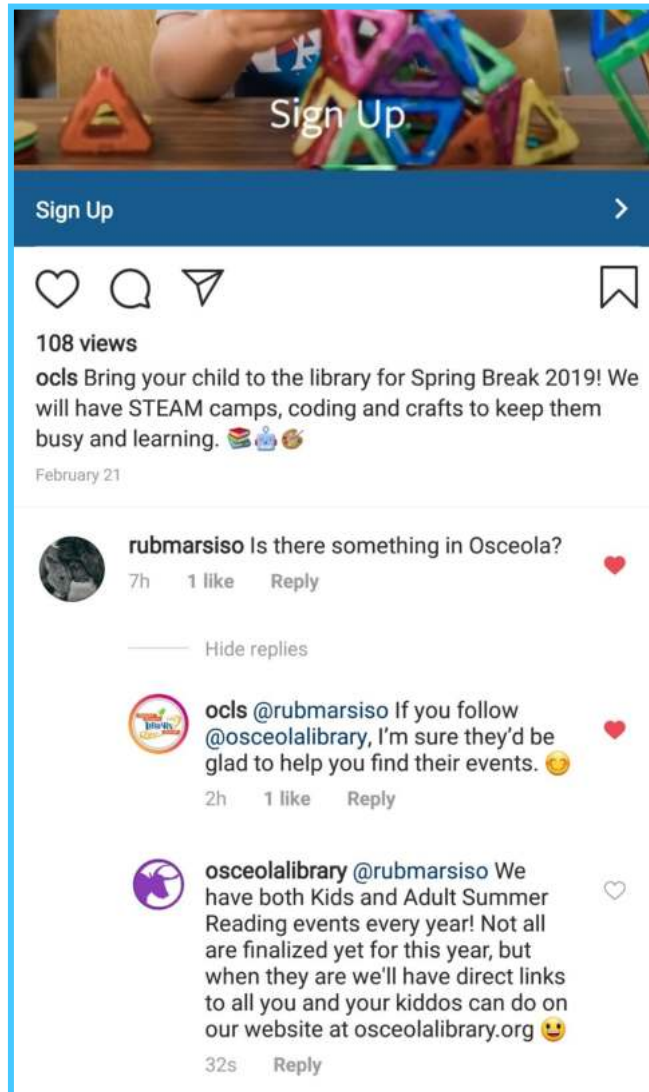


Image 34: One of our patrons, Danielle, made a New Year's Resolution to read 10 books a month in 2019. So far Danielle has been succeeding in her goal, and tags us in her posts listing the books she's read. **Image 34** is her January post, but she also tagged us in her February and March posts. It is exciting to be brought along with her on her journey!

Image 35: When the Orange County Library System posted a video ad for their Summer Reading programs, someone commented looking for events in Osceola County, which led them to us. (They now follow our account.)

Things of Note (Continued)

Image 36



Images 36 and 37: Our *Captain Marvel* bookface went viral when the author of the comic (who we tagged in our post) regrammed the post (with credit) to her accounts on Instagram and Twitter.

Image 37



Image 38

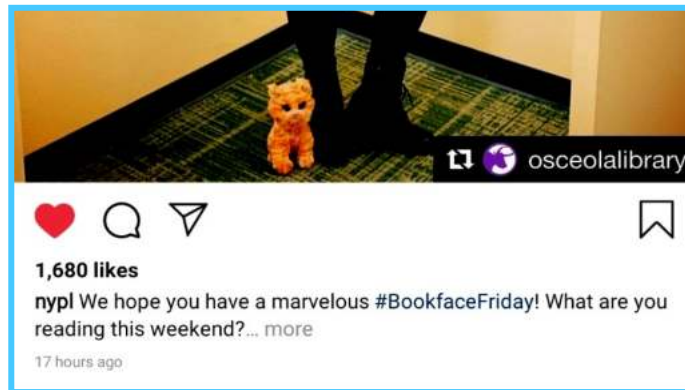
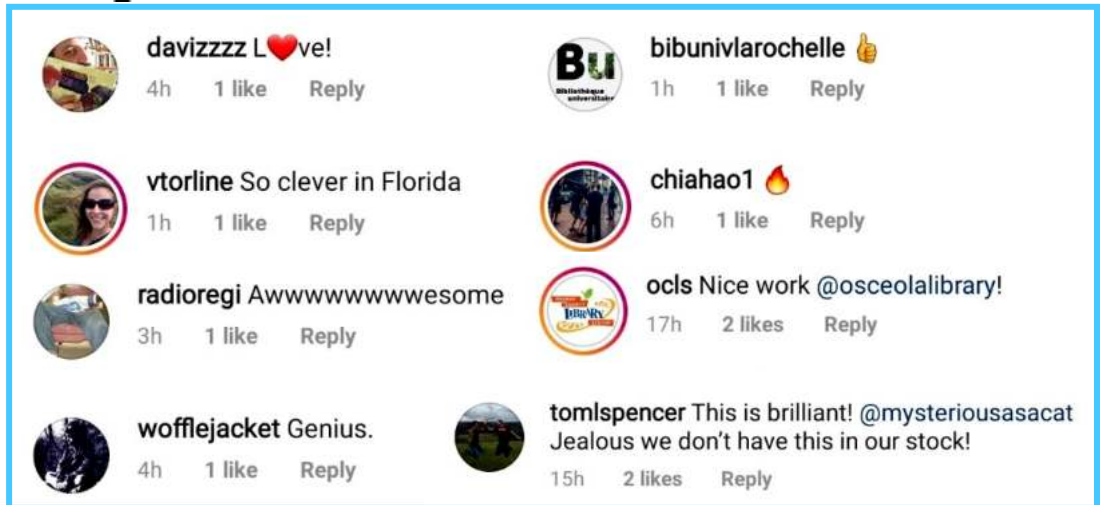


Image 38: The New York Public Library (NYPL) also regrammed the bookface (with credit).

Image 39: A sample of the feedback our bookface received across our, the author's, and NYPL's accounts.

Image 39



the Osceola  Library
system

Library Platforms—Summary

- Tumblr gained **28** followers.
- Instagram gained **80** followers.
- Twitter gained **45** followers.
- Facebook gained **107** Likes and **264** Follows.
- YouTube had a total of **1,813** views.
- The Library Newsletter gained **8,896** subscribers.
- The Library podcast, *Nonfiction Friends*, had **1,155 listens** in this quarter across SoundCloud, iTunes, and other podcast streamers.



Osceola Library System

Library Platform Statistics Quarterly Report

2019—Second Quarter

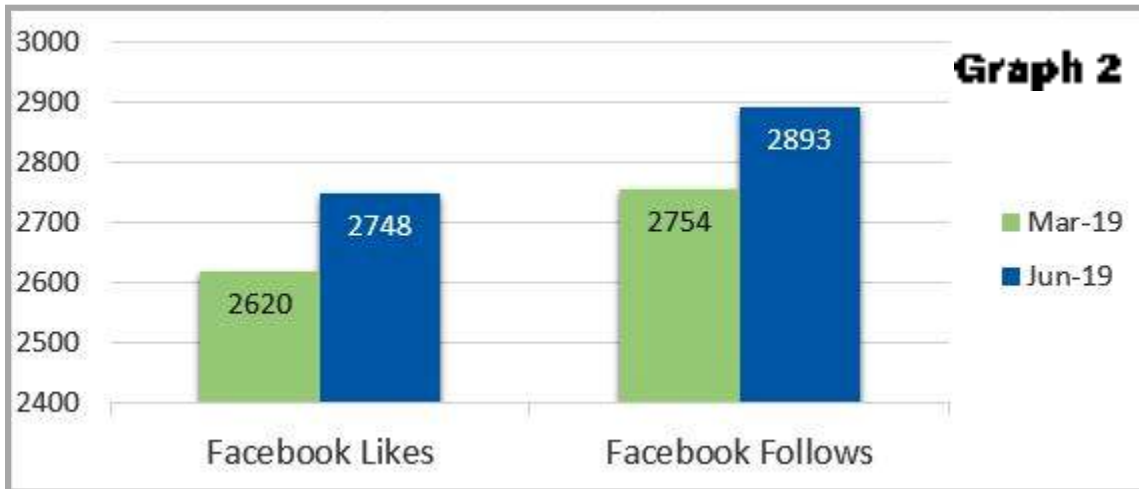
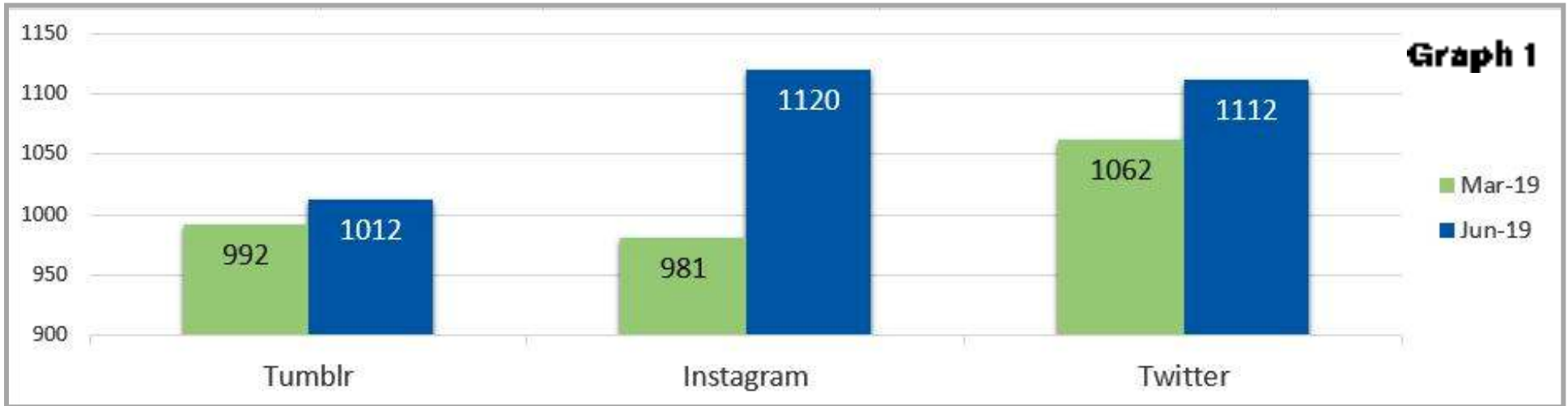
April, May, June

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Social Media Follower Growth—Overview

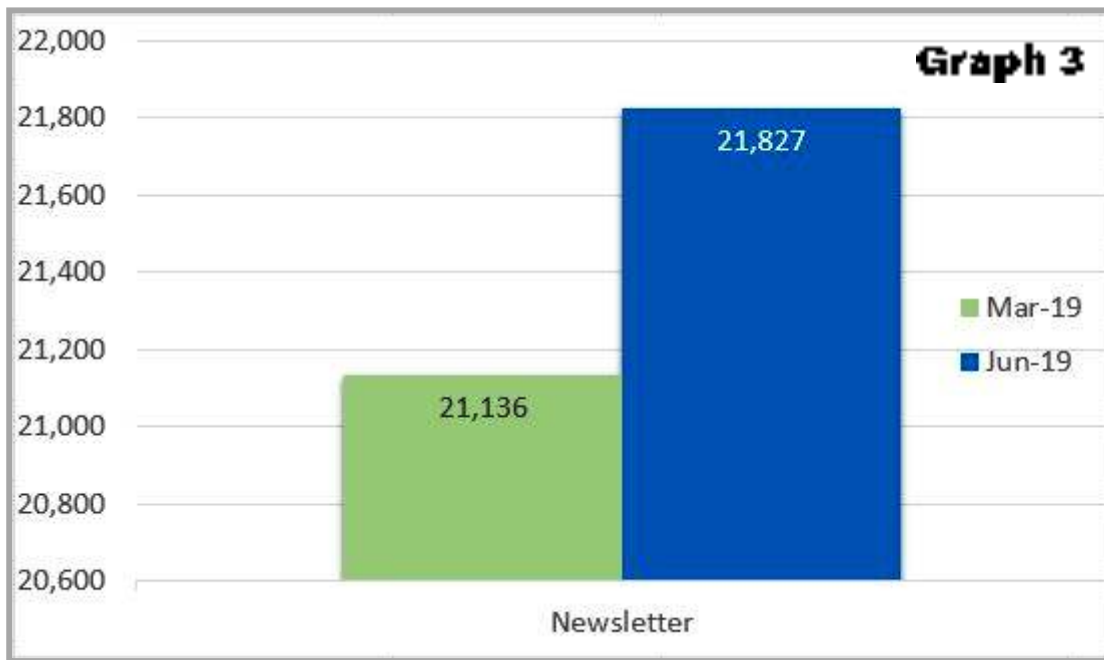
The below graphs illustrate the growth in the Library’s social media followers over the second quarter of 2019—April, May, and June—with the number shown being the final total at the end of June 2019. To put the numbers in perspective, the amount of followers each platform had at the end of the previous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

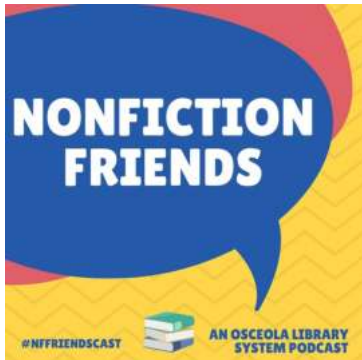


Graph 4 shows a record of the amount of total opens of each newsletter during April, May, and June held against the end of the previous quarter (March 2019). The amount of opens continue to fluctuate with this quarter's numbers of opens averaging at about 16%.

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

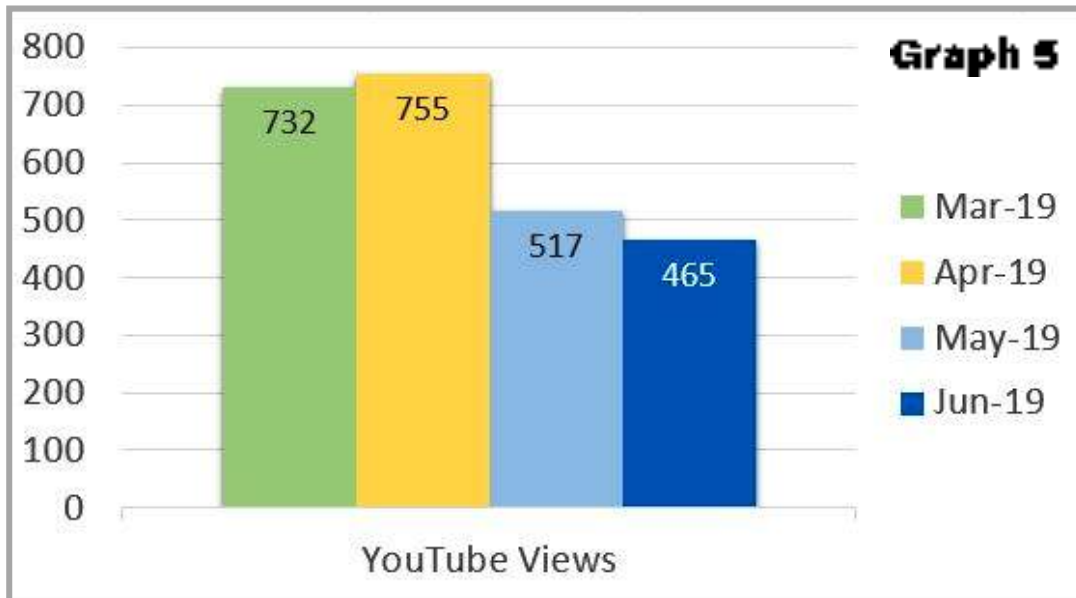


The Library podcast, *Nonfiction Friends*, continues to build their audience. Geographical analytics show the podcast continues to be heard in at least 50 countries with Spain being the second most popular country. This quarter’s total listens added up to 1,603 — which is not only 500 listens over the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

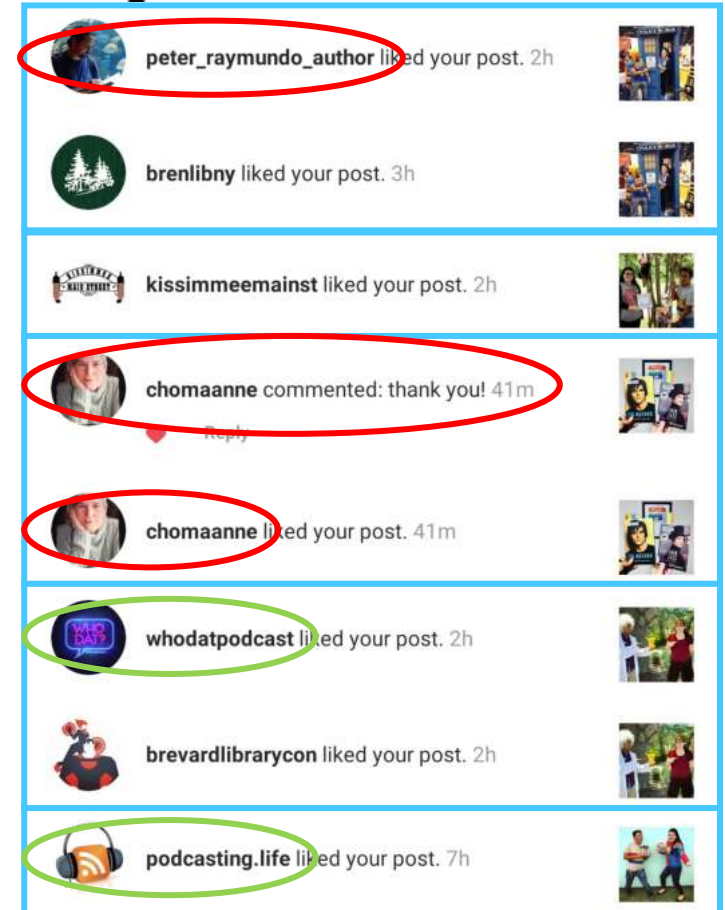
Image 1



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

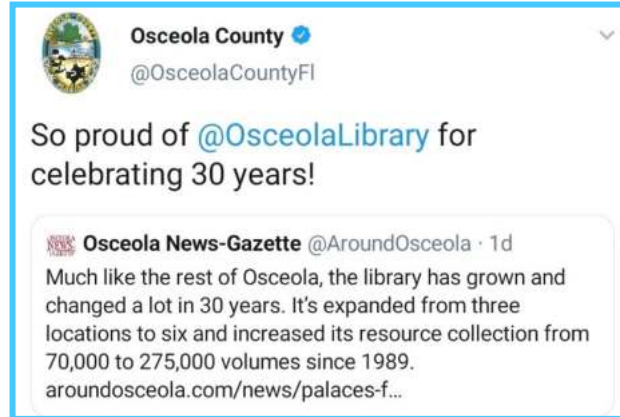


Image 5

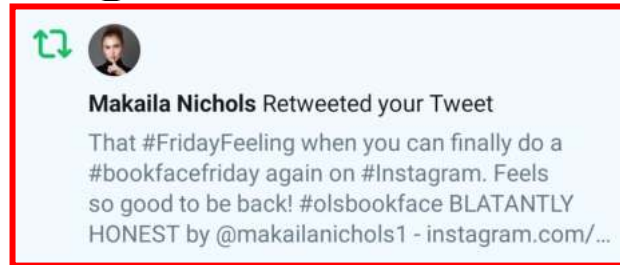


Image 5: Author Makaila Nichols liked and retweeted us when we tweeted our bookface featuring her book.

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 8



Image 9

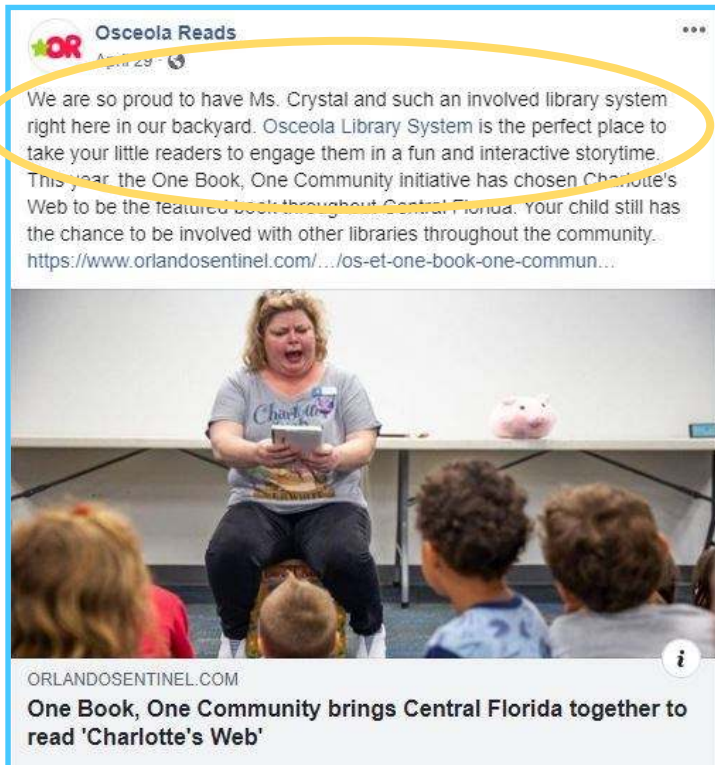


Image 10



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.**

Image 11

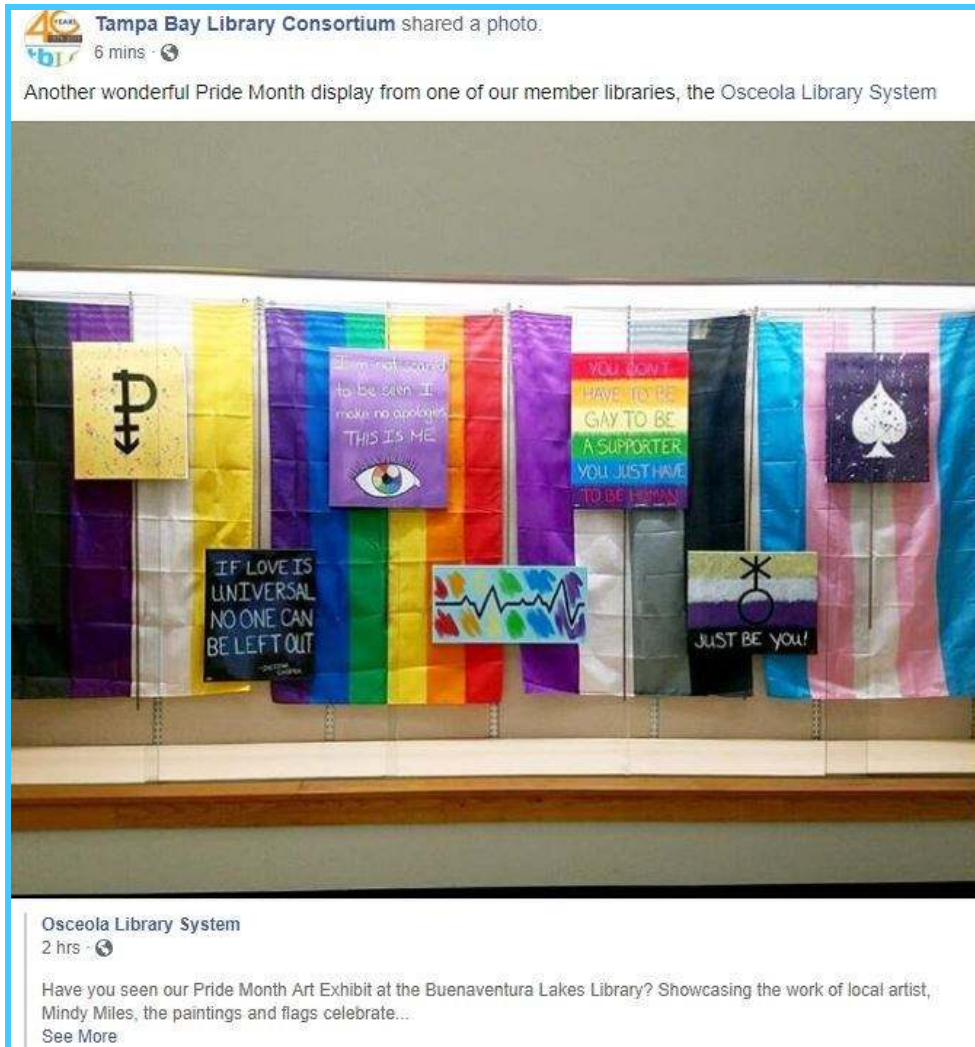
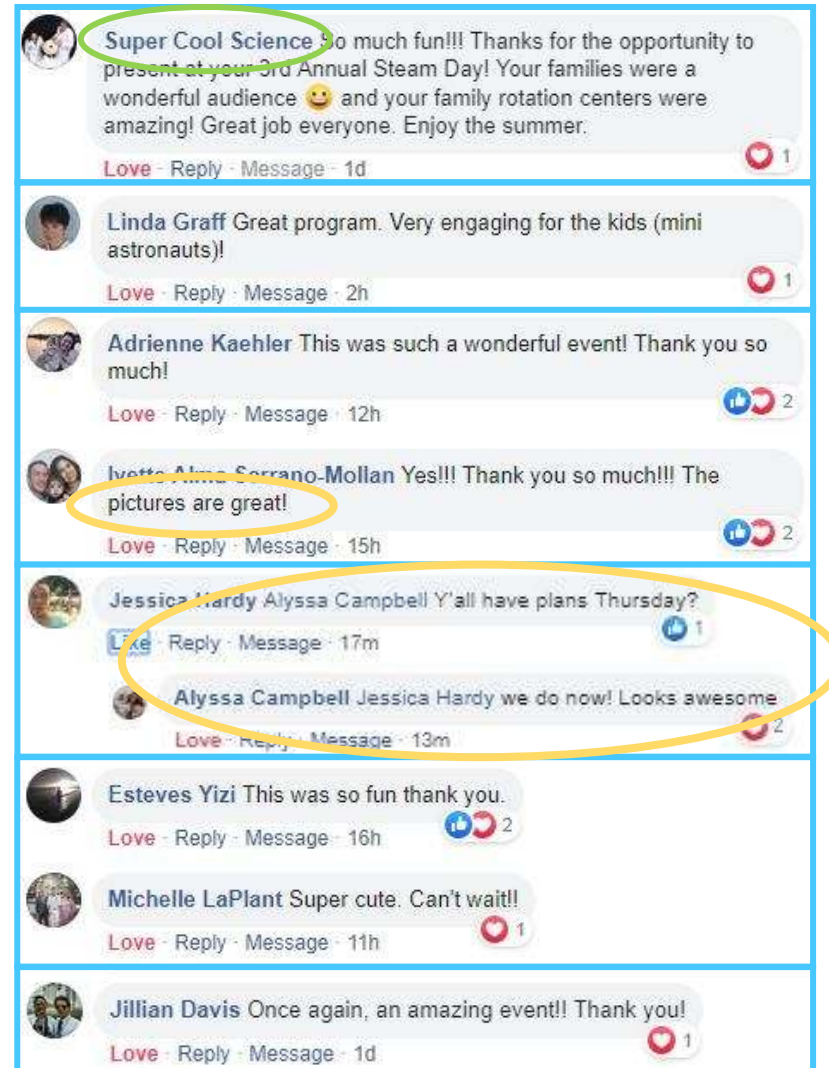


Image 12





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.





 **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: 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.

Image 14

 **Babes Who Hustle** Like as Your Page
10 mins · 

"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

Image 15

 Taylor Carr Unassigned      Mark as done


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.
Sent by ShadowStaff Huffington (?)

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.
Sent by ShadowStaff Huffington (?)



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



2 likes
 osceolacountyfoodangels ALL WE CAN SAY IS WE ARE OH SO BLESSED!!!! Thank you, thank you, thank you too the @osceolalibrary 's Food for Fees was a HUGE success! In total from all Library's was: 1,912 Food Items! St. Cloud: 608 total, Kissimmee: 314 total, Poinciana: 332 total, LBV: 259 total, Celebration: 399 total!!!! #thankyou #grateful #blessed #osceolacounty #osceolacountyfoodangels #foodforfees #amazing #helpingfeedhomeless #helpinghomelessstudents
 18 minutes ago

Image 20

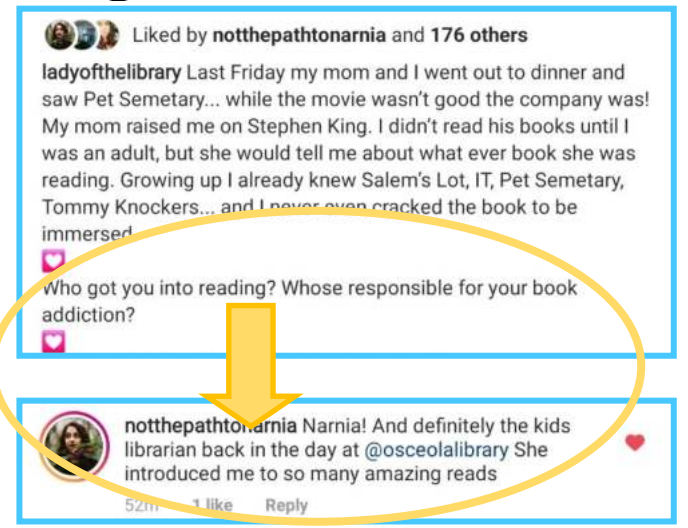


View Insights Promote
 Liked by jesspublib and 36 others
 osceolalibrary What are the 1920s without pearls? THE COLLECTOR'S APPRENTICE by @ba_shapiro #bookfacefriday #olsbookface #historicalfiction #historicalthriller #thriller #thecollectorsapprentice #bashapiro #librarybooks #librarystaff #osceolalibrary
 March 15
 jenniefromthebook You guys are so good at this lol
 12h 1 like Reply

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



View Insights Promote



Liked by [jesspublib](#), [syossetlibrary](#) and 20 others

osceolalibrary It's National Poetry Month and we're quickly becoming addicted to #bookspinepoetry. Here are two created by staff at the Buenaventura Lakes Library. :) Keep the fun going by making your own book spine poems and share them with us using the hashtag #olsbookspine!

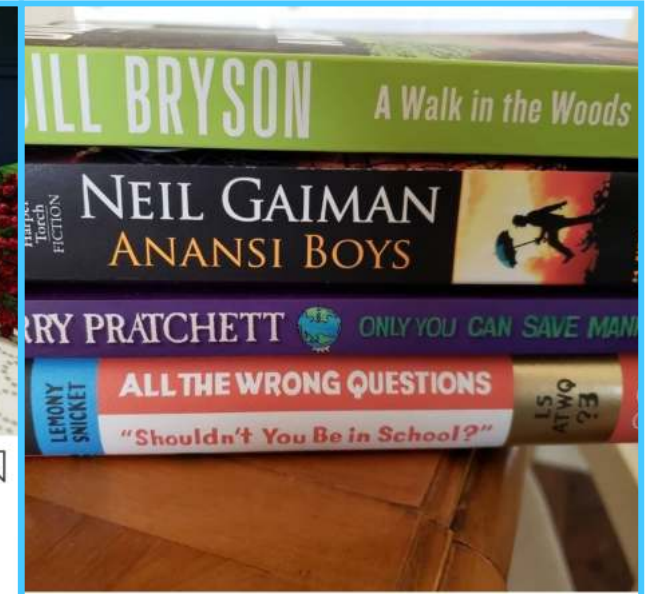
First Photo: I Was Here / Feral Youth / Between Frost and Fury / Forget Me Not
 Second Photo: Stars Above / Sea of Dreams / A Wish for You / Dear Girl / LOVE is You & Me #poetry #nationalpoetrymonth
 #osceolalibrary #librarydisplay #spinepoetry #buenaventuralakeslibrary

3 hours ago

Image 25

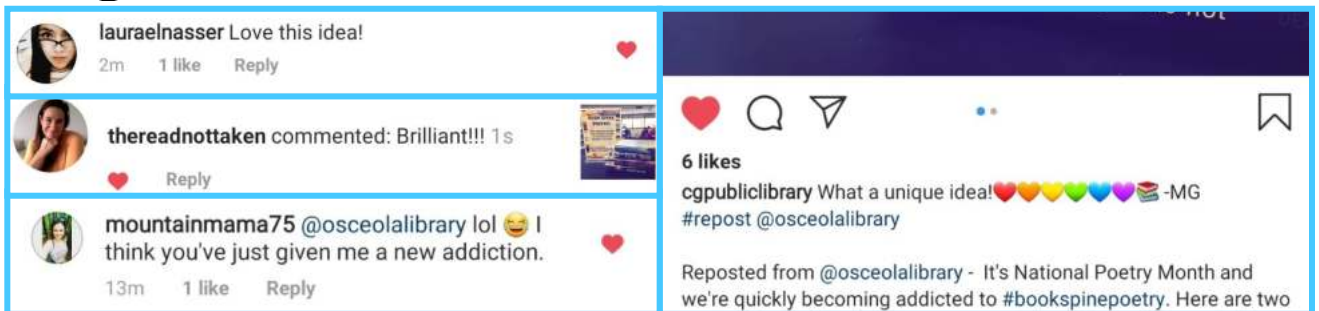


29 likes
 jenniefromthebook Every last word |
 Lost in time |
 Remember Me? |
 If I stay | Here on earth |
 Never let me go ·
 ·
 ·
 In honor of poetry month .. our library asked us readers to come up with book spine poetry!! So fun! Try it out ! Use the following hashtags and tag me so I can see your creative ideas!!!
 #olsbookspine #bookspinepoetry #osceolalibrary



1 like
 mountainmama75 A walk in the woods/Anansi boys/only you can save mankind/shouldn't you be in school
 #bookspinepoetry #olsbookspine @osceolalibrary

Image 24



[lauraelnasser](#) Love this idea!
 2m 1 like Reply

[thereadnottaken](#) commented: Brilliant!!!
 1s Reply

[mountainmama75](#) @osceolalibrary lol 😊 I think you've just given me a new addiction.
 13m 1 like Reply

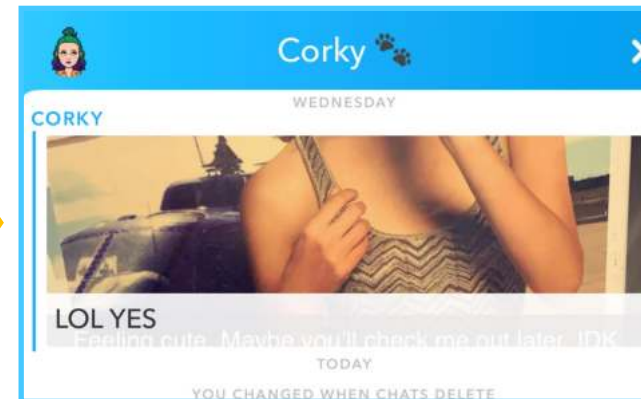
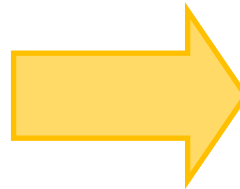
6 likes
[cgpubliclibrary](#) What a unique idea! 🍷🍷🍷🍷🍷🍷-MG #repost @osceolalibrary
 Reposted from @osceolalibrary - It's National Poetry Month and we're quickly becoming addicted to #bookspinepoetry. Here are two

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.



Osceola Library System

Library Platform Statistics Quarterly Report

2019—Third Quarter

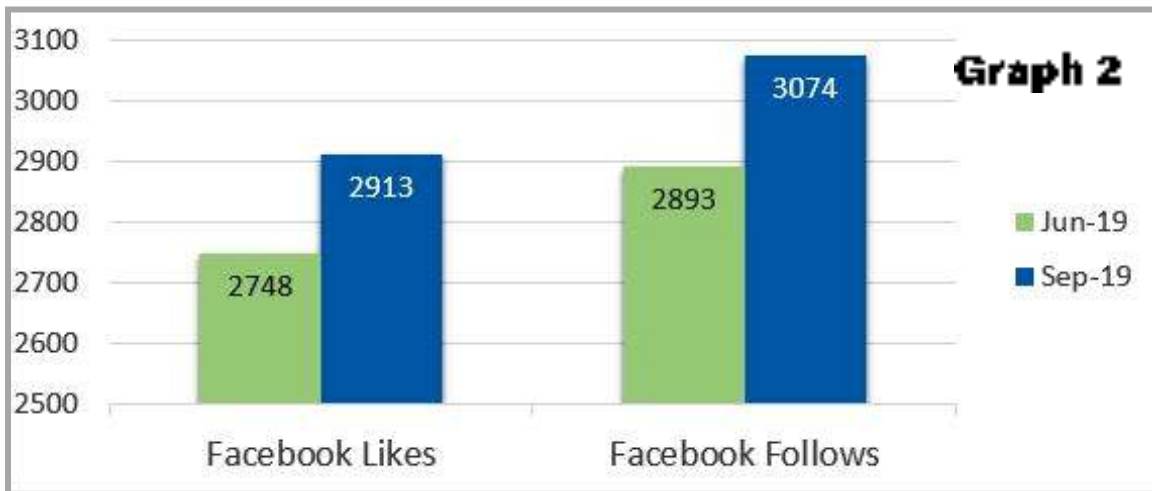
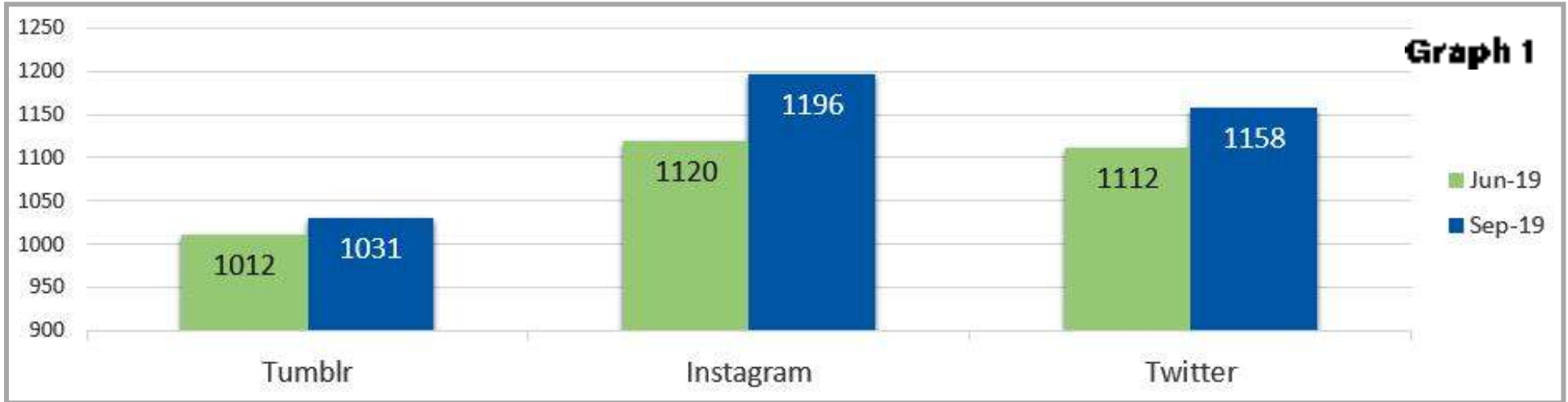
July, August, September

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Social Media Follower Growth—Overview

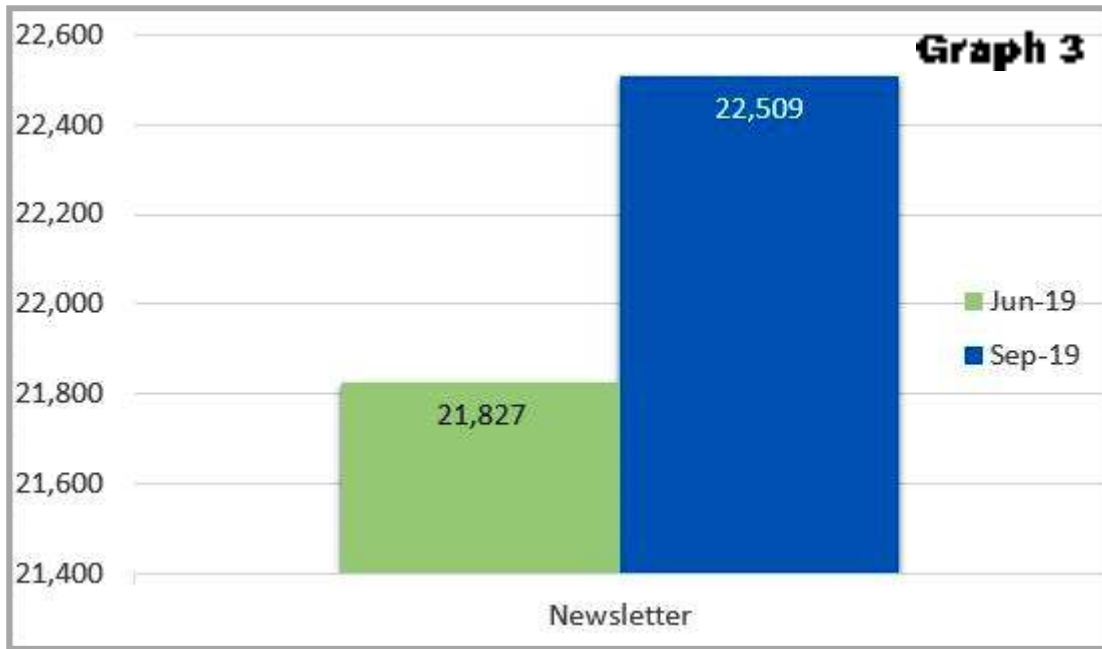
The below graphs illustrate the growth in the Library’s social media followers over the third quarter of 2019—July, August, and September—with the number shown being the final total at the end of September 2019. To put the numbers in perspective, the amount of followers each platform had at the end of 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

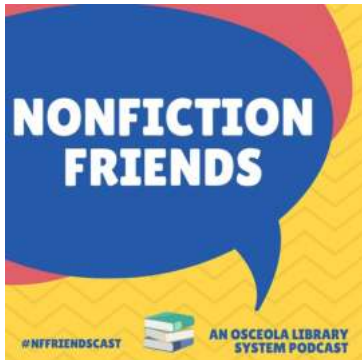


update newsletters (Dorian 1 and 2), held against the end of the previous quarter (June 2019).

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

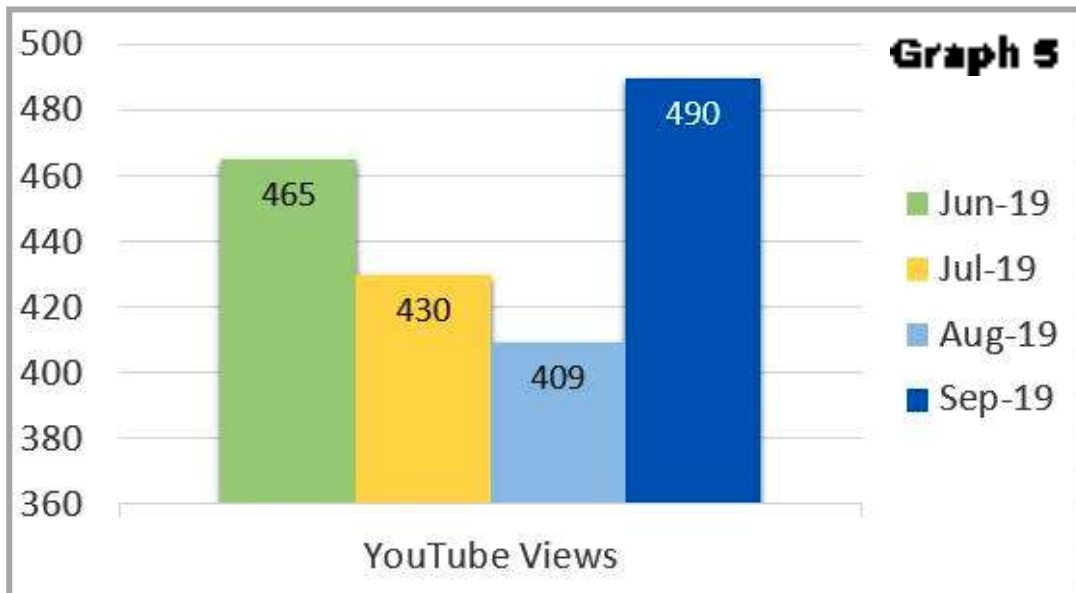


The Library podcast, *Nonfiction Friends*, remains strong with geographical analytics showing the podcast continues to be consistently heard in at least 50 with this quarter’s total listens added up to 1,458.

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

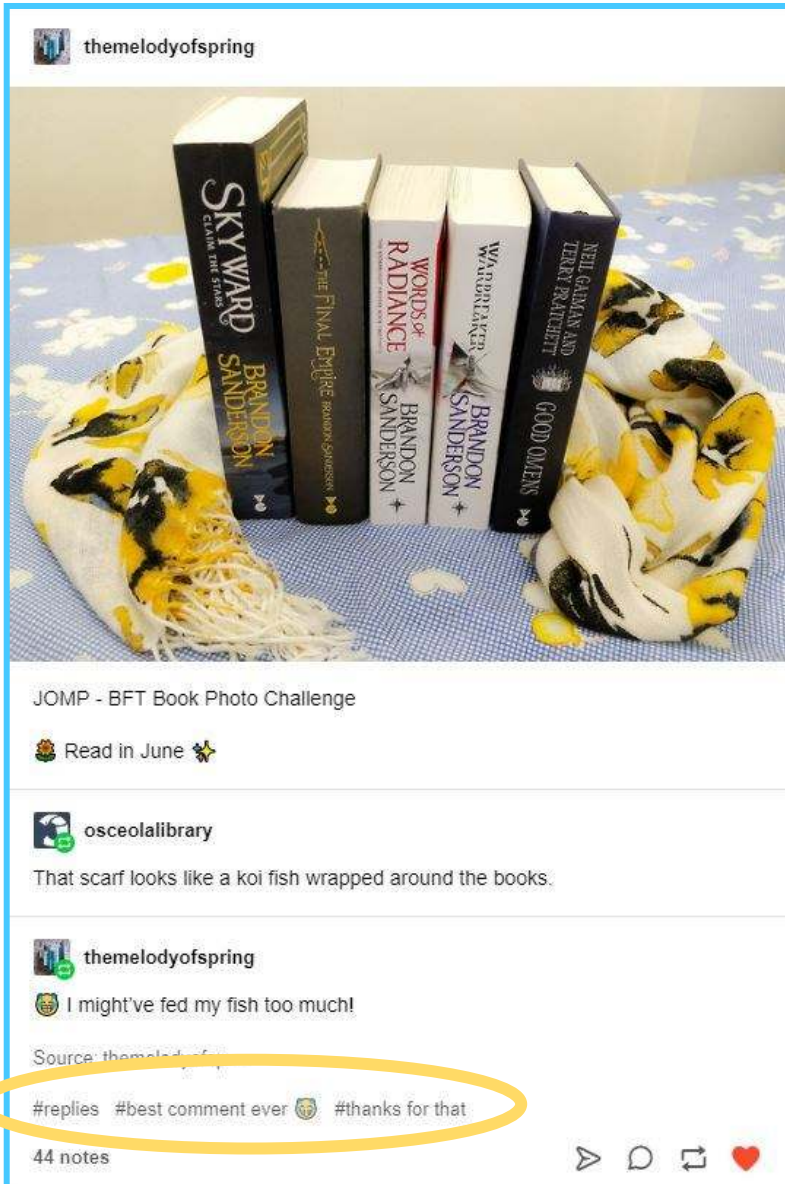
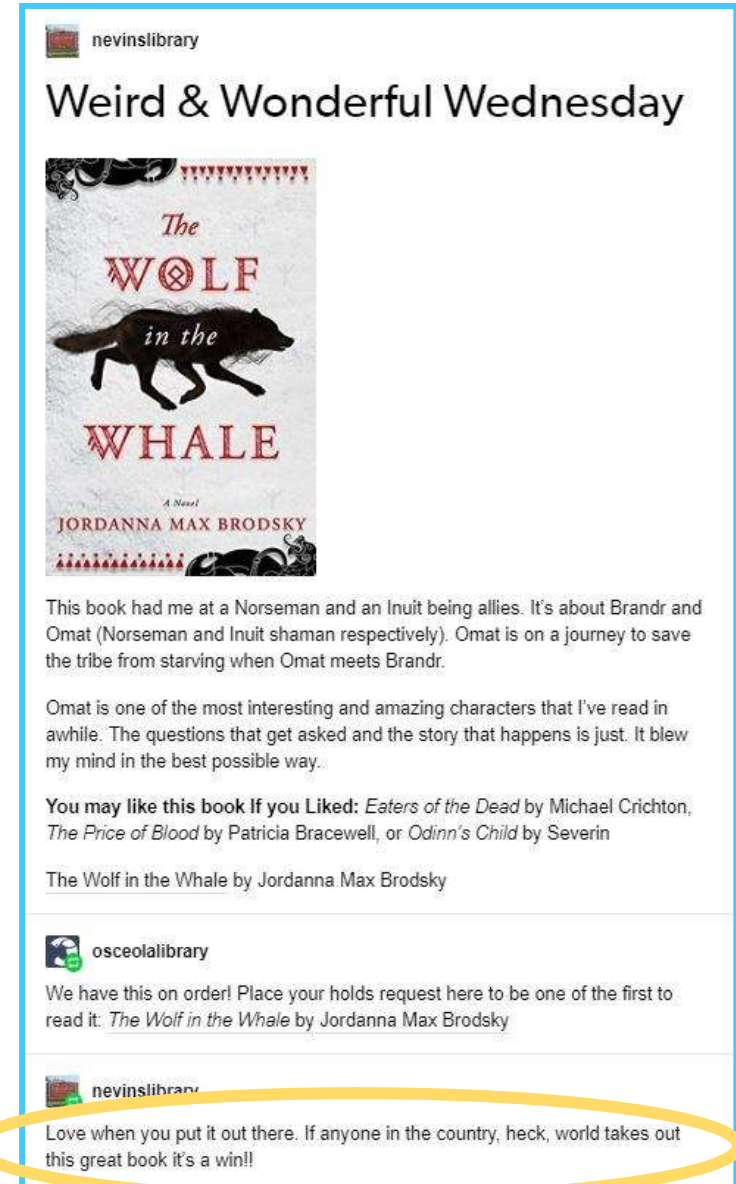


Image 2



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

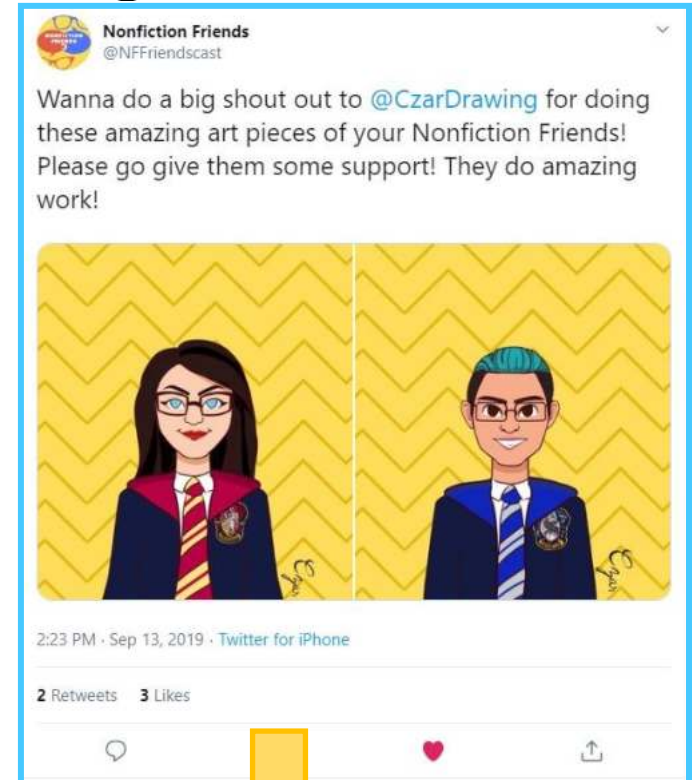


Image 4: The *Nonfiction Friends* received their first piece of fan art from a listener/fan! Josh and Rebecca showed their gratitude and excitement on twitter and urged followers to support the artist.

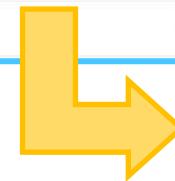
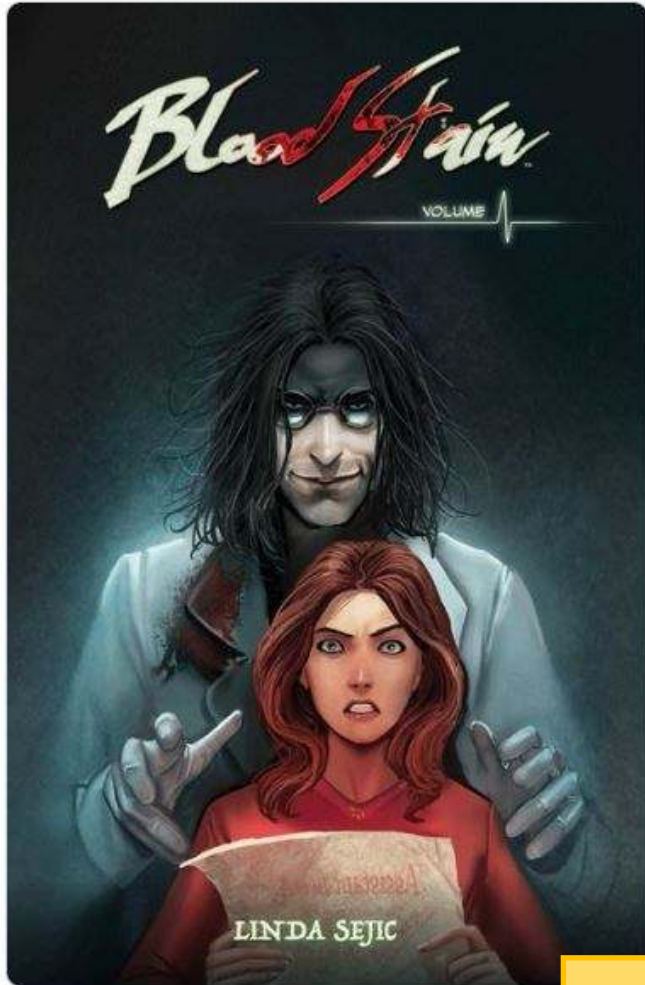


Image 5

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

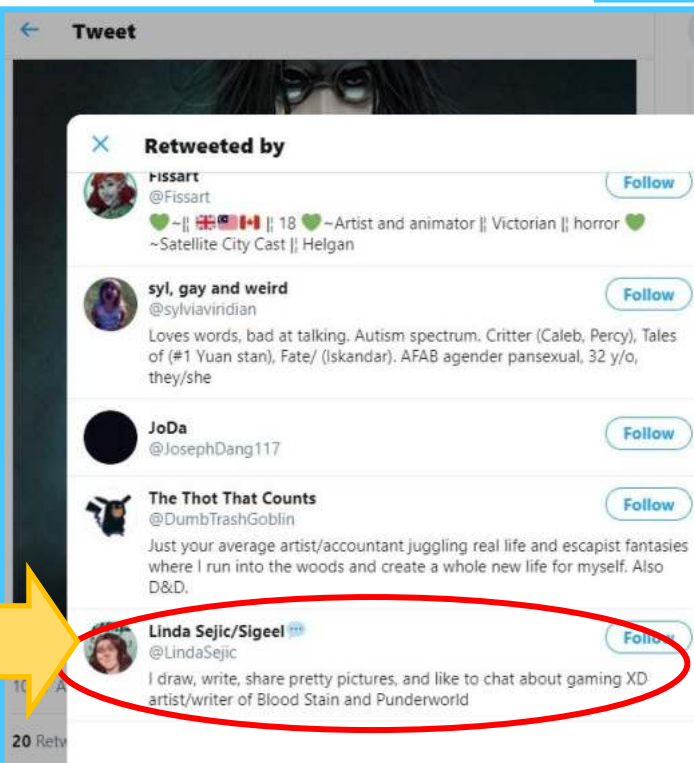
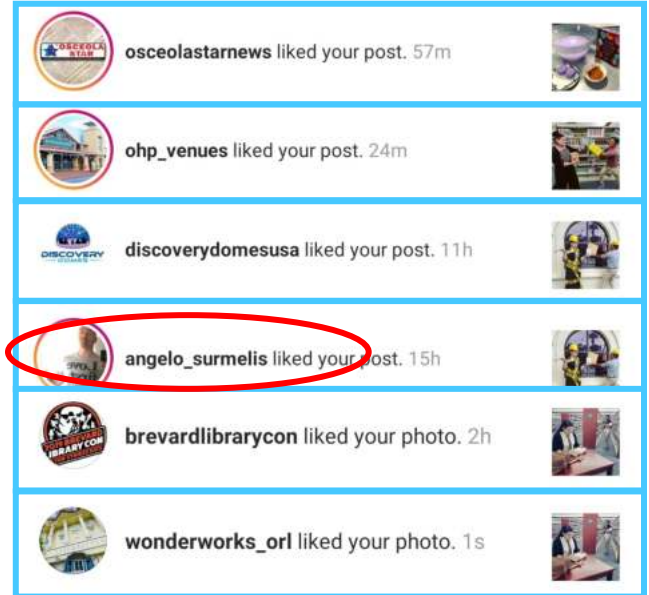
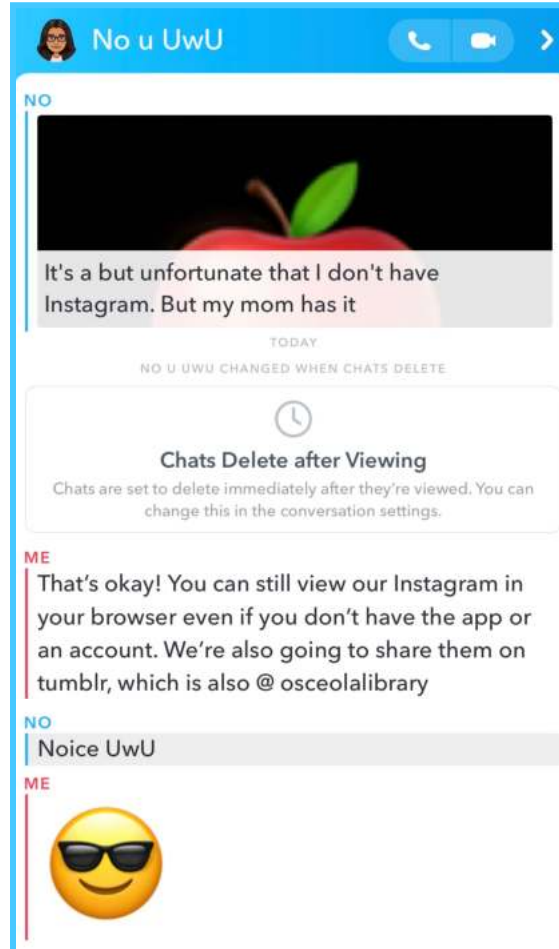


Image 7



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



Image 10



What was your experience in a hurricane? Page 3.



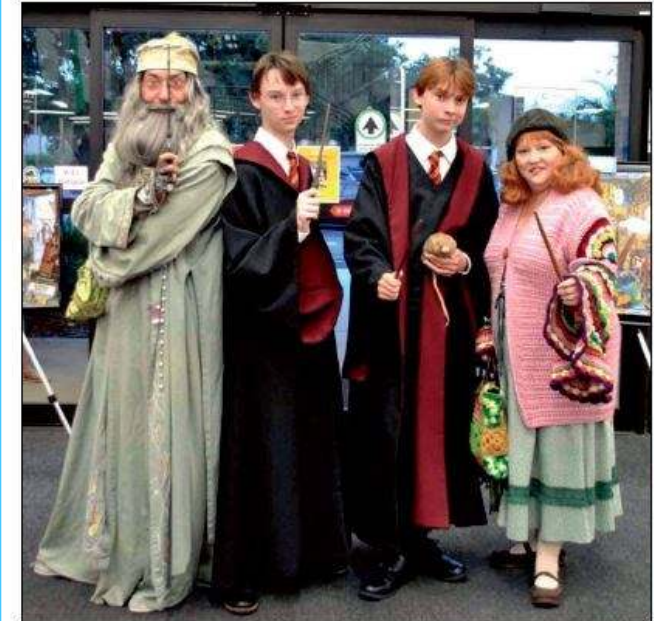
Image 12

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.

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 indifference 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 irkale criticism and exude 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-
 legitimate, 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.

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

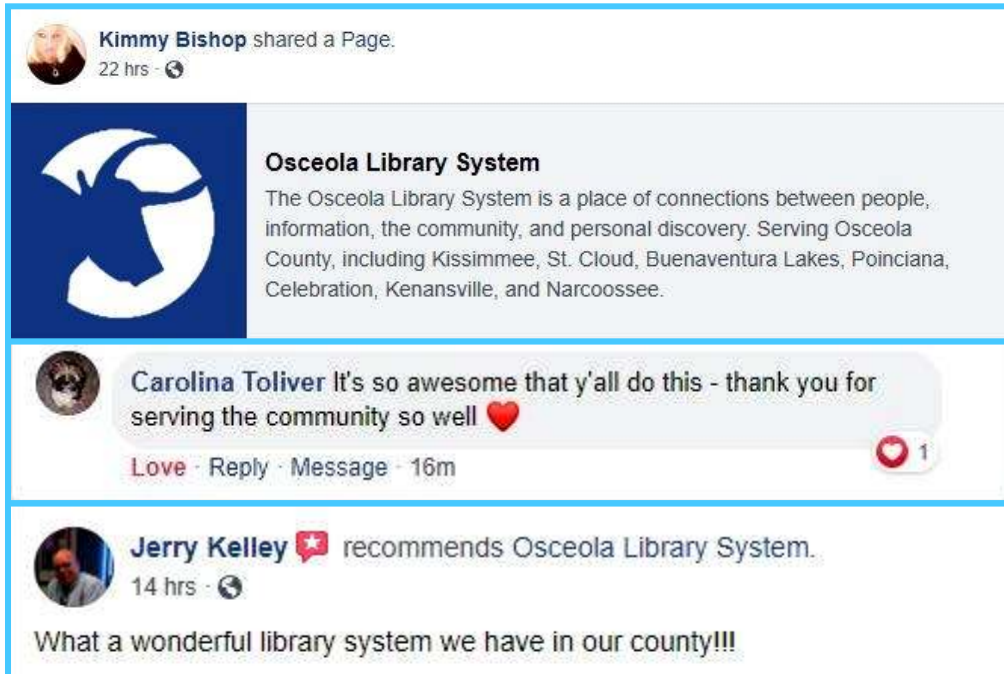


Image 14

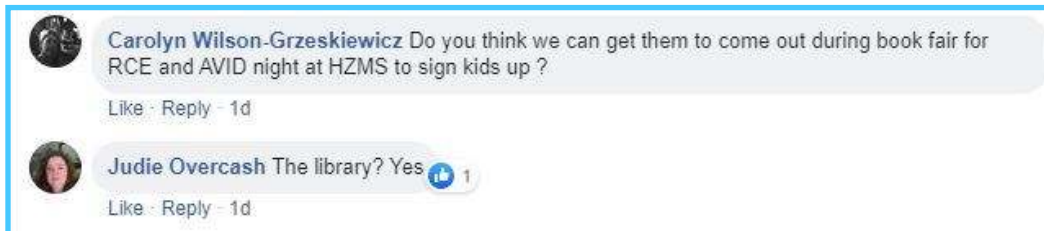


Image 15



Image 16

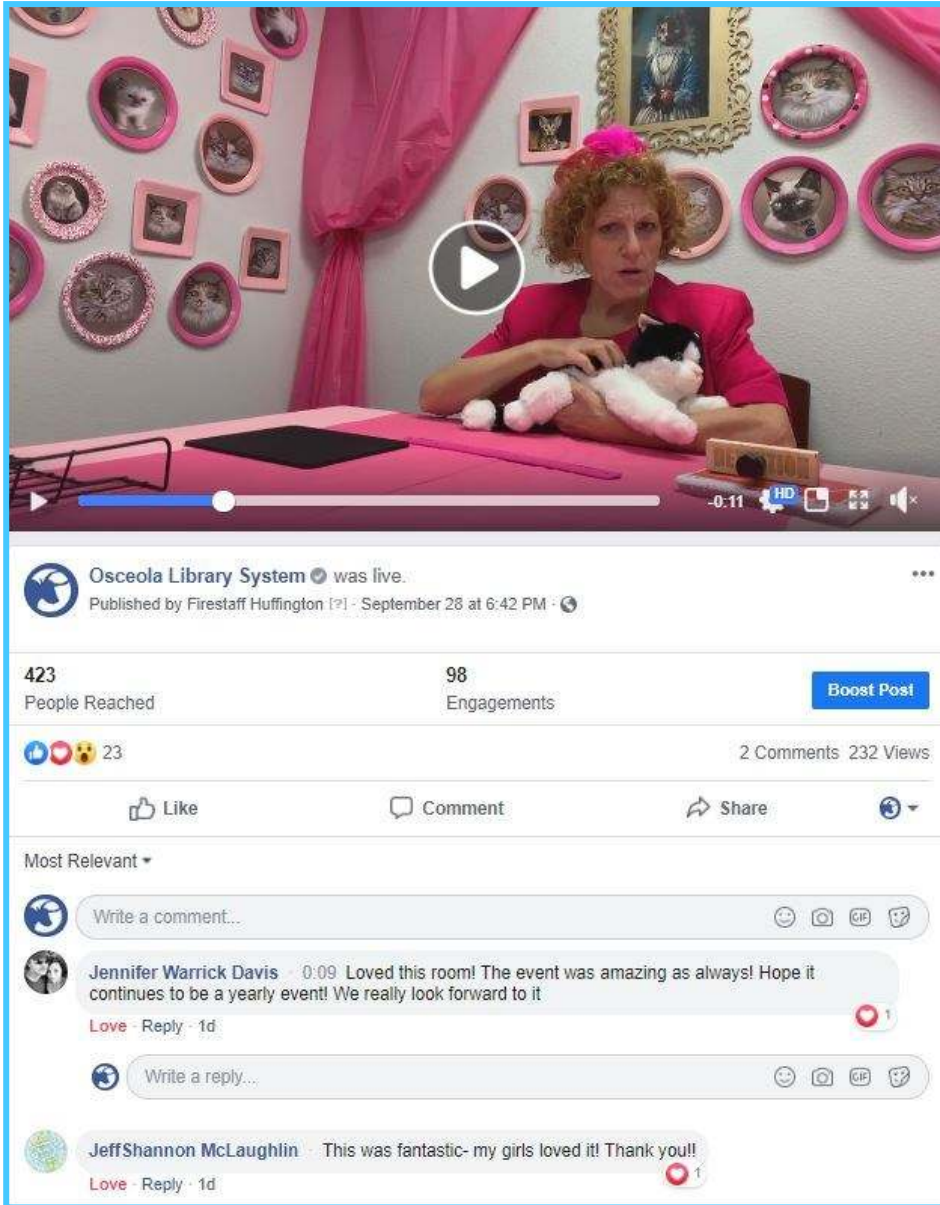


Image 16: After the after-hours event, Sorcerers at Sunset, patrons went back and rewatched our live teaser video to comment on their love for the event.

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

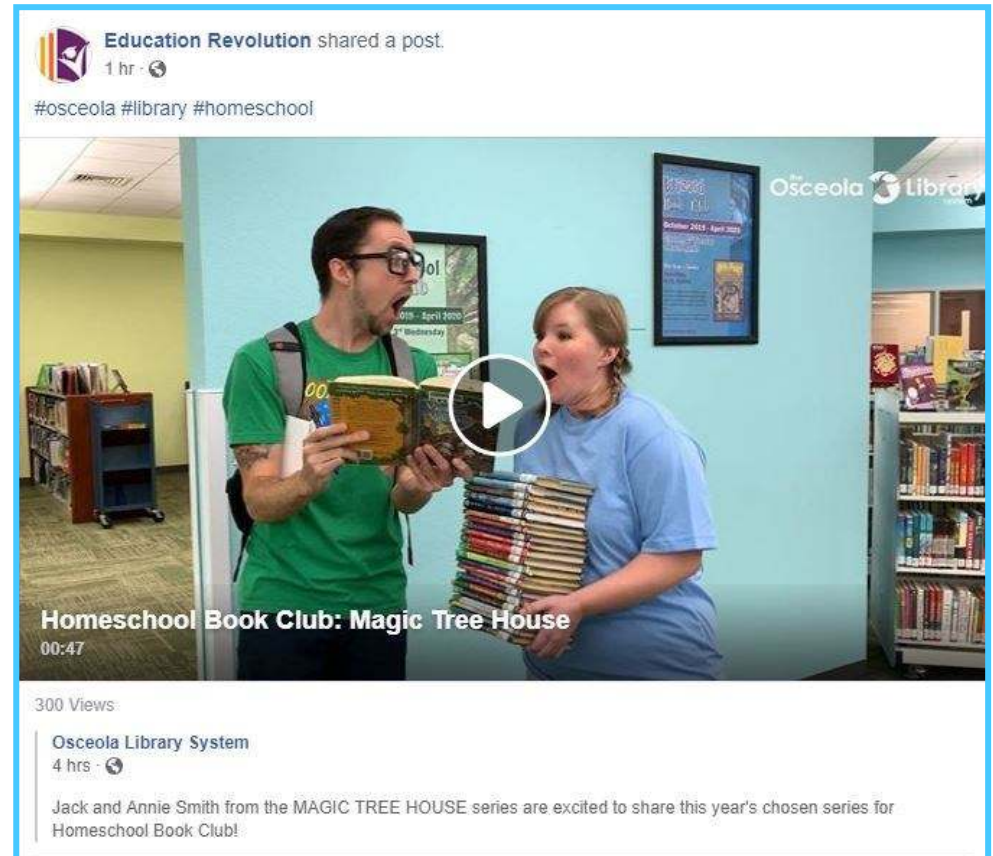
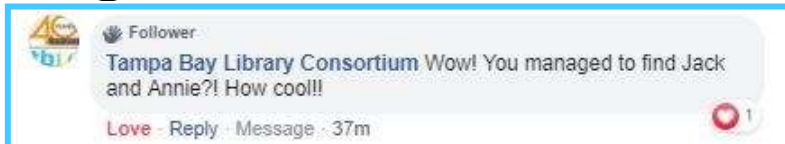


Image 18



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



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

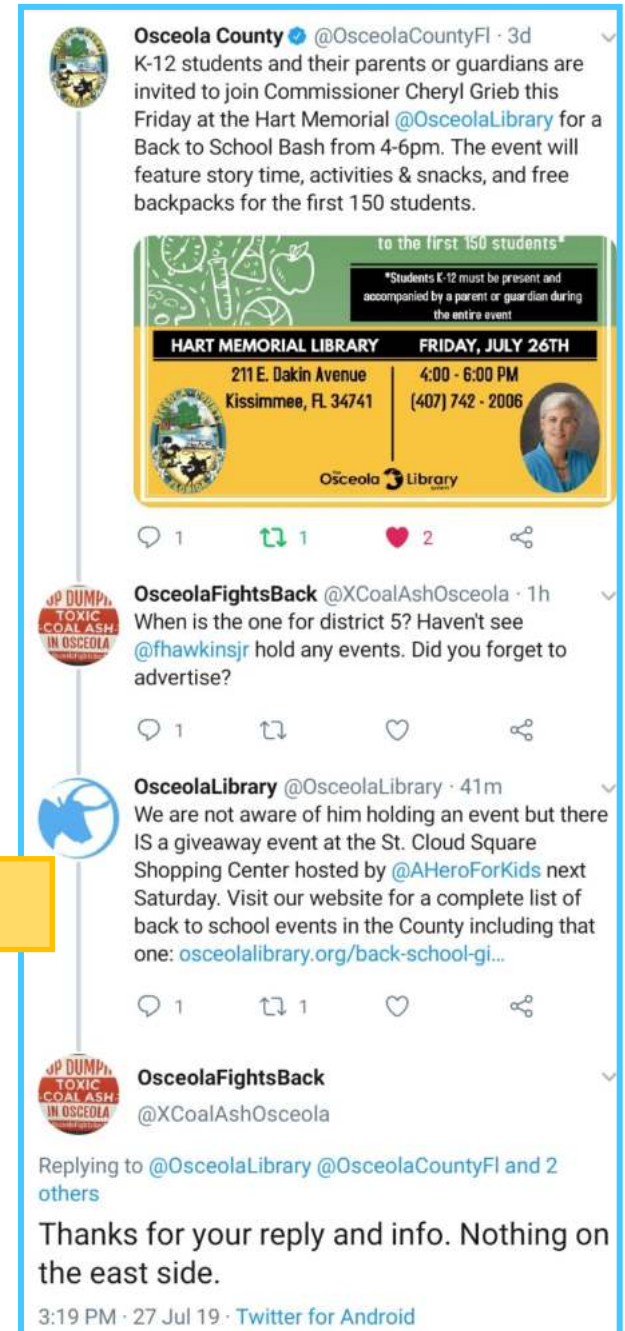


Late in July, we and the official Twitter for Osceola County promoted our back to school events.

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.

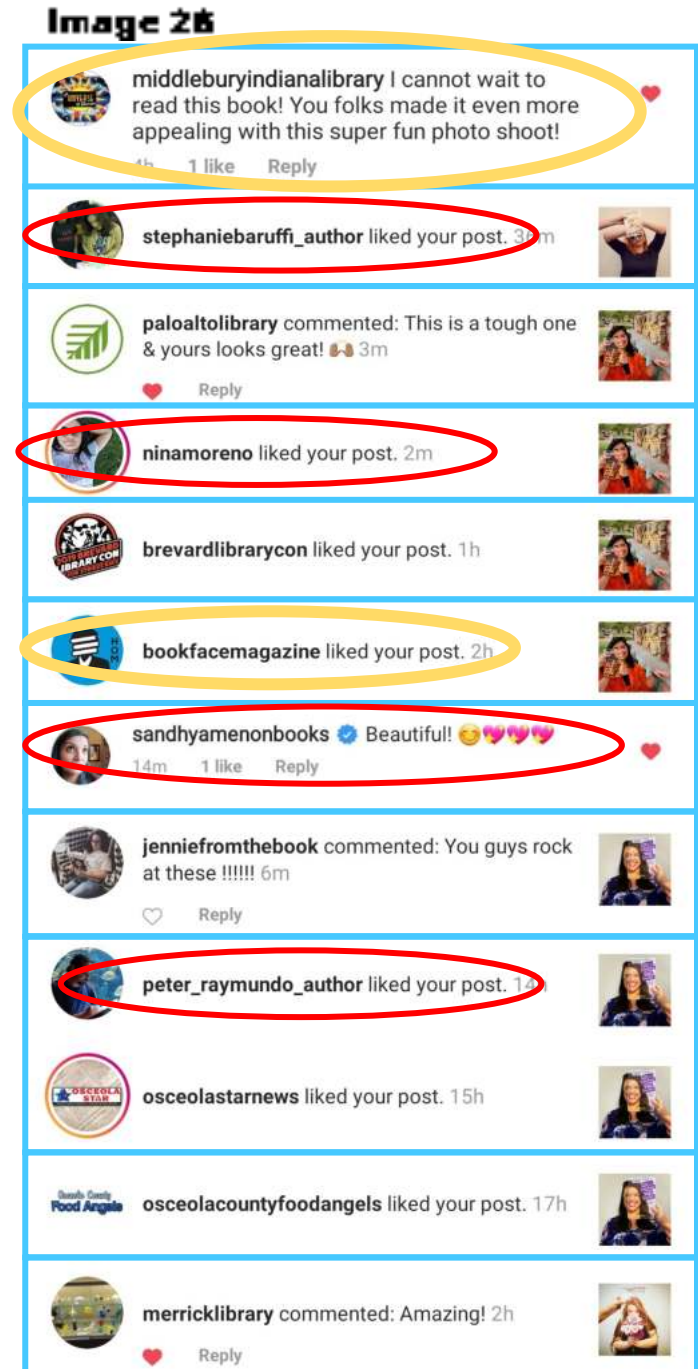
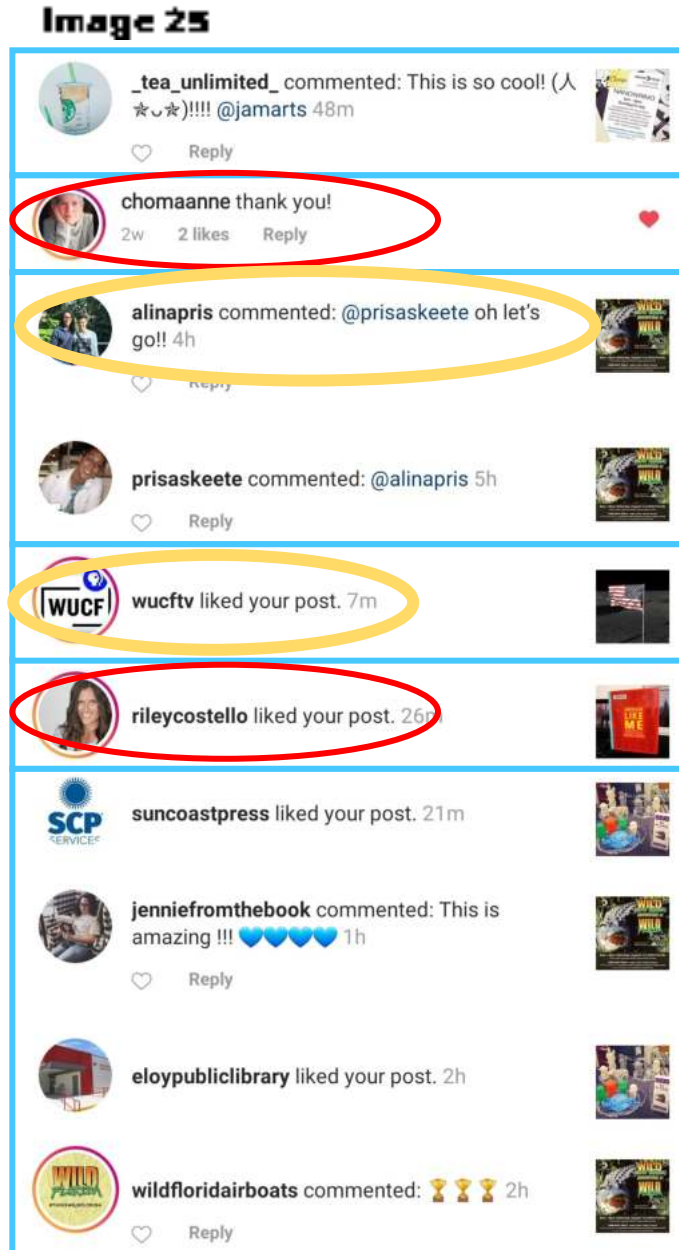


Image 27—29: Patrons showing their gratitude for our collection and programs.

Image 27

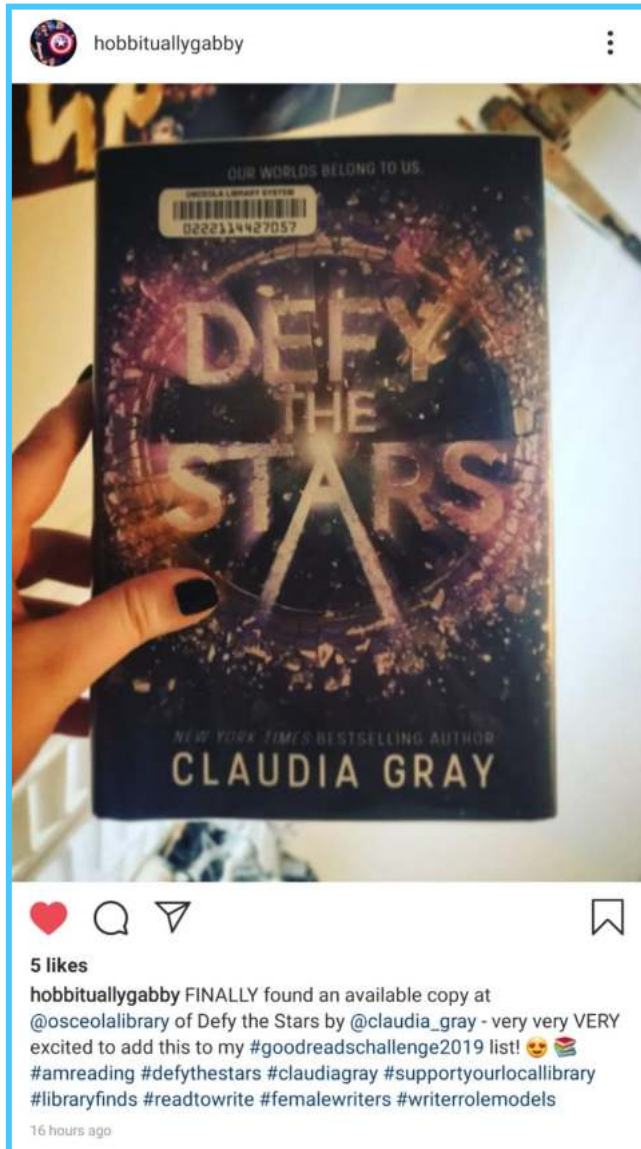


Image 28



Image 29



Image 30



Image 30: Patrons showing pride in our Library.

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

Image 31

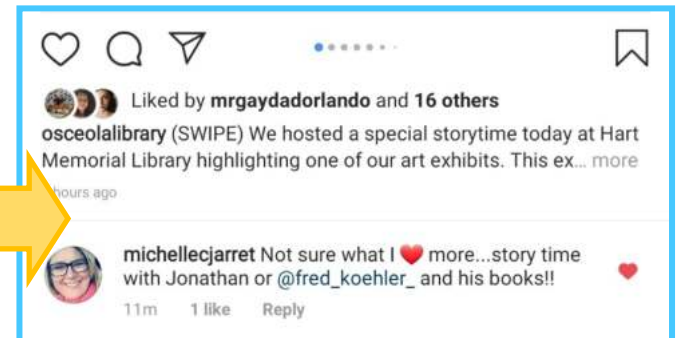
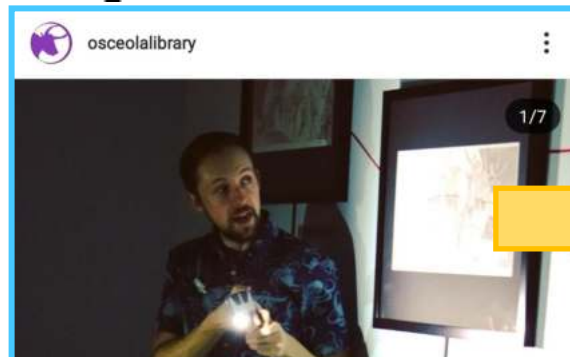


Image 32



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.

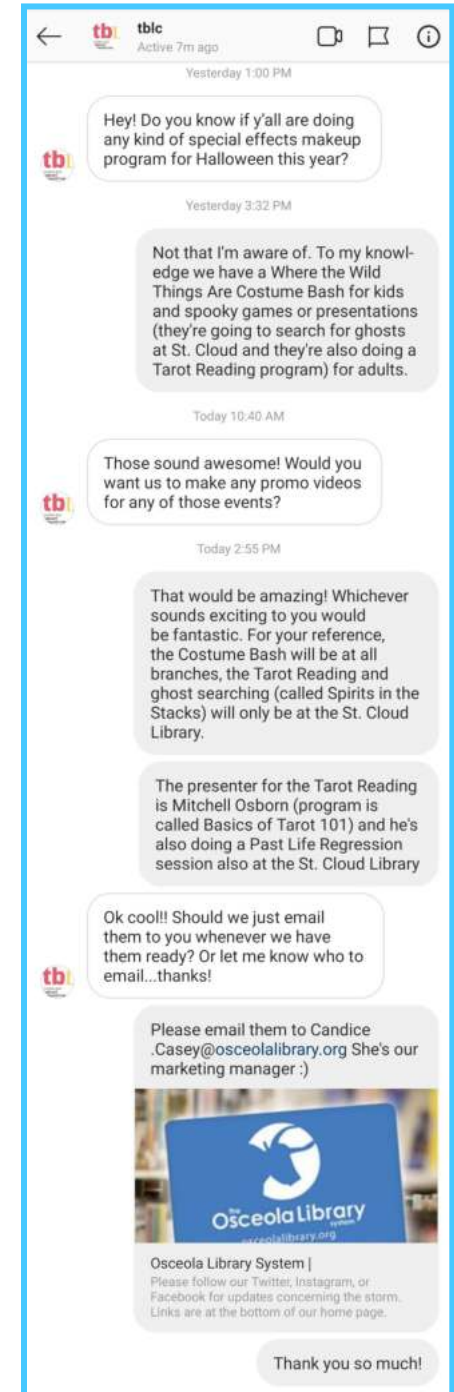
Image 33: Experience Kissimmee began to promote our events in their "weekend round-up" Instagram stories.

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.



Osceola Library System

Library Platform Statistics Quarterly Report

2019—Fourth Quarter

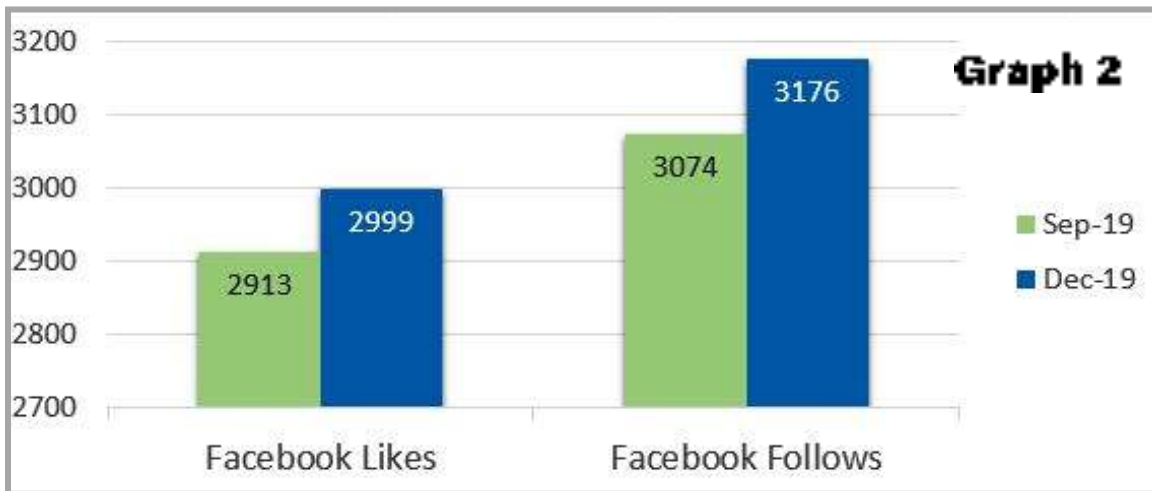
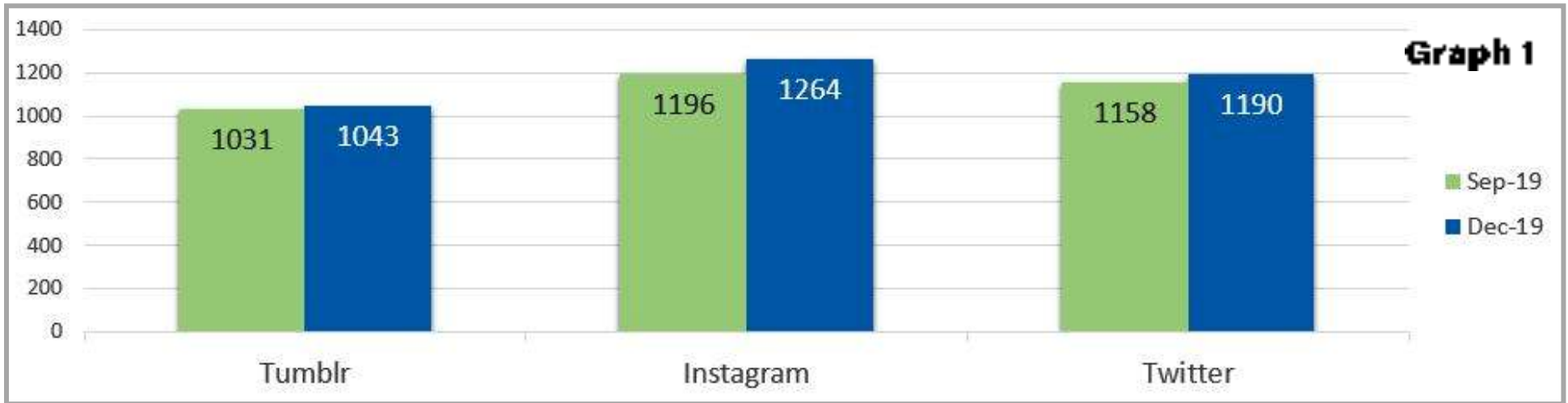
October, November, December

Table of Contents

Social Media Follower Growth—Overview	3
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<i>Elsewhere on the Web</i>	15
Library Platforms—Summary	18

Social Media Follower Growth—Overview

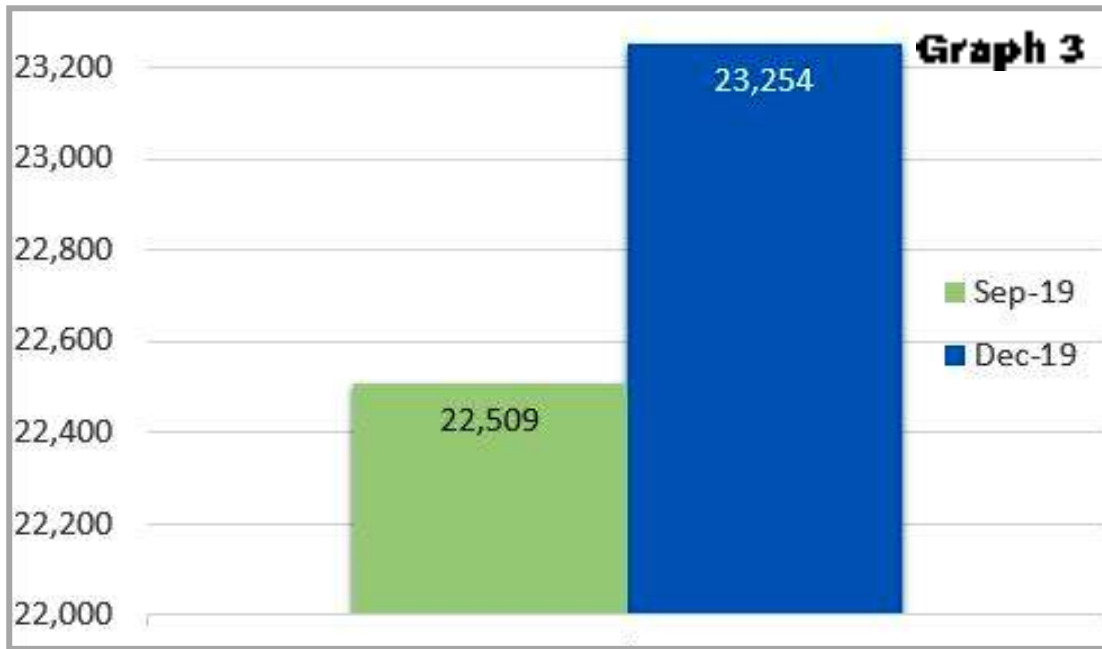
The below graphs illustrate the growth in the Library’s social media followers over the fourth quarter of 2019—October, November, and December—with the number shown being the final total at the end of December 2019. To put the numbers in perspective, the amount of followers each platform had at the end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



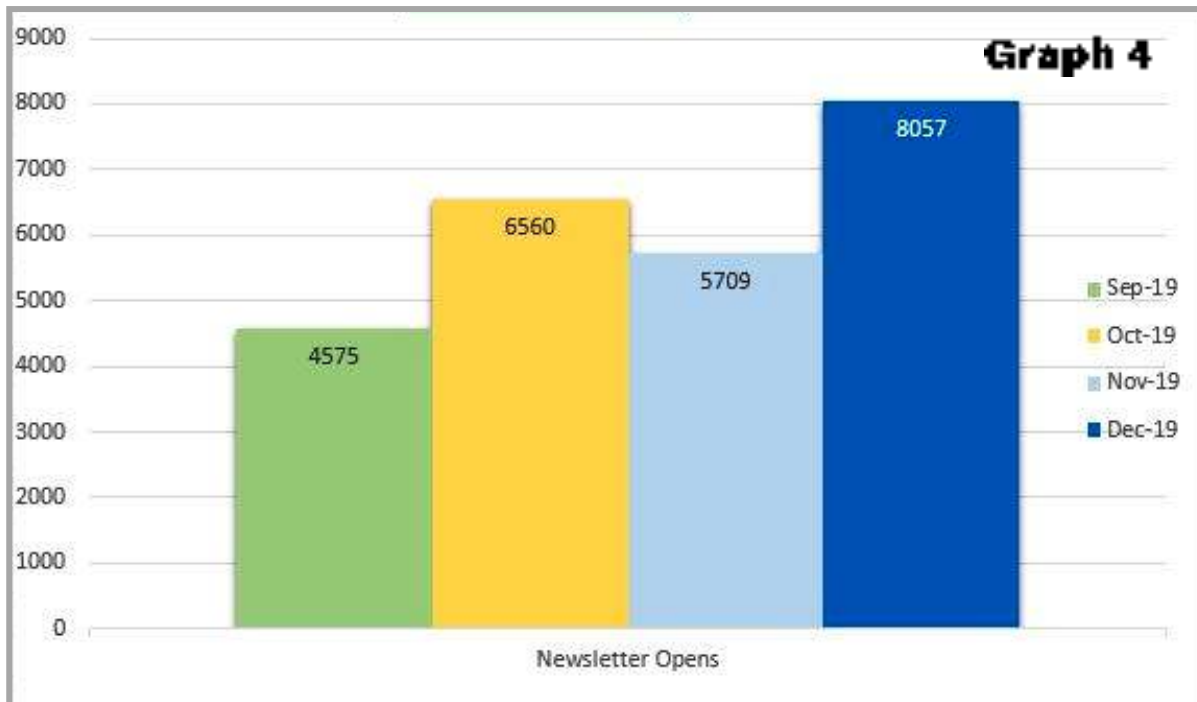
Graph 1 shows a slower climb on Tumblr due to sporadic activity. Being more active on that platform is a goal so that we can rekindle our follower growth and activity.

Graph 2 shows patrons continue to want to see our content regardless of whether the page itself is included in their “liked pages.”

the Osceola Library system
Newsletter—Overview



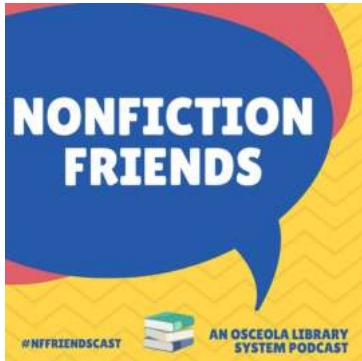
Graph 3 illustrates the growth for the Library Newsletter subscribers throughout 2019's Fourth Quarter as seen against the total at the end of the second quarter.



We continued the experiment we began in the Third Quarter where we gave each newsletter a clear title rather than something artistically vague, and noticed the amount of opens continued to do well (**Graph 4**) as opposed to previous months where we had artistic titles.

We believe the clear titles help the patron immediately identify their level of interest and therefore lessen the chances that they choose to put off opening the newsletter or not opening it at all.

Nonfiction Friends Podcast—Overview

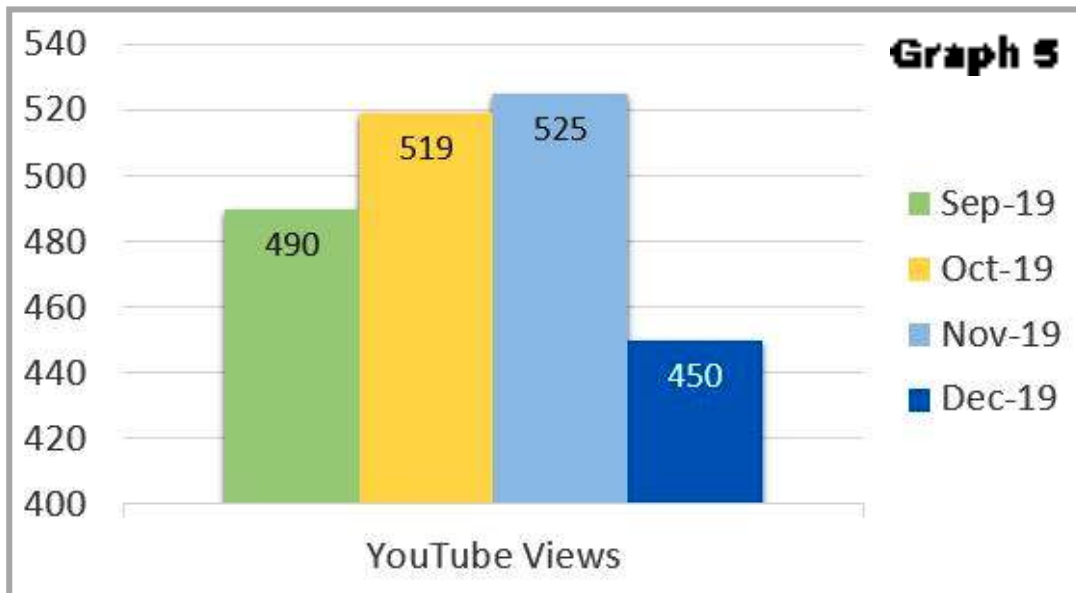


The Library podcast, *Nonfiction Friends*, remains strong with geographical analytics showing the podcast continues to be consistently heard in at least 50 with this quarter’s total listens added up to 1,229.

Their most popular episode this quarter was Episode #87: “Keeping it Spooky” with 50 listens on SoundCloud alone. In this episode, Josh and Rebecca spoke on spooky locations in America featuring fun facts and books from the 133.1 section of the nonfiction shelves. They also shared with their listeners how one could determine if their home is haunted.

The Nonfiction Friends ended 2019 just a handful of episodes shy of their 100th.

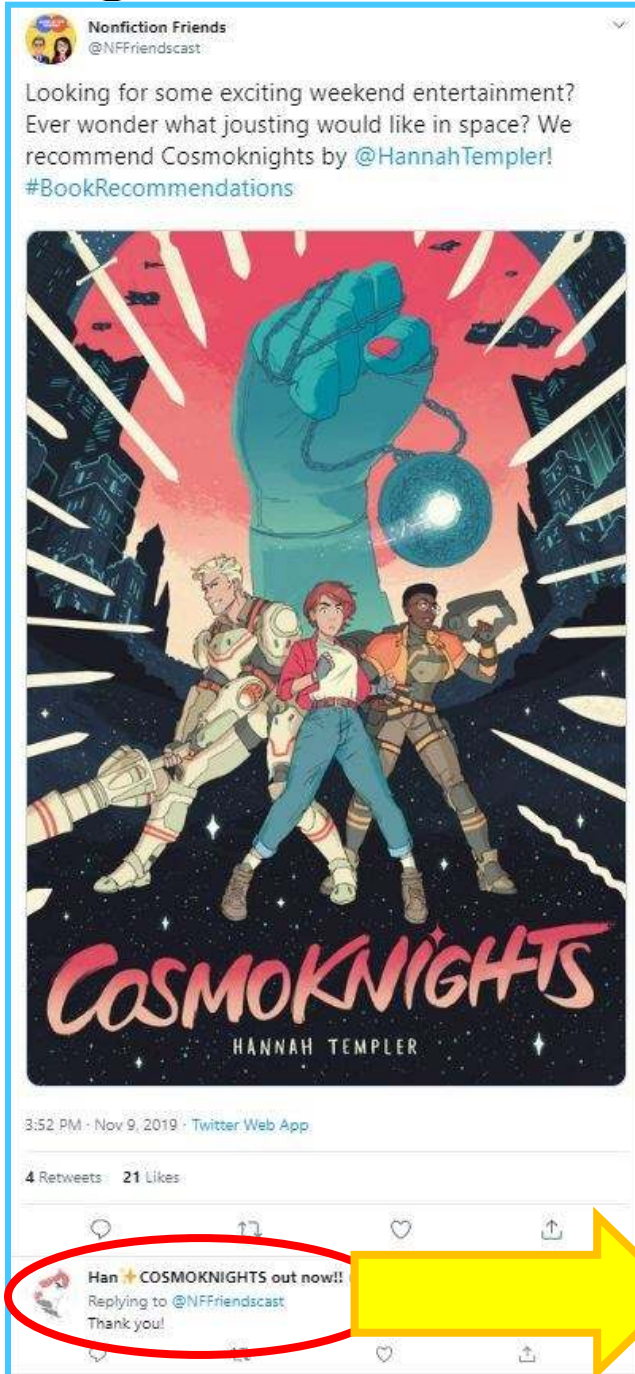
YouTube—Overview



We only uploaded two videos this quarter, one each in October and November. Our views spiked with the new videos and then dropped again when we had no new content in December.

Making more videos is a goal of ours moving forward, resources allowing.

Image 1



PODCAST

Image 1 and 2: Author Hannah Templer showed their gratitude and retweeted the Nonfiction Friends for recommending their book.

Image 3: The Nonfiction Friends continue to gain recognition and support on Instagram from a **diverse audience** including organizations, libraries, and entertainers.

Image 2



Image 3

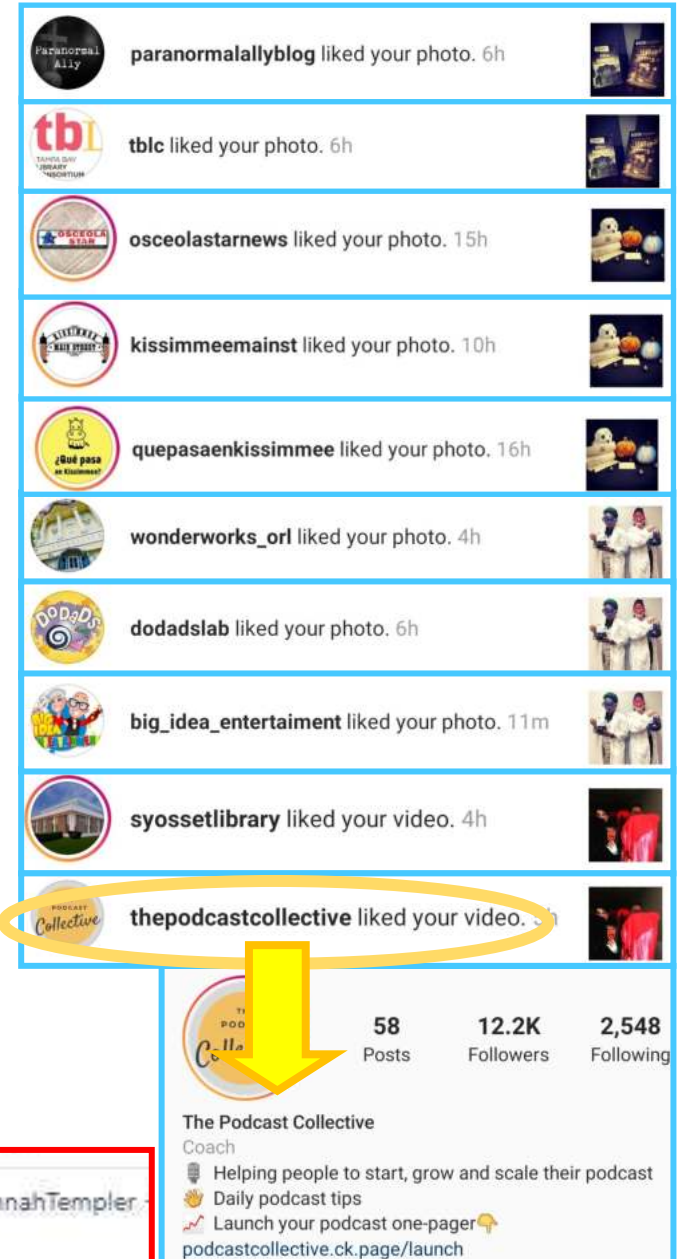


Image 4



FACEBOOK

Images 4—6: Patrons and authors speaking highly of our programs and special events.

Image 5 is in reference to the Florida Author Fest (author comments) and the Bard in the Library Shakespeare Festival (patron comments).

Image 5

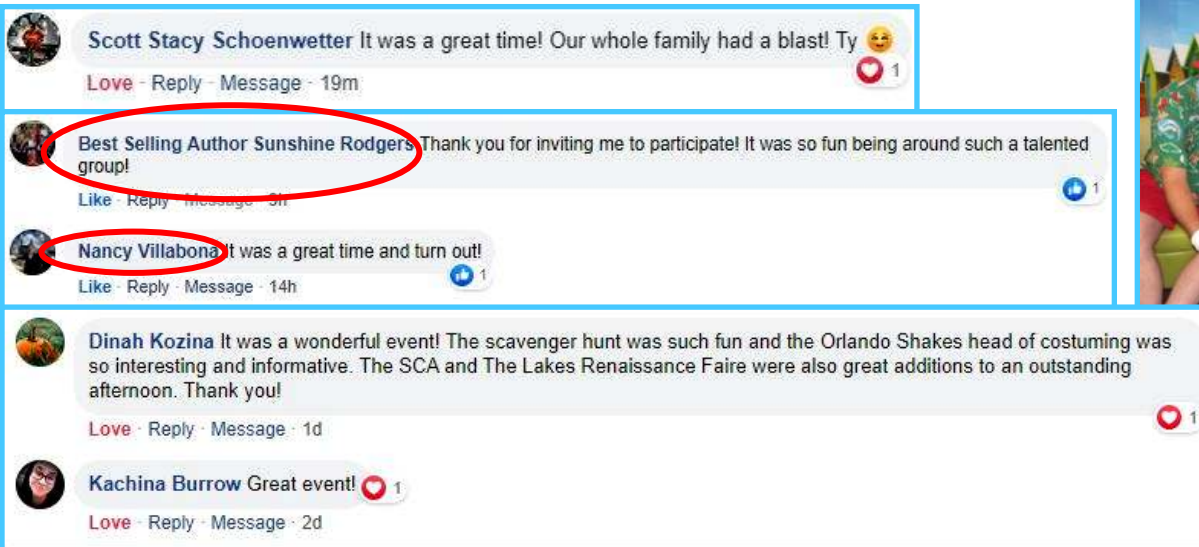



Image 6



Image 7

Jeremy Thomas Lanier is ¹⁴ attending Word by Word Lgbtq+ writer's group with Tommi Pritchett and 2 others at Osceola Library System.
 December 7 at 3:13 PM · Kissimmee, FL · 🌐

Excited to learn more about the world of writing at our local Hart Memorial Central Library in Historic Downtown Kissimmee! Author Sarah Nicholas is providing a workshop offering assistance with the technical side of creative writing and how to take a writing project from an idea to it's formal publishing. This is just one example of free classes and other offerings that our local library has to offer our community!!! ❤️❤️❤️



Word by Word Writing Group

SAT, JAN 4, 2020 AND 9 MORE

Word by Word Lgbtq+ writer's group
 Osceola Library System · Kissimmee, FL
 📅 0 Going · 38 Interested

Osceola Library System, Candice Casey, John Kalish and 13 others · 3 Comments · 2 Shares

Love

Eleanor McDonough We love our libraries! Terri Isaacs gave voter registration training at the Hart library this morning and I gave two voter registration trainings at the Celebration library today too! 26 people trained up today, no way this would have been as easy to do without the support of our library system.

Rita Harris Ohhhh! I put the next one on my calendar.

Judy Makinson Jeremy, I need to pay attention to this. Writing has always been an interest of mine. Journalism in high school and also a college course.

Jeremy Thomas Lanier Judy Makinson you would love this group! What a great way to get inspired to write.

Images 7—14: Patrons, authors, partners, and organizations are becoming more passionate about getting the word out about our Library, programs, and services.

Image 8

Kissimmee Main Street
 December 20 at 2:37 PM · 🌐

Congratulations to our friends from the Osceola Library System for becoming the very first sensory friendly library system in the state of Florida!



The Osceola Library System has partnered with KultureCity® to improve our ability to assist and accommodate patrons with sensory needs. We strive to raise awareness of the needs and challenges faced by individuals with sensory processing disorders by supplying our Team Members with continuous training and by offering the resources and accommodations below to our patrons.



<p>Sensory Bags Sensory bags containing noise reducing headphones, fidget tools, a visual cue card, and a KultureCity VIP lanyard (optional to wear). Also available upon request is a weighted lap pad.</p>	<p>Quiet Zones Each Library will have a designated Quiet Zone for those who may need a quieter and more secure environment. Signage will also be posted in areas that tend to have increased noise levels.</p>	<p>Inclusive Events We pledge to create more sensory friendly programming and events, which will be searchable by event type on our website.</p>
--	--	--

KultureCity 407.742.8888 | www.osceolalibrary.org

You and 22 others · 7 Shares

Image 9

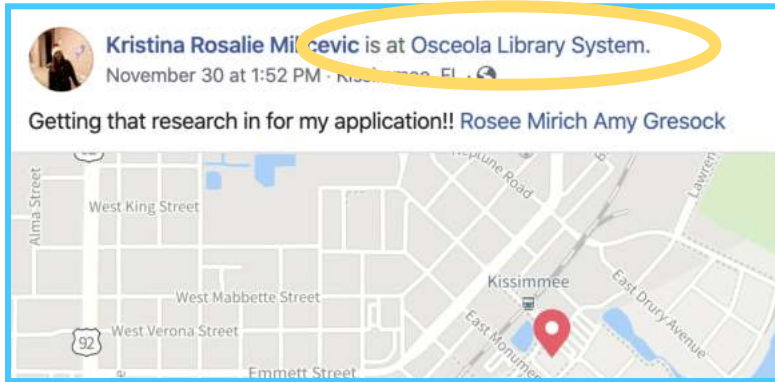


Image 12

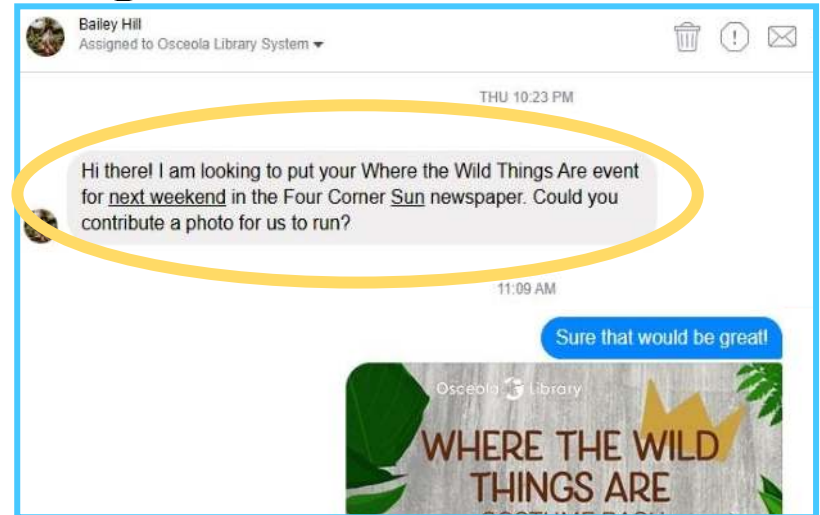


Image 10



Image 11



Image 13

Osceola Library System
Published by Quiz [?] · November 14 at 1:44 PM · 🌐

We are officially switching from OverDrive to cloudLibrary THIS MONDAY, November 18, 2019, at which time all titles will be transferred to cloudLibrary, where you'll have access to over 100,000 MORE titles!

To celebrate our time on OverDrive, take our Ultimate OverDrive Quiz! How many can YOU get right?



QZ.APP.DO
Ultimate OverDrive Quiz!
How many fun facts about our time on OverDrive can YOU get right?

9 Comments 1 Share

Like Comment Share

Most Relevant ▾

 Dinah Kozina Barb Ettrich, Phyllis Hoffman Jacobs I was wrong on quite a few answers, but love using Cloud Library with all its wonderful choices. 📖❤️


Love Reply Message · 2d

Image 14

Bob Gurr
October 16 at 6:30 PM · 🌐

Like as Your Page

Many thanks to all of the nice folks came out to say hello last night in spite of the long lines and overflow guests the Osceola Library System did a wonderful job in helping to accommodate everyone! I look forward to my next visit.



01:00

Osceola Library System, Gregg Ziak, Richard Barnes and 329 others · 14 Comments 5 Shares 1.8K Views

Love Comment Share Hootlet

INSTAGRAM

Images 15—20: When legendary Disney Imagineer Bob Gurr visited the West Osceola Library, our Instagram was swarmed by patrons, guests, and even out-of-state fans expressing both their excitement to see Bob Gurr as well as their support for how Library staff handled the crowd of hundreds.

Image 15

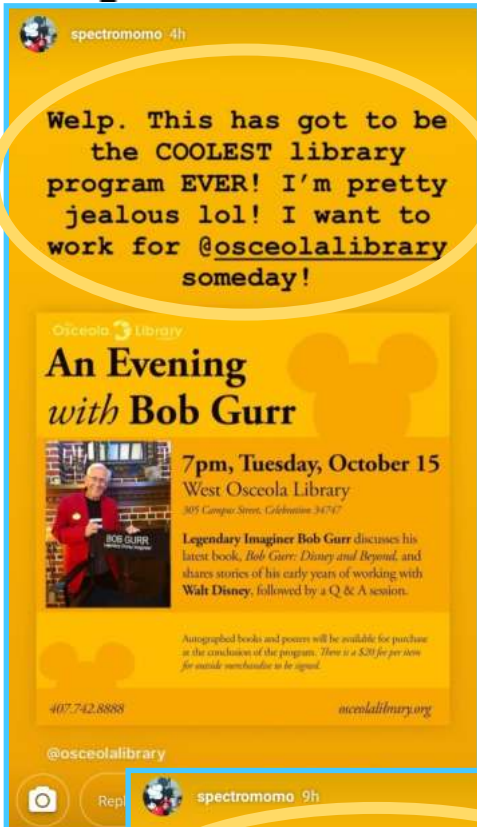


Image 16

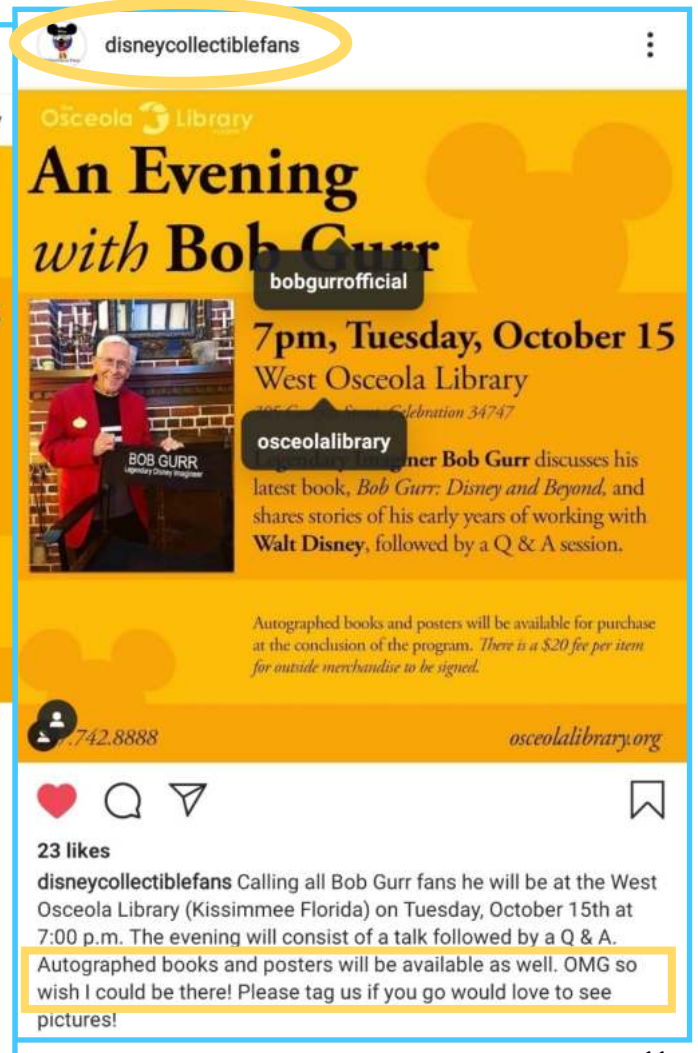
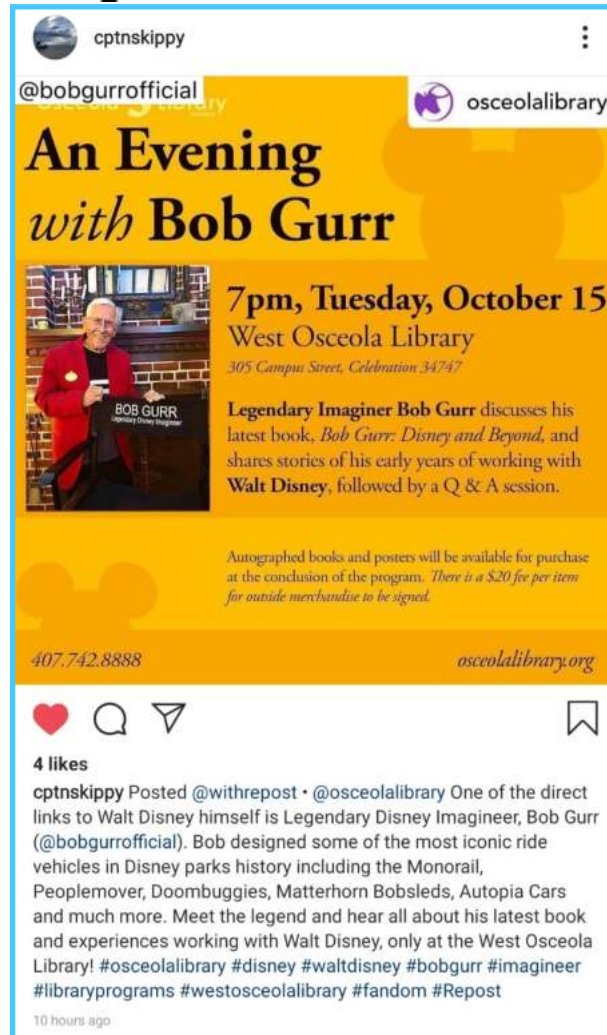


Image 17



Image 18



Image 19

bobgurrofficial Many thanks to all of the nice folks came out to say hello in spite of the long lines and overflow guests the @osceolalibrary did a wonderful job in helping to accommodate everyone! I look forward to my next visit.

starry_eyedandstormy 2) TY FOR COMMENDING THE LIBRARYR

Image 20

The screenshot displays a list of Instagram notifications for a post by Bob Gurr. The notifications are organized into three columns. The first column shows notifications from users like srlohmann, dodadslab, osceolacountyfca, zackback7, thestorydome, splinkybear, tbc, jennygalliger, jennygalliger, musicqueen407, musicqueen407, tricia_spilios, and tristanb71. The second column shows notifications from alexander_echavarria_2001, adamk91, jackie.the.booknerd, ryankotob, rachelgoodman99, ch4ndler2032, seba__centeno, spectromomo, spectromomo, yely96, cjzobi, catcutenese, and phillip.lowry. The third column shows notifications from dmarreropinto, michellecjarret, the.real.linus, jennifer_sarge, edfoundationosceola, notthepathtonarnia, and plsdnthrtme. Each notification includes a user profile picture, the user's name, the type of interaction (like, follow, comment), and the time since the interaction occurred. There are also 'Follow' buttons next to some notifications.

After his visit, we shared photos of Bob Gurr's presentation at West Osceola Library.

Image 20 is just a *sample* of the Instagram notifications for our Bob Gurr photo post *within less than 24 hours*.

TWITTER

Images 21—25: This quarter, many showed their support for our resources and programs, including the podcast Book Power for Kids (**Images 21 and 24**) and Florida's Secretary of State (**Image 22**).

Image 21



Image 22



Image 23



Image 24



Image 25



ELSEWHERE ON THE WEB

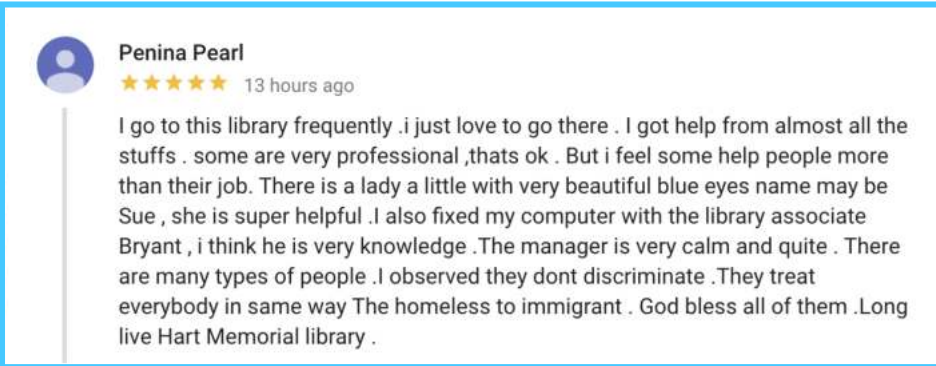
The Osceola Library System was also featured in several articles, reviews, and pages across the web this quarter.

Image 26: A positive review left for Hart Memorial Library on Google.

Image 27: Author **Sunshine Rodgers** featured our Florida Author Fest on her website.

Image 28: The “Disney Information Station” (wdwinfo.com) website promoted the Bob Gurr visit. **This website is the definitive source for Disney news outside of the official Disney park website.**

Image 26



Penina Pearl
 ★★★★★ 13 hours ago

I go to this library frequently .i just love to go there . I got help from almost all the stuffs . some are very professional ,thats ok . But i feel some help people more than their job. There is a lady a little with very beautiful blue eyes name may be Sue , she is super helpful .I also fixed my computer with the library associate Bryant , i think he is very knowledge .The manager is very calm and quite . There are many types of people .I observed they dont discriminate .They treat everybody in same way The homeless to immigrant . God bless all of them .Long live Hart Memorial library .

Image 27



About Sunshine
 Sunshine is an International Best Selling Author, a Speaker and Motivator who travels, attends book signings and teaches workshops. Connect with her on social media. She is the Author of 5 books! If you would like to give to her ministry, go to the Love Offering Tab. Her books showcase God's heart, character and power. God and his angels are cast as the main characters in her novels. She hopes her books help grow you in your faith!

About Book
 Check out my new audio book! "God the Father, Jesus the Big Brother, Holy Spirit the Best Friend"! Narrated by Tina Shuster! Made it on TWO of Amazon's Best Seller Lists in the categories of:
 * Bible Commentaries
 * Christian Commentaries

Upcoming Events
 I am excited to announce that I will be a participating author at the Florida Author Fest at the St. Cloud Library. I will be there with all FIVE of my books!
 Saturday, November 9th
 10:00am – 1:00pm
 St. Cloud Library
 810 13th Street
 St. Cloud, Florida.

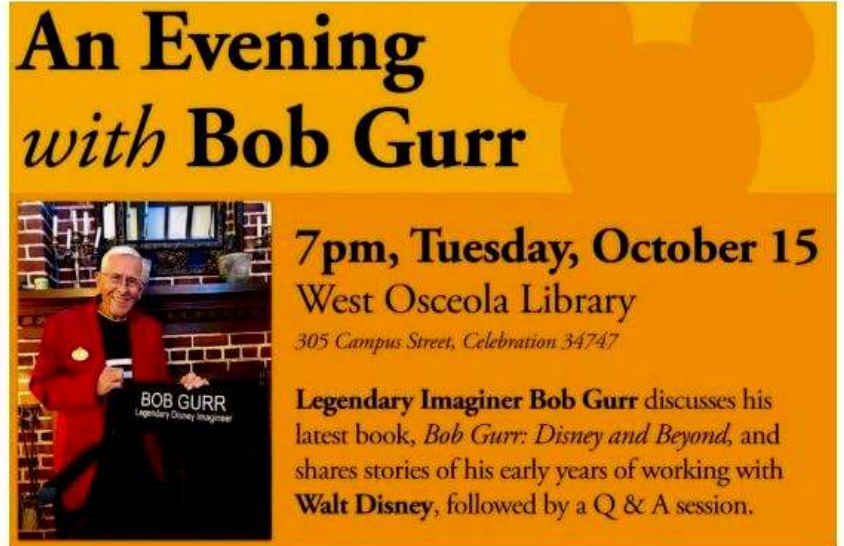
Bestseller (multiple times)
 GOD THE FATHER
 JESUS THE BIG BROTHER
 HOLY SPIRIT THE BEST FRIEND

Image 28

Disney Legend Bob Gurr to Speak at Event on October 15th Near Walt Disney World



By **Deni Sunderly** - Assistant Editor
 www.wdwinfo.com
 Posted on October 9, 2019



An Evening with Bob Gurr

7pm, Tuesday, October 15
 West Osceola Library
 305 Campus Street, Celebration 34747

Legendary Imagineer Bob Gurr discusses his latest book, *Bob Gurr: Disney and Beyond*, and shares stories of his early years of working with **Walt Disney**, followed by a Q & A session.

If you'll be vacationing in Walt Disney World next week, you may want to add a nearby event to your schedule for Tuesday, October 15th at 7pm.

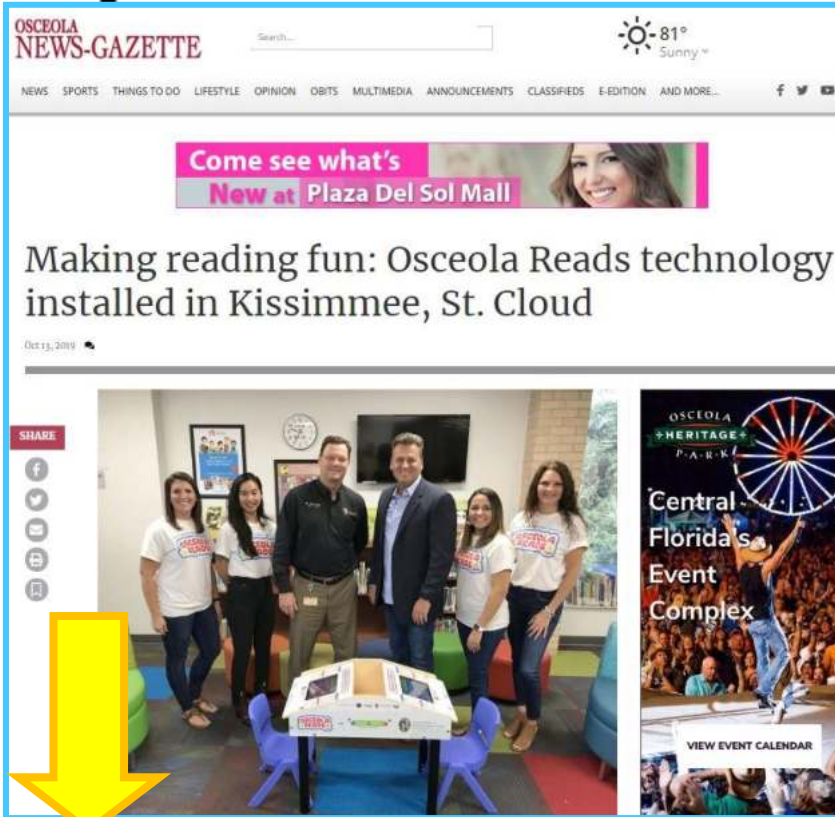
The West Osceola Library will be hosting 'An Evening with Bob Gurr' as the Disney Legend and Imagineer shares about his latest book, *Bob Gurr: Disney and Beyond*. Bob will share stories of working with Walt Disney, and his time of speaking will be followed by a question and answer session. Autographed posters and books will be available for purchase after the program.

You can find additional information and contact information at osceolalibrary.org.

Please note that there will be a \$20 fee per item for outside merchandise to be signed.

The West Osceola Library is located at 305 Campus Street in Celebration. The library branch is located just minutes from Walt Disney World property.

Image 29



At the Veterans Memorial Library in St. Cloud, the table features two iPads available for children to access the Footsteps2Brilliance app while visiting

“The mission for educating our children begins long before they start school. That’s why I’m proud to promote the literacy of young children with the installation of this technology station,” stated Osceola County Commissioner Fred Hawkins. “Osceola Reads is an important tool to pave the way for young learners to hone vital reading skills through a user-friendly app. This station broadens access for our residents to this key program.”

This location’s existing Osceola Reads technology station (sponsored by Commissioner Cheryl Grieb) will be moved to the Marydia Community Center, providing a new location for families to access the free reading app in the Kissimmee community.

The Osceola News-Gazette featured us a few times this quarter, both formally and informally, **covering significant events (Image 29) as well as casually promoting our programs** when an article of theirs featured a nearby location or similar topic (Image 30).

Image 30



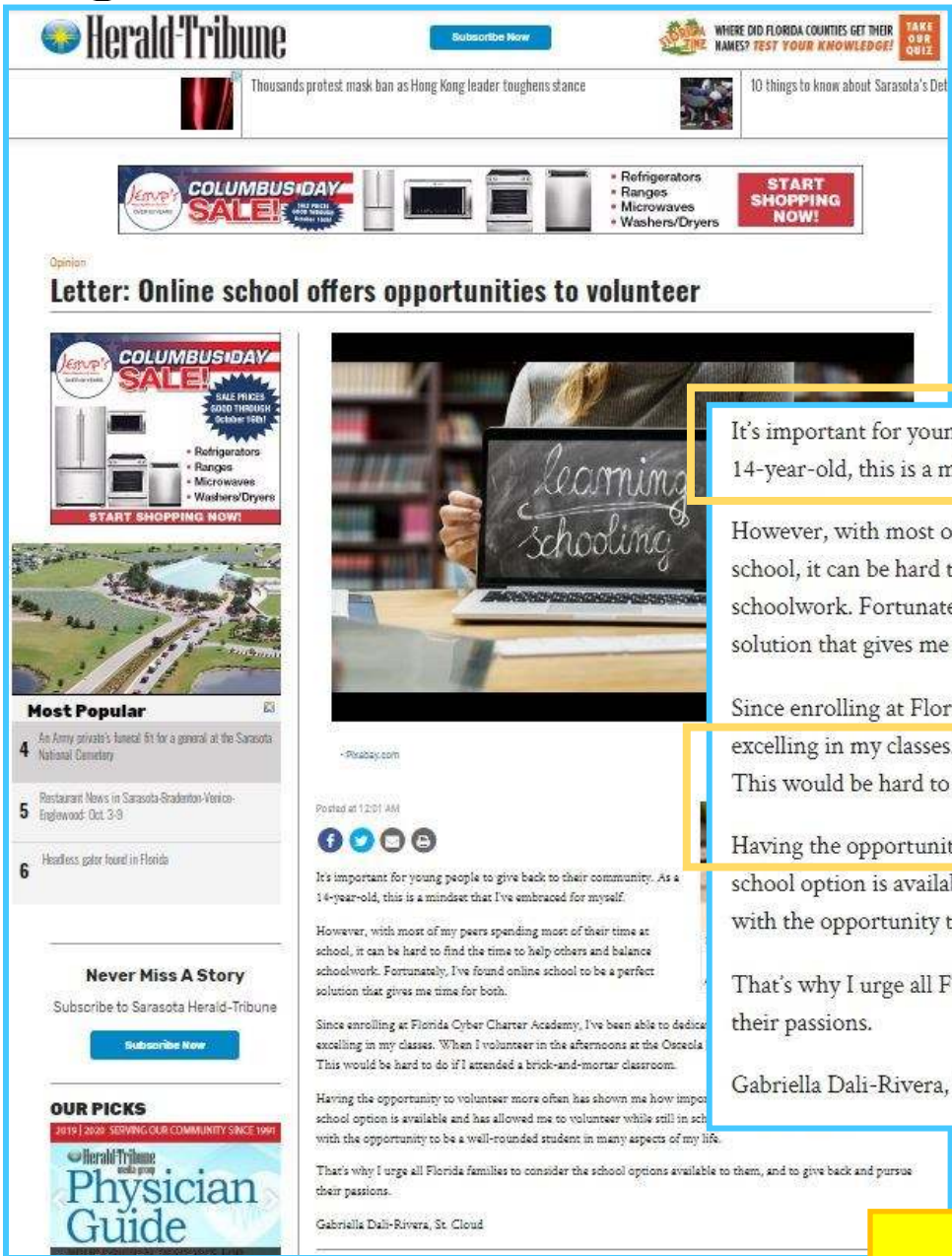
Mother Goose Not-So Spooky Storytime will be Wednesday, Oct. 23, from 10 to 10:45 a.m. This program is for children 4 years old and younger. Children are invited in for a Halloween not-so-spooky story time. Children can dress in costume and receive a special treat.

Children and their families are invited to Where the Wild Things Are Costume Bash on Thursday, Oct. 24, from 4 to 6 p.m. Roar your terrible roar and gnash your terrible teeth in this celebration of wild things! Have fun with activities, face painting and snacks. Costumes, jammies or monstrous ensembles are the encouraged dress.

Spooky Game Night (age group teen and adult) will be Wednesday, Oct. 30, from 5 to 7 p.m. Test your skills playing Halloween Bingo, Pictionary and Plate Drawing.

All library programs are free and open to the public. The Poinciana Branch Library is located at 101 N. Doverplum Ave.

Image 31



The screenshot shows the top of the Herald-Tribune website. At the top left is the logo and a 'Subscribe Now' button. To the right is a quiz titled 'WHERE DID FLORIDA COUNTIES GET THEIR NAMES? TEST YOUR KNOWLEDGE! TAKE OUR QUIZ'. Below the header are two news snippets: 'Thousands protest mask ban as Hong Kong leader toughens stance' and '10 things to know about Sarasota's Det...'. A large advertisement for 'Leavitt's COLUMBUS DAY SALE' is featured, listing appliances like refrigerators, ranges, microwaves, and washers/dryers. Below the ad is an 'Opinion' section with the article title 'Letter: Online school offers opportunities to volunteer'. The article includes a photo of a person at a laptop with 'Learning & Schooling' written on the screen. A 'Most Popular' sidebar on the left lists several articles. At the bottom, there is a 'Never Miss A Story' subscription prompt and an 'OUR PICKS' section featuring a 'Physician Guide'.

Image 31: When The Herald-Tribune published an article discussing how having online courses allows for teens to have more opportunity to volunteer, **one of our own Teen Ambassadors submitted a letter about her experience** balancing school and volunteering at the St. Cloud Library.

It's important for young people to give back to their community. As a 14-year-old, this is a mindset that I've embraced for myself.

However, with most of my peers spending most of their time at school, it can be hard to find the time to help others and balance schoolwork. Fortunately, I've found online school to be a perfect solution that gives me time for both.

Since enrolling at Florida Cyber Charter Academy, I've been able to dedicate myself to various causes while still excelling in my classes. When I volunteer in the afternoons at the Osceola Library, I can log on and attend my classes. This would be hard to do if I attended a brick-and-mortar classroom.

Having the opportunity to volunteer more often has shown me how important it is to help others. I'm glad that this school option is available and has allowed me to volunteer while still in school. Online school has also provided me with the opportunity to be a well-rounded student in many aspects of my life.

That's why I urge all Florida families to consider the school options available to them, and to give back and pursue their passions.

Gabriella Dali-Rivera, St. Cloud



A Walmart advertisement featuring a blue shopping bag with the Walmart logo and the slogan 'Save money. Live better.'. Below the bag, the text reads 'Save on Delivery' with a right-pointing arrow icon. At the bottom, it says 'Ad By Walmart' with a star icon and a 'See More' button.



Library Platforms—Summary

- Tumblr gained **12** followers.
- Instagram gained **68** followers.
- Twitter gained **32** followers.
- Facebook gained **86** Likes and **102** Follows.
- YouTube had a total of **1,494** views.
- The Library Newsletter gained **745** subscribers.
- The Library podcast, *Nonfiction Friends*, had **1,229 listens** in this quarter across SoundCloud, iTunes, and other podcast streamers.