



Osceola Library System

Library Platform Statistics **Quarterly Report**

2022 - Second Quarter

April, May, June



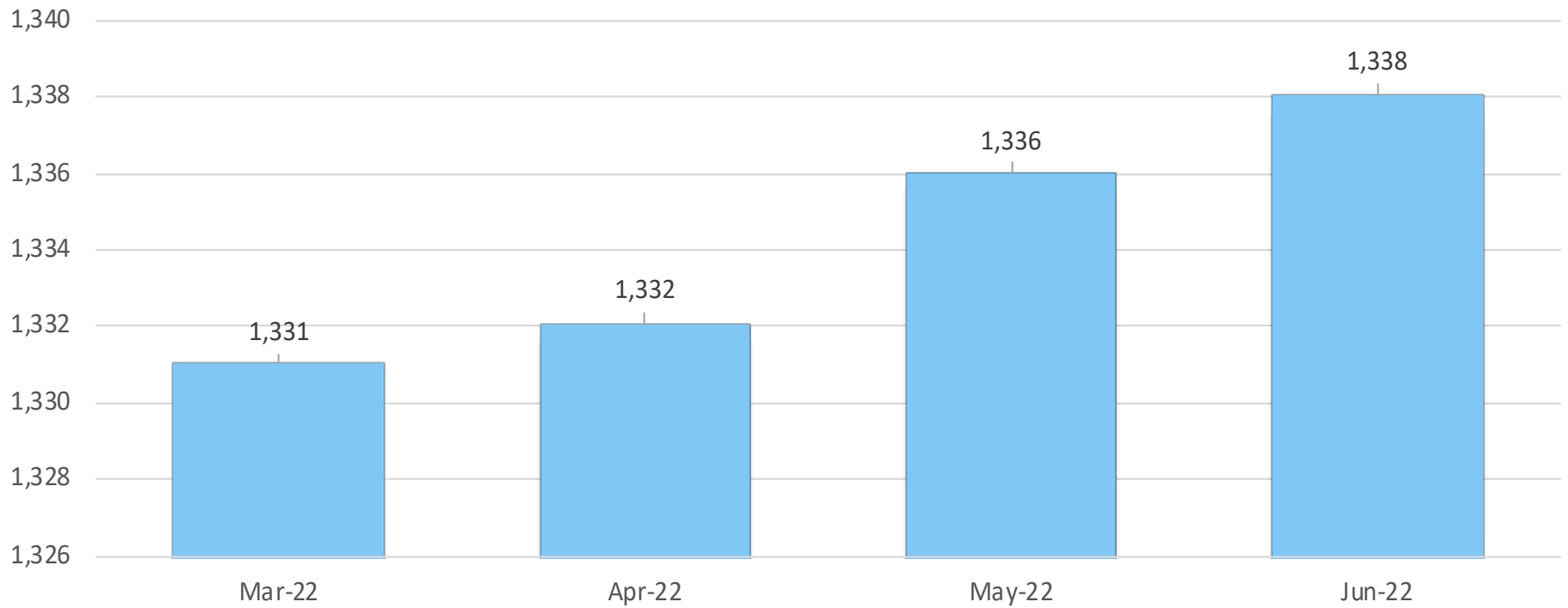
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Twitter



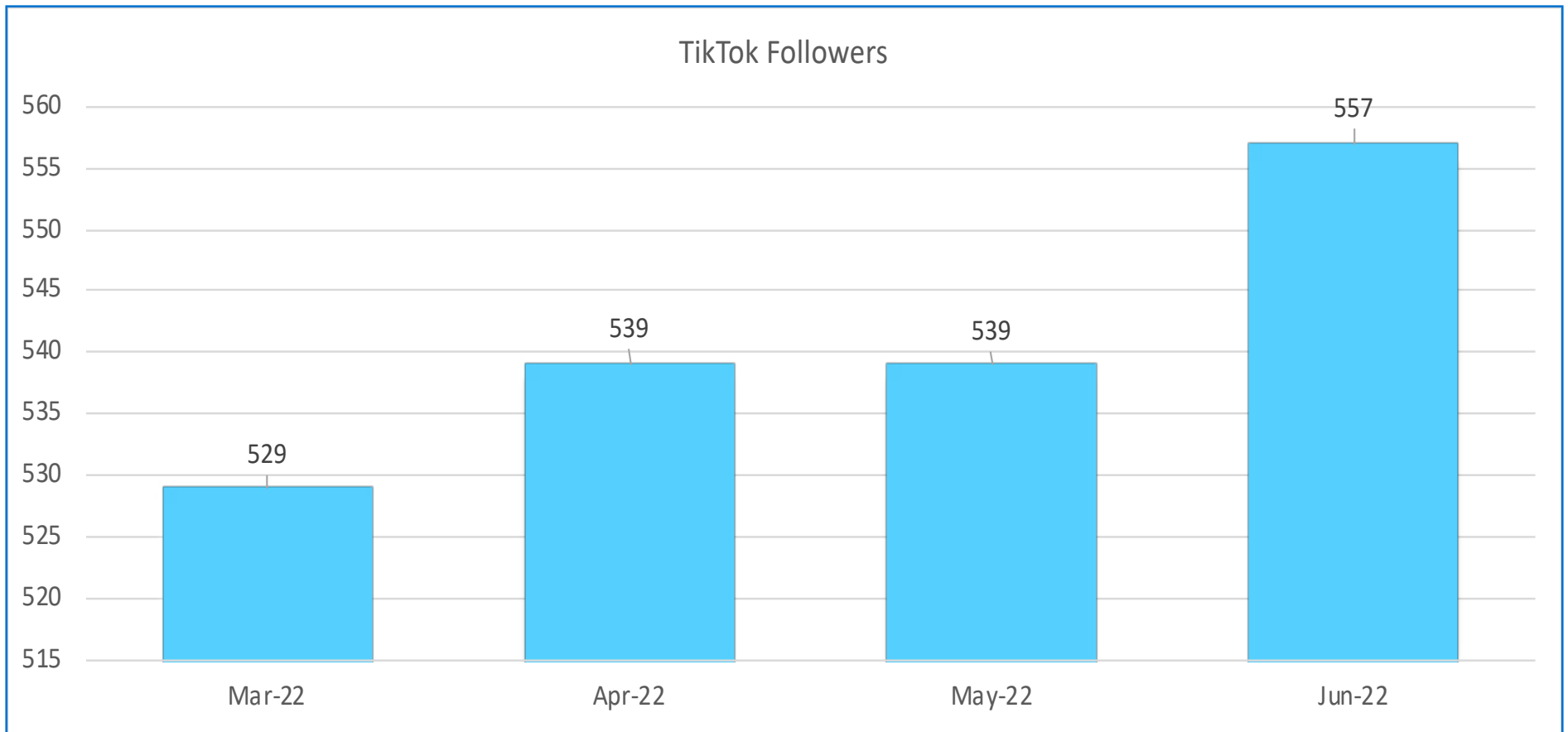
Twitter Followers



Twitter - Statistics

Twitter			
April			
Total Followers	1332	1	0.08
Total Tweets	4533	11	0.24
New Likes	7	1	16.67
New Retweets	2	2	-
New Replies	4	4	-
New Polls	0	0	-
Poll Responses	0	0	-
May			
Total Followers	1336	4	0.30
Total Tweets	4548	15	0.33
New Likes	6	-1	-14.29
New Retweets	2	0	0.00
New Replies	0	-4	-100.00
New Polls	0	0	-
Poll Responses	0	0	-
June			
Total Followers	1338	2	0.15
Total Tweets	4560	12	0.26
New Likes	15	9	150.00
New Retweets	4	2	100.00
New Replies	0	0	-
New Polls	0	0	-
Poll Responses	0	0	-

TikTok

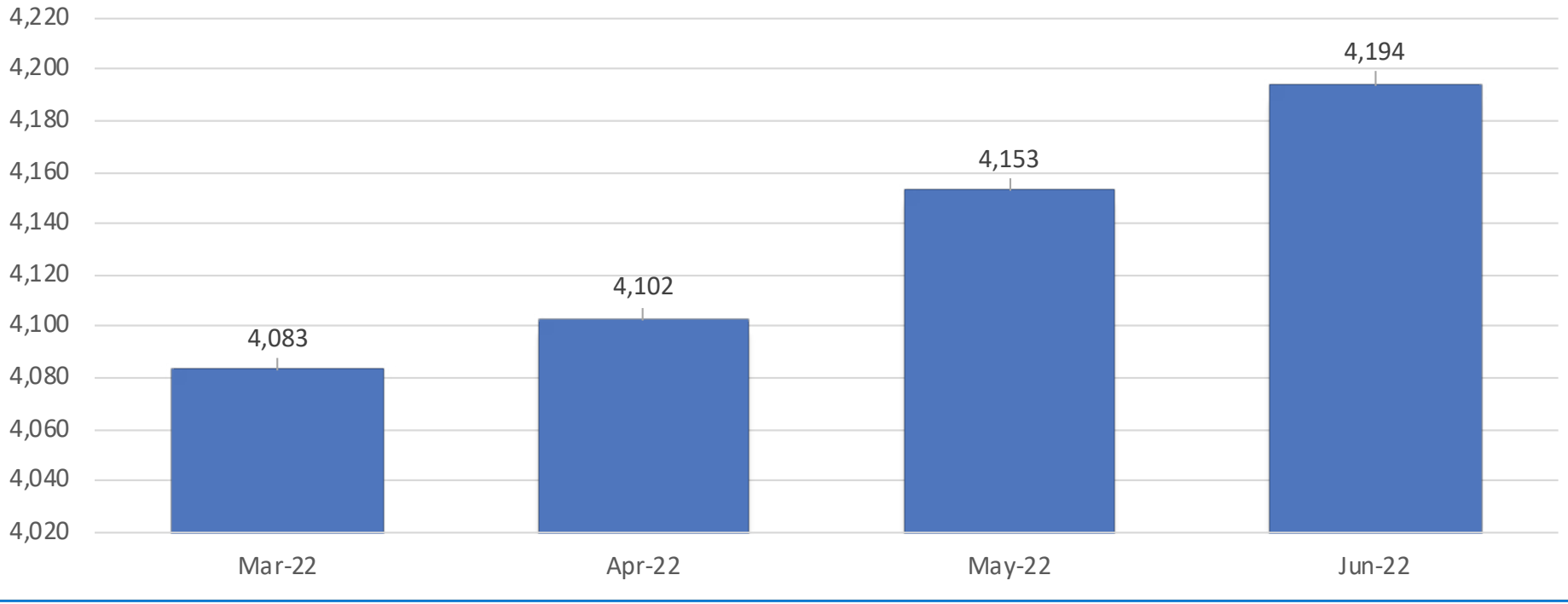


TikTok			
April			
Total Followers	539	10	1.89
New Videos	0	-1	-100.00
New Likes	0	-13	-100.00
Total Views	74	-302	-80.32
New Shares	0	0	-
New Comments	0	-1	-100.00
May			
Total Followers	539	0	0.00
New Videos	0	0	-
New Likes	1	1	-
Total Views	65	-9	-12.16
New Shares	0	0	-
New Comments	0	0	-
June			
Total Followers	557	18	3.34
New Videos	0	0	-
New Likes	2	1	100.00
Total Views	102	37	56.92
New Shares	0	0	-
New Comments	1	1	-

Facebook



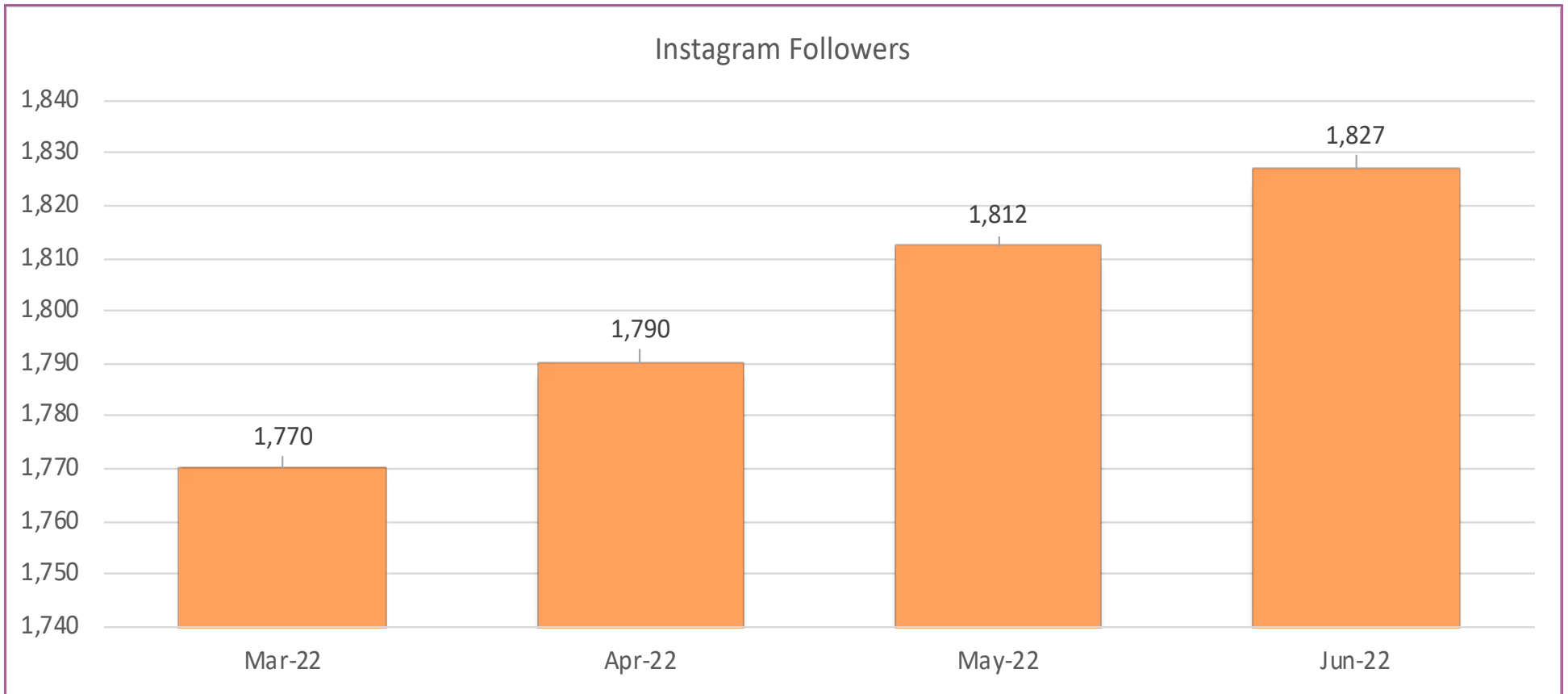
Facebook Followers



Facebook - Statistics

Facebook			
April			
Total Likes	3695	18	0.49
Total Follows	4102	19	0.47
Post Reach	1539	-191	-11.04
Story Reach	178	63	54.78
Post Engagements	452	318	237.31
Recommendations	0	0	-
Stories	0	-3	-100.00
Post with highest reach	Thank you for the love		925
Post with most engagement	The Library now offers		32
Post with most clicks	Thank you for the love		61
May			
Total Likes	3738	43	1.16
Total Follows	4153	51	1.24
Post Reach	4869	3330	216.37
Story Reach	27	-151	-84.83
Post Engagements	744	292	64.60
Recommendations	0	0	-
Stories	2	2	-
Post with highest reach	State Park Passes		3795
Post with most engagement	State Park Passes		128
Post with most clicks	State Park Passes		169
June			
Total Likes	3768	30	0.80
Total Follows	4194	41	0.99
Post Reach	4816	-53	-1.09
Story Reach	87	60	222.22
Post Engagements	677	-67	-9.01
Recommendations	0	0	-
Stories	1	-1	-50.00
Post with highest reach	Fire Rescue		3014
Post with most engagement	Fire Rescue		77
Post with most clicks	The fun is just beginning		109

Instagram



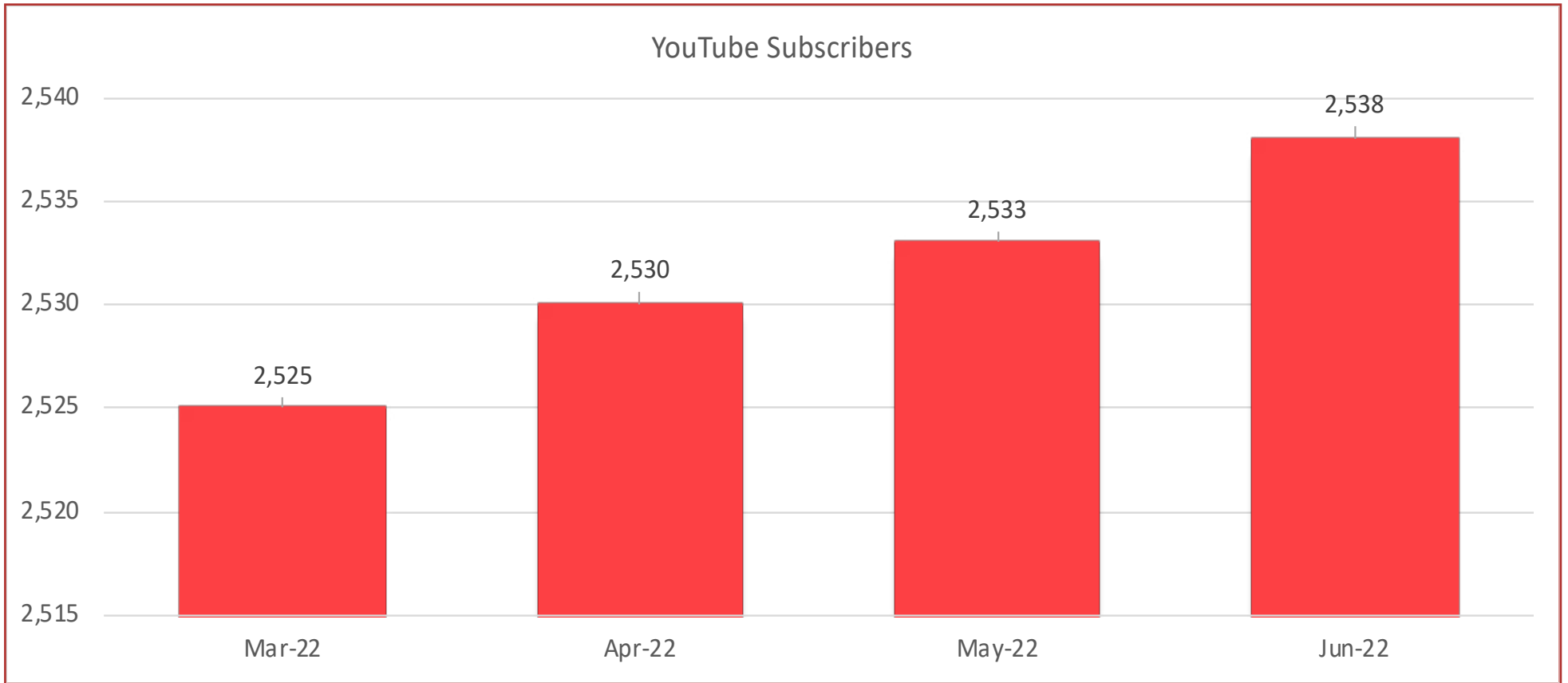
Instagram - Statistics

Instagram			
April			
Total Followers	1790	20	1.13
New Posts	8	0	0.00
New Likes	83	4	5.06
New Comments	0	-1	-100.00
Stories	21	5	31.25
New shares	11	4	57.14
Tags/mentions in posts	9	-4	-30.77
Tags/mentions in stories	0	-6	-100.00
Post with most likes	Book Sale at St. Cloud		26.00
May			
Total Followers	1812	22	1.23
New Posts	8	0	0.00
New Likes	106	23	27.71
New Comments	5	5	-
Stories	13	-8	-38.10
New shares	39	28	254.55
Tags/mentions in posts	3	-6	-66.67
Tags/mentions in stories	4	4	-
Post with most likes	State Park Passes		36.00
June			
Total Followers	1827	15	0.83
New Posts	8	0	0.00
New Likes	86	-20	-18.87
New Comments	1	-4	-80.00
Stories	4	-9	-69.23
New shares	16	-23	-58.97
Tags/mentions in posts	7	4	133.33
Tags/mentions in stories	17	13	325.00
Post with most likes	Read with Pride		26.00

YouTube



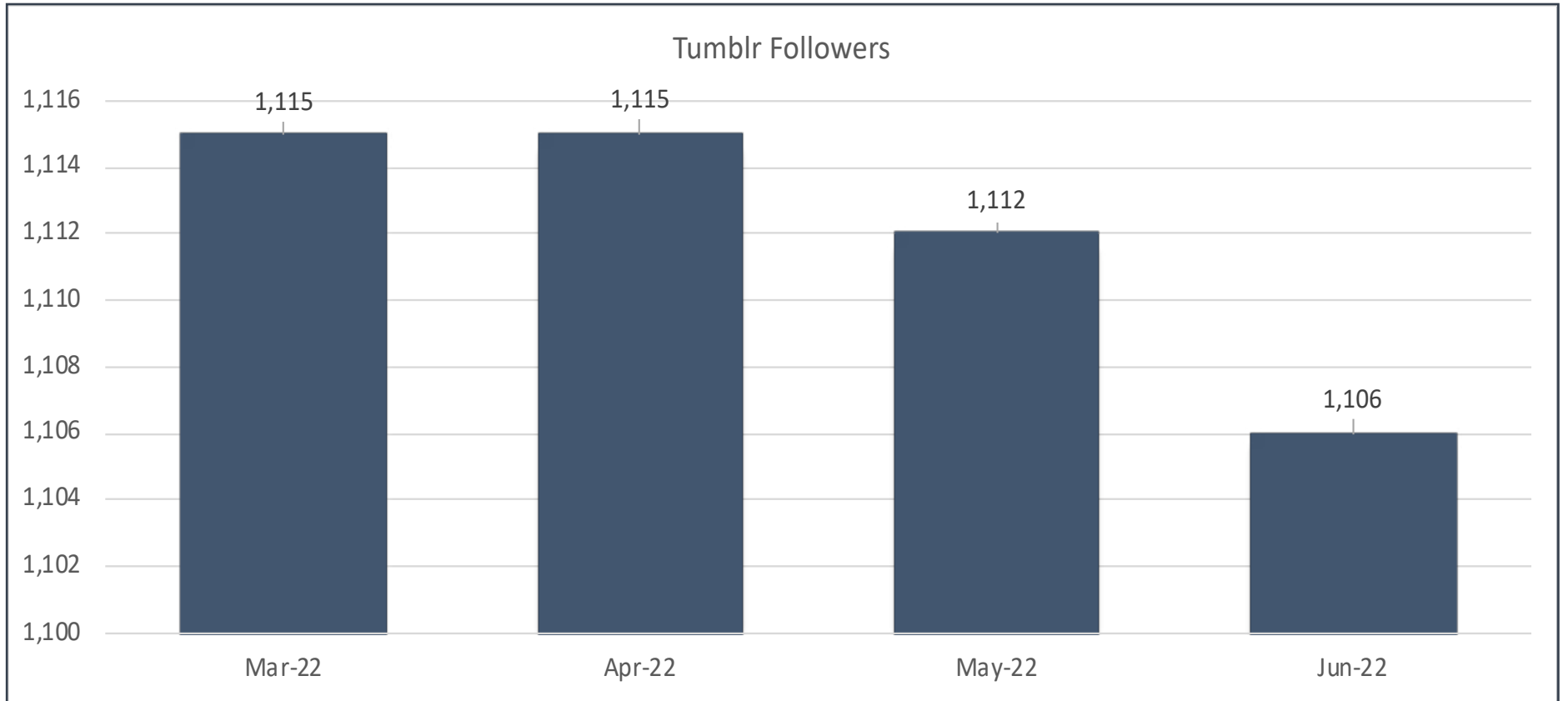
YouTube Subscribers



YouTube - Statistics

YouTube			
April	Stat	Change	%Change
Total Subscribers	2530.00	5	0.20
New Videos	0.00	-3	-100.00
New Views	1706.00	-184	-9.74
	Minutes	Hours	%Change
Watch Time	3654	60.9	-98.66
#	Video Title		
1	Take and Make: Wood Bead Bracelet		
2	DIY Mason Jar Candles		
3	I AM NOT A FISH!		
4	Two Side Printing		
5	Take and Make: Mal de Ojo Bracelet		
May	Stat	Change	%Change
Total Subscribers	2533.00	3	0.12
New Videos	0.00	0	-
New Views	1522.00	-184	-10.79
	Minutes	Hours	%Change
Watch Time	3642	60.7	-98.34
#	Video Title		
1	I AM NOT A FISH!		
2	Take and Make: Wood Bead Bracelet		
3	DIY Mason Jar Candles		
4	Two Side Printing		
5	Hora de Arte: Flores Prensadas		
June	Stat	Change	%Change
Total Subscribers	2538.00	5	0.20
New Videos	0.00	0	-
New Views	1484.00	-38	-2.50
	Minutes	Hours	%Change
Watch Time	3228	53.8	-98.52
#	Video Title		
1	I AM NOT A FISH!		
2	Take and Make: Wood Bead Bracelet		
3	DIY Mason Jar Candles		
4	Two Side Printing		
5	Hora de Arte: Flores Prensadas		

Tumblr



Tumblr - Statistics

Tumblr					
April		Stat	Change	%Change	
Total Followers		1115	0	0.00	
Total Following		241	0	0.00	
Questions Asked		0	0	-	
Direct Messages		0	0	-	
New Notes		1	-3	-75.00	
		Description		Notes Reblog?	
Top post	When you hear a character finally		7		0
May		Stat	Change	%Change	
Total Followers		1112	-3	-0.27	
Total Following		241	0	0.00	
Questions Asked		0	0	-	
Direct Messages		0	0	-	
New Notes		5	4	400.00	
		Description		Notes Reblog?	
Top post	Read Banned Books post		75		16
June		Stat	Change	%Change	
Total Followers		1106	-6	-0.54	
Total Following		240	-1	-0.41	
Questions Asked		0	0	-	
Direct Messages		0	0	-	
New Notes		4	-1	-20.00	
		Description		Notes Reblog?	
Top post	Read Banned Books post		76		16