



# Osceola Library System

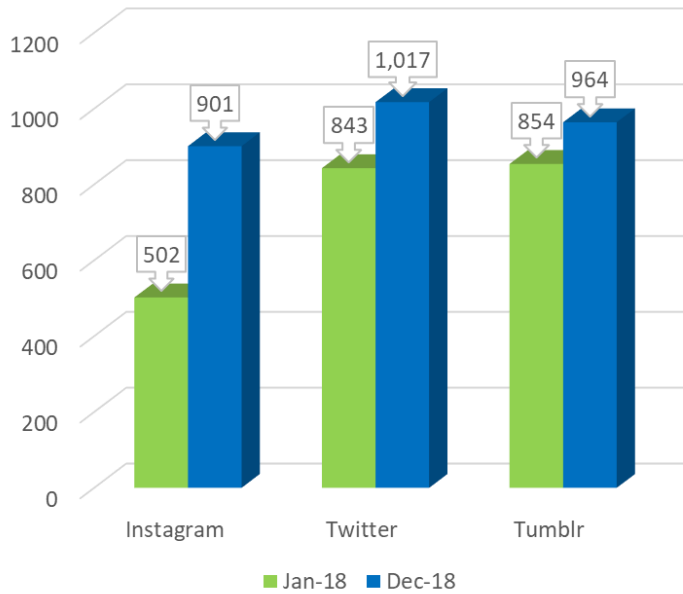


## Library Platforms Annual Report

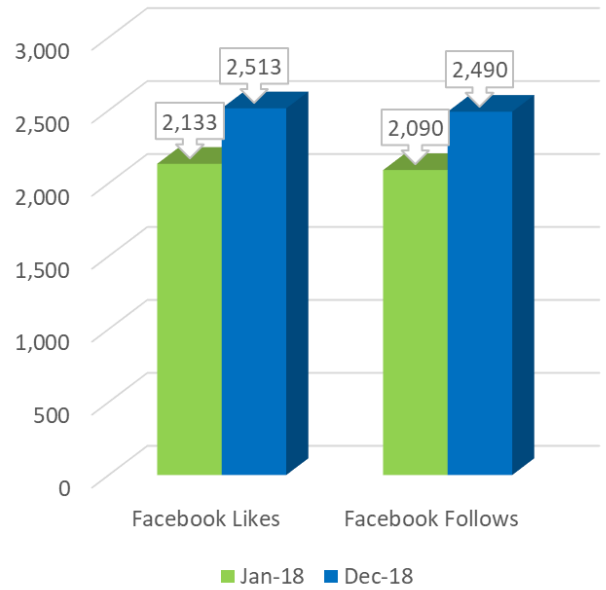
- 2018 -

# — The Numbers —

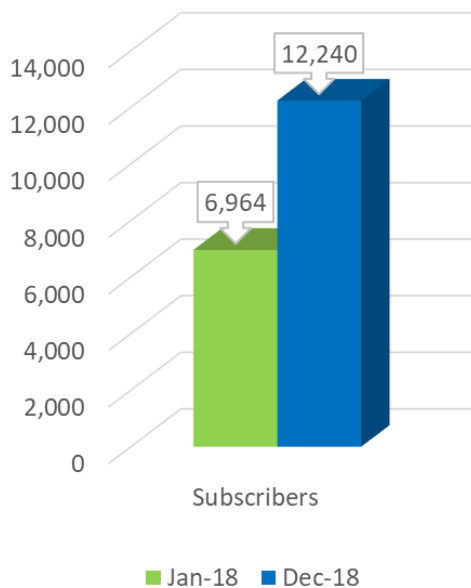
### Follower Growth



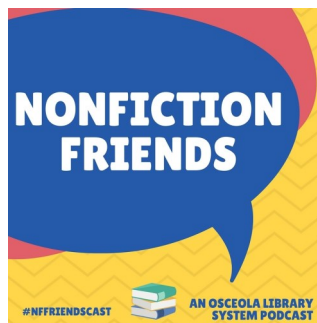
### Facebook Growth



### Newsletter Subscriber Growth



- **Instagram gained 399 followers (80% growth)**
- **Twitter gained 174 followers (21% growth)**
- **Tumblr gained 110 followers (13% growth)**
- **Facebook gained 380 likes and 400 follows (18% and 19% growth respectively)**
- **The Library Newsletter gained 5,276 subscribers (76% growth)**



Library Podcast:  
*Nonfiction Friends*

- **46 episodes**
- **3,901 Listens**
- **Covered 25+ topics**
- **Heard in over 50 countries**

# — The People —

## On Our Content

"I love these book-face photos!  
So creative!"  
- @becky6195, Instagram

**"Fabulous!"**  
- Laurie Halse Anderson,  
Author

"@osceolalibrary got jokes"  
- @mattchewhughes, Instagram

**"Beautiful in image  
and words."**  
- Mala Naidoo, Author

"Such a remarkable eye for  
colours ... bravo!"  
- @stabue\_re, Instagram

**"Well, that sure  
makes my day!"**  
- Terri-Lynne Defino,  
Author

"Good stuff!! <3<3<3"  
- @podfriends, Instagram

**"Awesome!!!!"**  
- Christina Farley,  
Author

**"Wow! With every event you guys do,  
I'm even more inspired. ... I don't think I've ever  
wanted to work for someone, as much as I do this  
amazing library system! <3 #librarycareergoals"**  
- Brandi T.M., on Facebook

## On Our Events

"What a fun way to learn.  
Thanks so much!"  
- Andrea J., on Facebook

"@osceolalibrary thank you! Today was  
awesome, we love all of the awesome  
programs for kids at our library!"  
- @alysamakessomething, on Instagram

"What a wonderful event and what wonderful work the  
Osceola Library System does 52 weeks a year! We thank you  
all for making a Positive Difference in Osceola County and  
yes... EVERYTHING WAS AWESOME!!!!!"  
- Positively Osceola, on Facebook

## On Us

"Incredible staff and a beautiful facility."  
- Sara G.C., Facebook

**"Thanks @osceolalibrary  
for being here."**  
- @seeknlive\_, on Instagram

"Your library is great! Wish I could work there!  
Your staff always recommend the best books!"  
- @esta.es.laura, on Instagram

"Our podcast is probably 90% powered by @osceolalibrary  
and childrens librarian Lisa (she's the best!)."  
- Book Power for Kids!, Podcast

**"I love the library! You guys do so many  
awesome things for our community! My kids,  
grandkids and I value everything you do!"**  
- Marylee C., on Facebook

"Love you all and all the hard work you do  
to love our community! <3<3<3"  
- @hannaeholbrook, on Instagram



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