



# **Osceola Library System**

## **Library Platform Statistics Quarterly Report**

### **2018—Final Quarter**

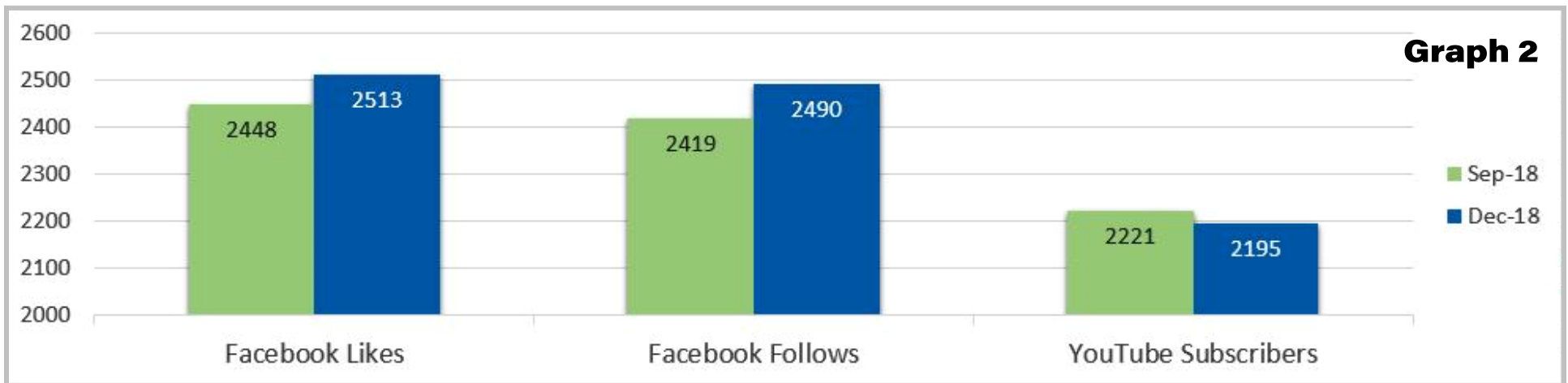
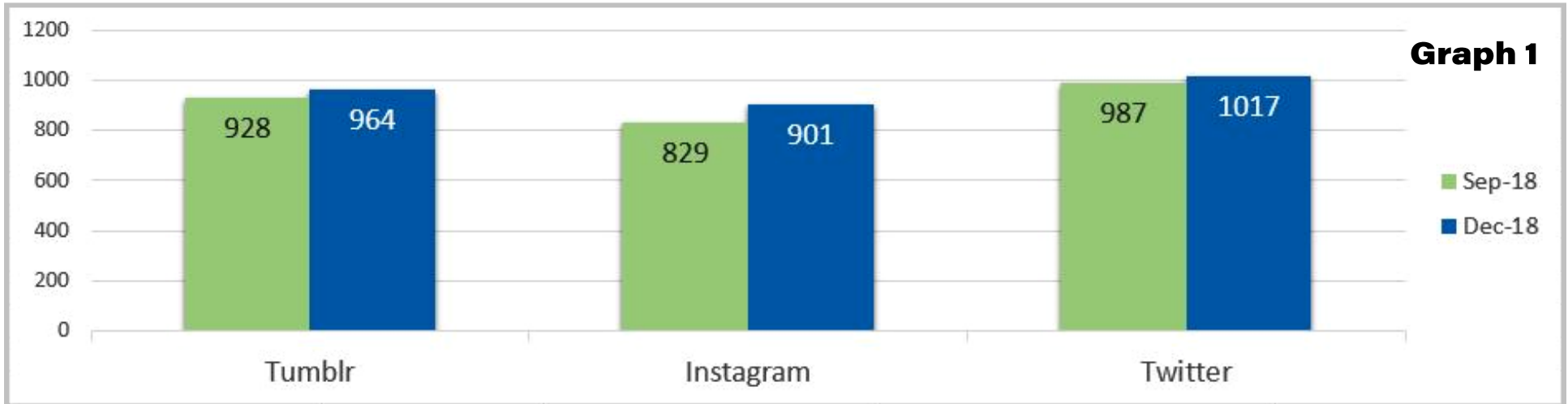
**October, November, December**

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## Social Media Follower Growth—Overview

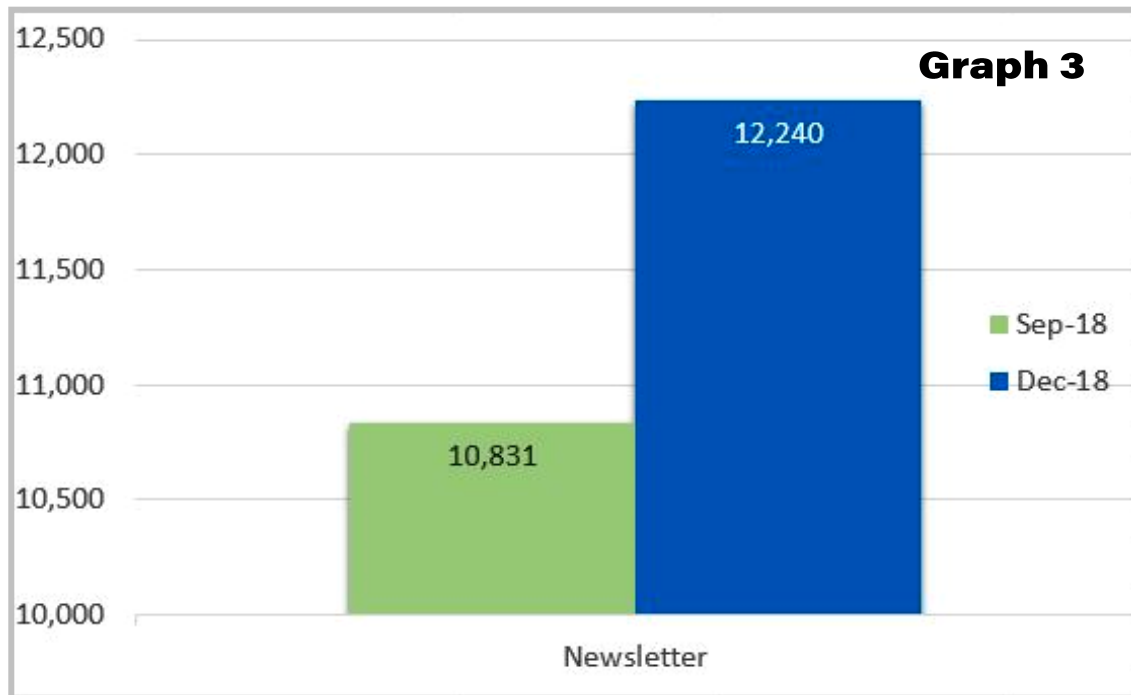
Below are graphs illustrating the growth in the Library’s social media followers over the last three months—October, November, and December of 2018—with the number shown being the final total at the end of December 2018. To put the numbers in perspective, the amount of followers each platform had at the end of the first quarter (September 2018) are held up against its current stats.



Facebook is unique in how it gives users a choice of how they support an account. They can “Like” the page and “Follow”—meaning they see all posts from that account within their personal Facebook feed—or they can “Like” and “Unfollow” the account—which allows them to support the page with Likes *without* having that account’s posts show up in their personal feed. In the latter option, users would have to manually go to the page to see any posts they’ve missed.

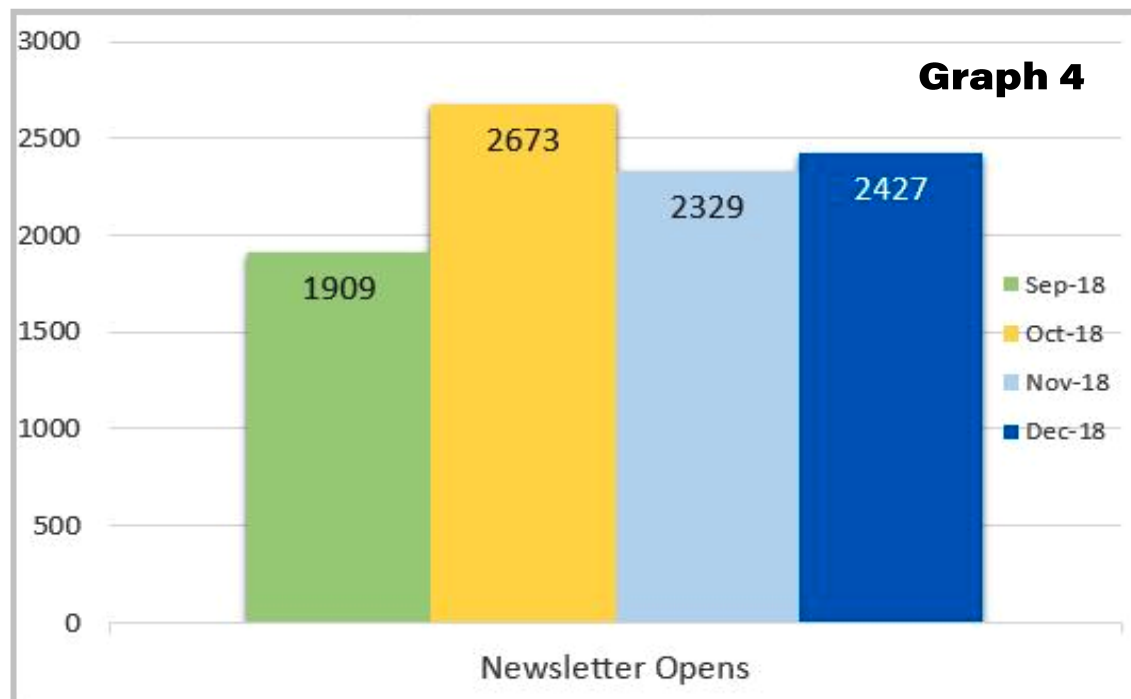
**Graph 2** shows a growth of **65** Facebook Likes in the past three months while Facebook Follows grew by **71**, meaning some who had previously Unfollowed the Library Facebook have since come back and reactivated the option to Follow our posts; and everyone new who has Liked the page chose to Follow us as well.

# Newsletter—Overview



**Graph 3** illustrates the growth for the Library Newsletter subscribers over the last three months—October, November, and December of 2018—as seen against the total at the end of last quarter (September 2018).

The Newsletter subscriber count has grown by **over 1,400** from last quarter.

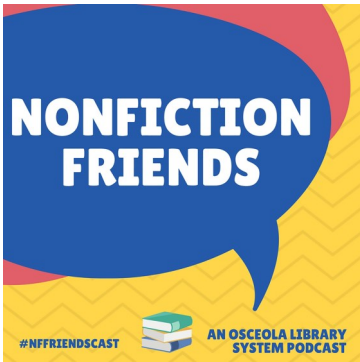


**Graph 4** shows a record of the amount of total opens of each newsletter for this quarter.

The amount of opens fluctuate, with this quarter’s numbers of opens averaging at 15%. This is just below the industry average of 18% for non-profit newsletters.

Despite being below the industry average, we continue to see real-time results of the newsletter’s effects by **spikes of interest** in featured events or services following the newsletter’s release—such as interest in the Career Online High School service, free flu shots, and viewable sample ballots.

## Nonfiction Friends Podcast—Overview



The Library podcast, *Nonfiction Friends*, continues its popularity today with **over 1,600 listens** in this quarter. We may never have an accurate (complete) number of subscribers, as podcast streamers tend to not keep track of those numbers, but as it nears its one year anniversary, **the podcast has been heard in over 50 countries** according to geographical analytics, with this quarter’s top three countries being the United States, the United Kingdom, and Mexico.

The top five episodes in this three month span covered cooking, zombies, ghosts/urban legends, Harry Potter, and writing. The top episode of the quarter was Episode 40: “Sharing is Scaring!” in which Josh, Rebecca, Jonathan, and Emily read short horror stories written by writers in Hart Memorial Library’s Central Writers Group (with permission). The episode was used to both celebrate the writers as well as to promote the program and inspire others to share their works and get feedback from their peers.

## Things of Note

### TUMBLR

In the previous quarter we noticed that our follower count was growing at a much slower rate than before so we compiled ideas for more original posts (such as book recommendations, reviews, original jokes, etc.) for this quarter to encourage interaction and hopefully gain more followers. This proved successful as this quarter showed a growth double the amount as last quarter. We also noticed that our “notes” —which cover likes, comments, and reblogs—were much higher in these past three months than in the rest of the year. This shows we’re on the right track to getting back to where we used to be with a rapid follower growth and higher levels of interaction. We will continue to use original posts as often as possible to further encourage this progress in the months to come.

### YOUTUBE

Our subscribers on YouTube continue an overall decline as we lose, what we suspect are, followers interested in the “Slinky Man” video that went viral and notice our content is different. However, even though we were only able to upload one video this quarter, our YouTube continued its consistency of over 400 views a month. We are considering tracking views rather than subscriptions as most viewers seem to enjoy watching educational accounts but not necessarily subscribing to them.

### FACEBOOK

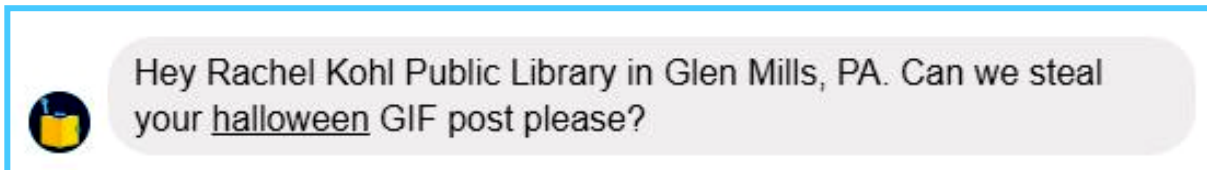
The Library Facebook saw another successful quarter filled with positive feedback and interactions—most notably from other organizations, authors, and libraries alike—but what is most of note are the times we were recognized specifically for our work or service.

**For the first time, another library reached out to us in a Facebook message to request they use a game we created for our followers.**

Whenever our followers seem especially festive, we like to create a little game in a Facebook post. This always entails a question and requires participants to input their answer into the GIF Search box of a Facebook comment and post the first GIF as their answer. On Halloween, we created a game where we asked participants to input their Halloween costume into the GIF Search and post it, testing to see if we (or others) could guess what their costumes are. **The post quickly gained traction and ultimately had 92 comments.**

## Things of Note (Continued)

### Image 1



The Rachel Kohl Public Library in Pennsylvania caught wind of our success and messaged us for permission to post the same game on their account (**Image 1**). This is the first time another library has asked to “steal” our idea, rather than the usual action of libraries where they do things similar to/inspired by others. We gave our permission, as the game did not involve any specially-made design or graphic. **It was a high compliment that a library so far out of our System somehow came across our post (perhaps one of the shares reached a staff member’s feed) and recognized it as a fun tool to increase interaction between a library and its patrons.**

And that wasn’t the only time our work was recognized by another library, organization, or author on Facebook.

### Image 2

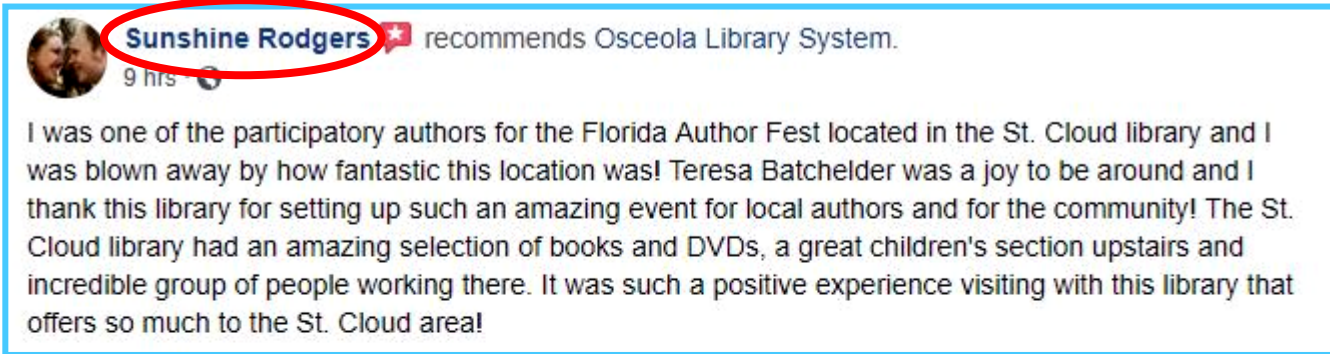


**Image 2: A neighborhood library located in Holopaw, Florida, saw our Facebook Event Page for our Florida Author Fest and promoted it to their community, emphasizing the opportunity to have books signed on the spot by local authors.**

This was in addition to one of the authors, Sunshine Rodgers, sharing the event page multiple times to further boost the event to her readers and followers across social media.

# Things of Note (Continued)

## Image 3



**Image 3:** After the Florida Author Fest, one of the authors (circled in red) recommended our page on Facebook with a lovely review complimenting our work, collection, and staff. Her words speak volumes as to the positive impression we left on her and, as an author, carries a lot of weight as to how others perceive the Library.

**Image 4:** Positively Osceola attended our Everything is Awesome LEGO® Holiday Party and shared photos on Facebook. We shared their post and thanked them for attending. **Positively Osceola responded to us with high praise for the event and the Library itself.**

## Image 4



**Having more and more organizations and libraries recognizing our work and praising our efforts shows our image or reputation online continues to grow in a positive light.**

## TWITTER

It was a great quarter of interactions from others on Twitter. Libraries, individuals (possibly patrons), and organizations tagged us in their tweets as well as retweeted several of ours—showing a great connection between us and the community.

## Image 5



**Image 5:** Both Experience Kissimmee and Kissimmee Main Street retweeted our Writing Your Memoirs program tweet—despite the fact it was a program at the West Osceola Library in Celebration.

# Things of Note (Continued)

**Image 6**

**Author S. Rodgers**  
@Writer\_Sunshine

I will be at the Florida Author Fest signing books! Say HI to me at the St. Cloud Library on Nov. 3rd from 11am to 2pm! <3 @OsceolaLibrary

**tbI** TBLC  
TAMPA BAY LIBRARY CONSORTIUM @TBLC

We went to @OsceolaLibrary's Saturday Cat Faire last month and had a paws-atively good time!

YouTube

**Osceola Arts**  
@Osceola\_Arts

New Art in Public Places exhibits open today! Check them out @CityofKissimmee City Hall, @OsceolaLibrary Hart Memorial, BVL & West Osceola Branches. All 4 exhibits open through the end of the year. #art #artinpublic #artinpublicplaces #osceolaarts #osceolacounty

**Our programs and art displays were promoted by authors and organizations not just through retweets, but original tweets as well.** Author Sunshine Rodgers (circled in red) was a strong advocate for getting the word out about our Florida Author Fest, tweeting about it often to her followers and tagging us each time; TBLC created a video of our Saturday Cat Faire and tagged us when it was completed; and Osceola Arts helped promote all of the Art in Public Places displays we had running during the month of December (Image 6). **All of these were done without prompt on our part, showing a sense of comradery between us and other organizations.**

However, not all of the support on Twitter stemmed from Library programs or events. During National Authors Day, we created a tweet celebrating authors and the power they wield in their stories, a library in Ontario (Cobourg Library) as well as Experience Kissimmee both retweeted us, sharing our sentiment (Image 7).

**Image 7**

**Experience Kissimmee** Retweeted your Tweet

Happy #NationalAuthorsDay! Today we celebrate the countless authors whose words brought to life incredible worlds, characters, and messages. Where would we be without ...

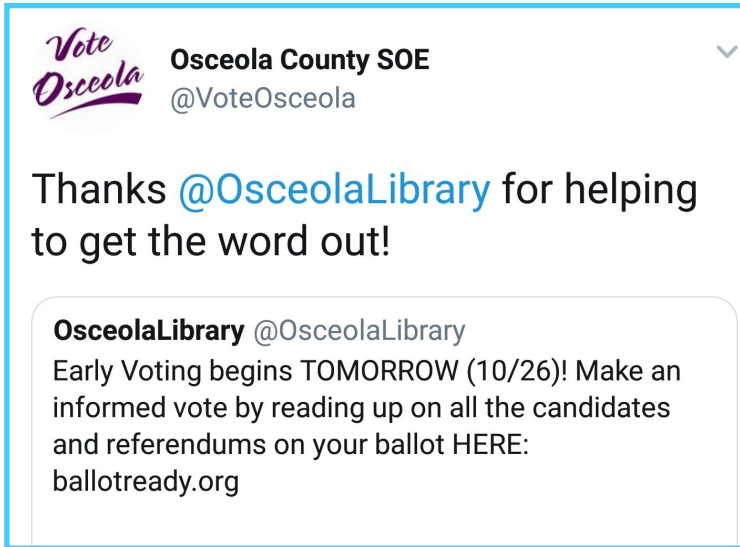
**Cobourg Library** Retweeted your Tweet

Happy #NationalAuthorsDay! Today we celebrate the countless authors whose words brought to life incredible worlds, characters,



## Things of Note (Continued)

### Image 8



**Vote Osceola** Osceola County SOE @VoteOsceola

Thanks @OsceolaLibrary for helping to get the word out!

**OsceolaLibrary** @OsceolaLibrary  
Early Voting begins TOMORROW (10/26)! Make an informed vote by reading up on all the candidates and referendums on your ballot HERE: ballotready.org

Further support from outside of Library programs can be seen in **Images 8-10**.

This voting season we were very active on social media, encouraging others to vote and sharing links where they could read up on the ballots. When we urged our patrons and followers to vote during Early Voting, **the Osceola County Supervisor of Elections gave us a shout out**, thanking us for spreading the word (**Image 8**).

**Image 9:** The Stratford Public Library challenged us in a book covers challenge chain on Twitter, which is a great way to interact with other libraries and promote our collection.

When the film *Fantastic Beasts: The Crimes of Grindelwald* premiered, we tweeted an old episode of Nonfiction Friends where we covered the first film. An individual (possibly a patron) retweeted the episode supporting our podcast (**Image 10**).

### Image 9



 Stratford Public Library @SPLibrary

Thank you @BSPLibrary for nominating us for this challenge to post 7 #bookcovers that we love, one a day for a week and nominate a friend to take up the challenge: no explanations, no reviews. Day 5 - we nominate @OsceolaLibrary #everwonder



### Image 10



Retweeted by Annette M Stevenson

 **OsceolaLibrary** @OsceolaLibrary · 18m

It's finally here! TONIGHT #FantasticBeasts  #TheCrimesOfGrindelwald premieres! Refresh your memory on the characters, history, and more with episode 29 of Nonfiction Friends. Or listen to the episode just to feed the mood. ;) #nffriendscast

 Episode 29: Fantastic Pod...  
Osceola Library System  
SoundCloud


1 retweet, 1 like

# Things of Note (Continued)

## INSTAGRAM


Instagram continues to grow in followers, passing the 900 mark in early December. **Included in those new followers are authors (outlined in red) who we have yet to quote or refer to in any way**, so they are following us of their own interest and not because we promoted one of their works (Image 11). And **authors are actively following our posts**, as seen with how often authors will like or comment on posts—often ones that have nothing to do with their works (Image 12)—especially **New York Times and USA Today Bestselling Author, Kelly Elliot (Image 13)**. This is a good sign that we are making a positive impression and our online presence is growing.

### Image 11



**kristenwaldbieserbooks** started following you. 52m


Follow




**daniellepearlauthor** started following you. 2m


Following

### Image 12





**writerclairefuller** commented:  
🍊❤️🍊 33m







**lahemerotecla** liked your post. 10m







**stephaniebaruffi\_author** liked your post. 58m



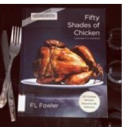



**rileyredgate** commented: it is impossible to feel alone in an infinite tunnel of favorite books!!! 11m






**popcuisine.it** commented: 🐾  
💕😍 17m





**birdstevensauthor** liked your post. 8h



### Image 13



**authorkellyelliott** liked your post. 2h





**authorkellyelliott** liked your post. 4h





**authorkellyelliott** liked your post. 12m





**authorkellyelliott** liked your post. 2h





**authorkellyelliott** liked your post. 2h



# Things of Note (Continued)

Our Wednesday Book Quotes and Book Faces continue to be popular, and while it is still more common for followers to like without commenting, when we do receive comments on these posts they are always positive (**Image 14**)—in fact, **author Terri Lynne Defino was so excited when we did a Wednesday Book Quote of one of her quotes that she said we made her day (Image 14, circled in red)**. The popularity of our book faces and Wednesday Book Quotes even extended to regrams (shares) and personal stories (**Images 15 and 16**).

## Image 14

A screenshot of an Instagram post's comment section. The comments are as follows:

- brenlibny** This is so cool! 32m 1 like Reply
- wabanlibrarycenter** Really good! 🍌🍌🍌 2h 1 like Reply
- becky6195** I love these book-face photos! 📱📱 So creative 42m 1 like Reply
- kimmerywrites** Love this 🍌💖 10m 1 like Reply
- tyler\_dean\_milligan** Niceeeee! Greetings from other side of the world 😊 3d 1 like Reply
- itsdianakelly** OKAY WOW 3d 1 like Reply
- terryllynndefino** Well, that sure makes my day! 24m 1 like Reply
- tblc** Next level bookface, fam!! We're thoroughly creeped out 🍌🍌🍌 1d 1 like Reply

## Image 15

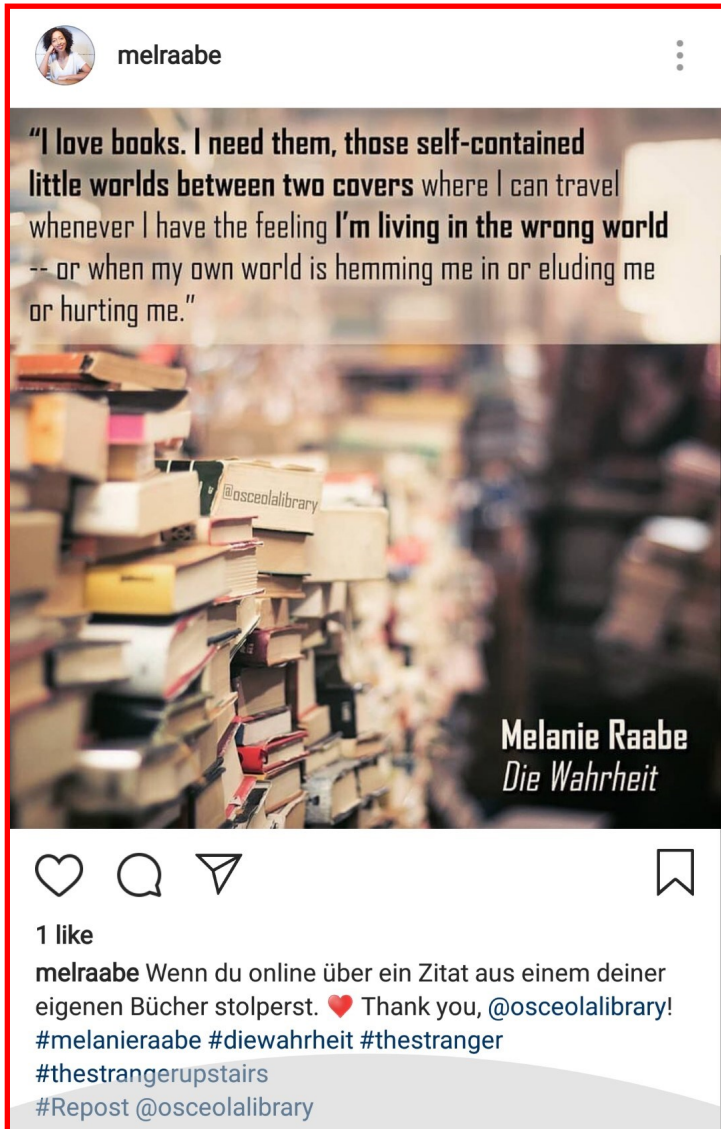
Two Instagram posts are shown side-by-side. The left post is from user **spiesliesnukes** and shows a hand holding a book face of Valerie Plame Wilson from the book 'Fair Game'. The right post is from user **libraryhopping** and shows a black cat sitting on a book face of 'Cat in an Alphabet Endgame' by Carole Nelson Douglas. A hand is holding a sign with the number '10' above the cat, indicating a 10/10 rating. Both posts tag **@osceolalibrary**.

**Image 15:** Two individuals enjoyed our book faces so much that they shared it onto their personal accounts and stories. *LEFT:* Grabbing an old book face of ours for the “Throwback Thursday” theme, a follower regrammed us with credit. *RIGHT:* A library fan shared our book face featuring Loki as their personal Instagram story and gave us a rating of 10/10 while tagging our account so viewers could see the original post by clicking our name.

## Things of Note (Continued)

**Image 16: An author regrammed our Wednesday Book Quote of their work to their account, thanking us for the gesture.**

### Image 16



**Patrons are slowly tagging us in their posts more and more (Images 17 and 18).** While most of the posts were family-oriented photos, such as a mother tagging us in photos of her child at storytimes, we had a few unique tags as well. One patron promoted their photography by taking a photo among our stacks and tagging the Library in the post (**Image 17**).

### Image 17

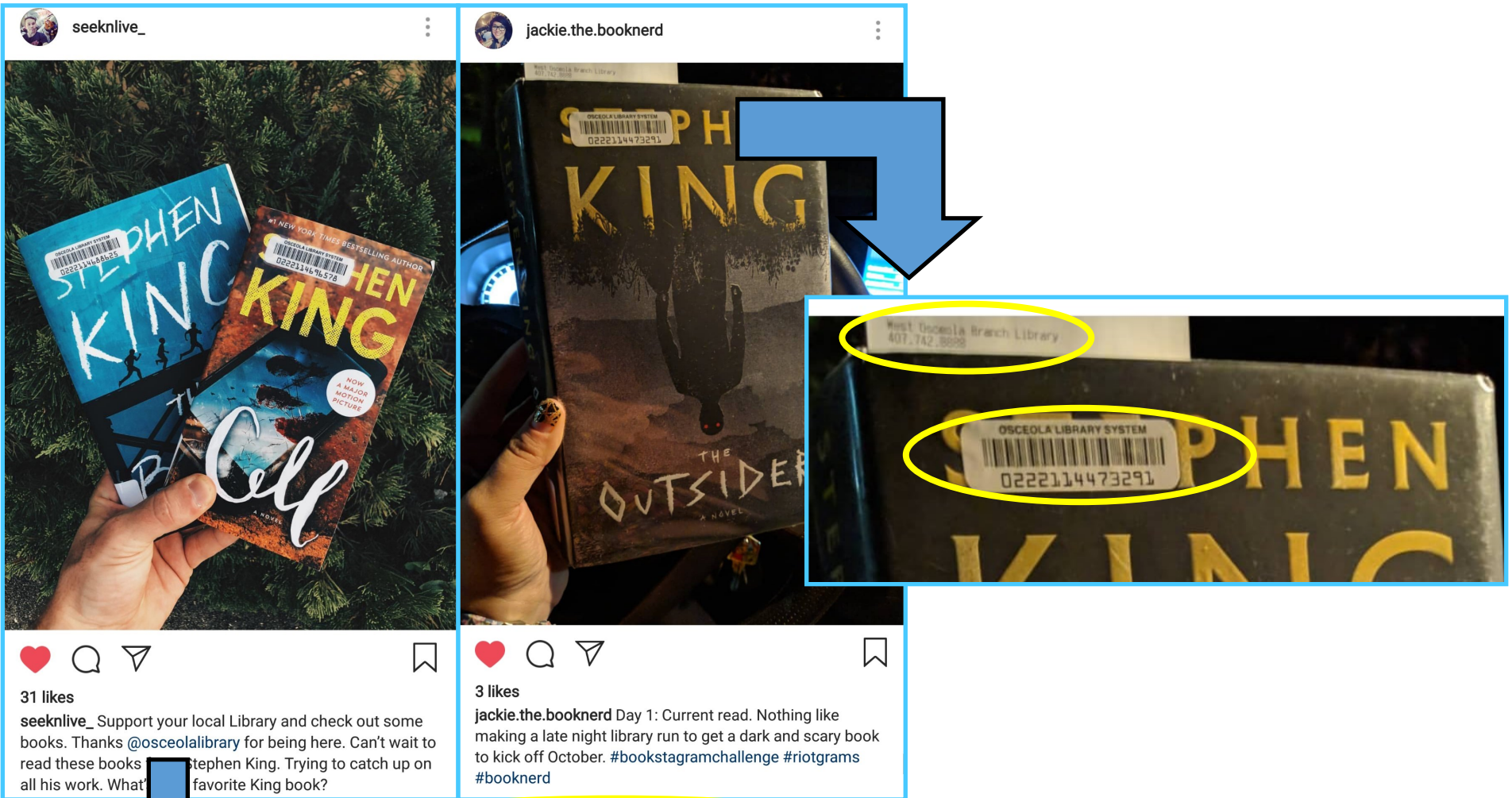


## Things of Note (Continued)

An interesting occurrence happened when two different patrons—both Stephen King fans—featured us in their posts (**Image 18**).

*LEFT:* A patron tagged us in their post, expressing gratitude towards us and excitement towards the books he was taking home. *RIGHT:* A book-loving page we follow turned out to be a patron as they shared their latest book pick, and the tags are identifiable as ours from the West Osceola Library.

### Image 18



**seeknlive\_** Support your local Library and check out some books. Thanks @osceolalibrary for being here. Can't wait to read these books from Stephen King. Trying to catch up on all his work. What's your favorite King book?

the Osceola  Library  
system

## Library Platforms—Summary

- Tumblr gained **36** followers.
- Instagram gained **72** followers.
- Twitter gained **30** followers.
- Facebook gained **65** Likes and **71** Follows.
- YouTube **lost 26** subscribers.
- The Library Newsletter gained **1,409** subscribers.
- The Library podcast, *Nonfiction Friends*, had **1,666 listens** in this quarter across SoundCloud, iTunes, and other podcast streamers.