



Osceola Library System

Library Platform Statistics Quarterly Report

2019—Fourth Quarter

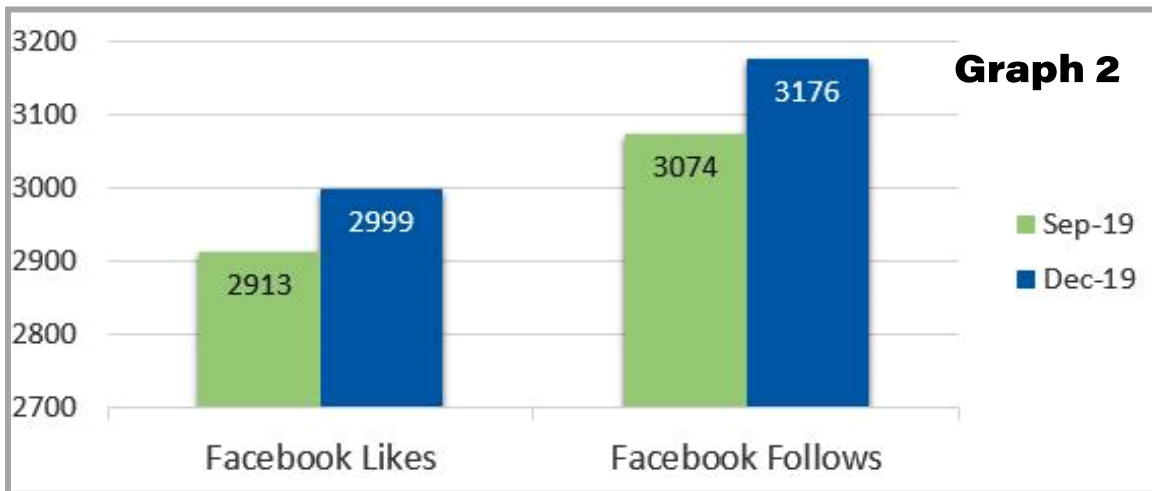
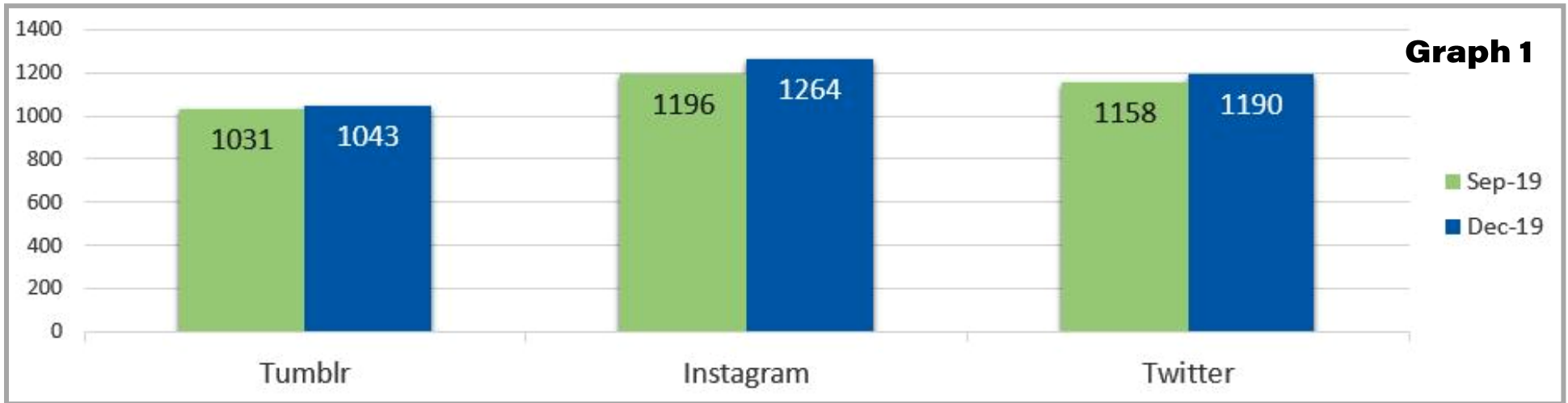
October, November, December

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Social Media Follower Growth—Overview

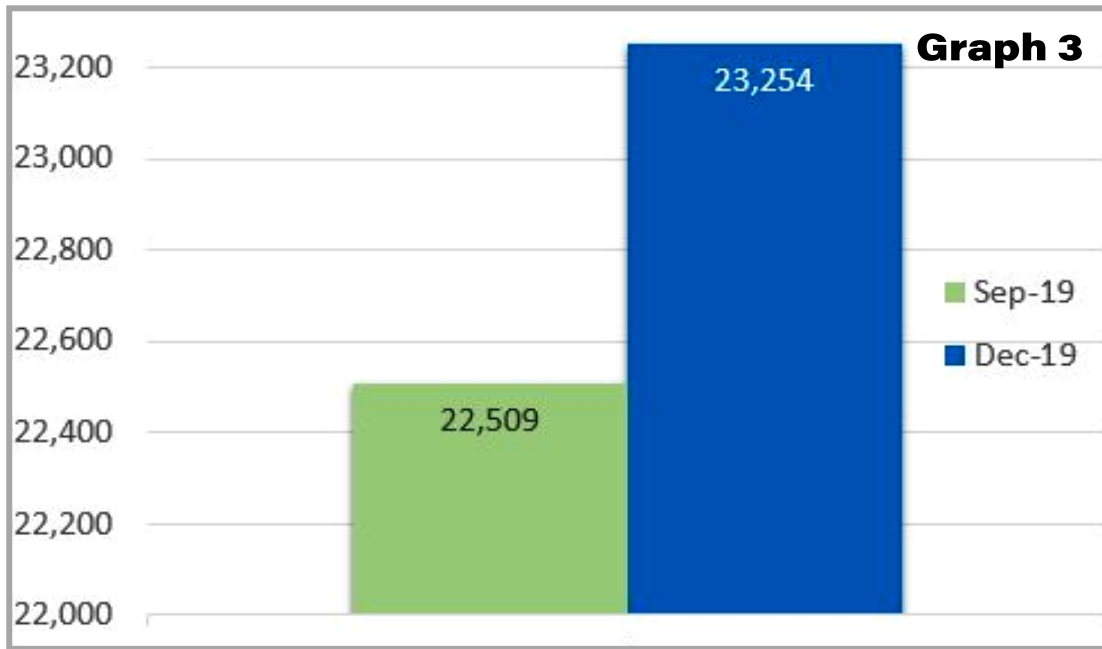
The below graphs illustrate the growth in the Library’s social media followers over the fourth quarter of 2019—October, November, and December—with the number shown being the final total at the end of December 2019. To put the numbers in perspective, the amount of followers each platform had at the end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



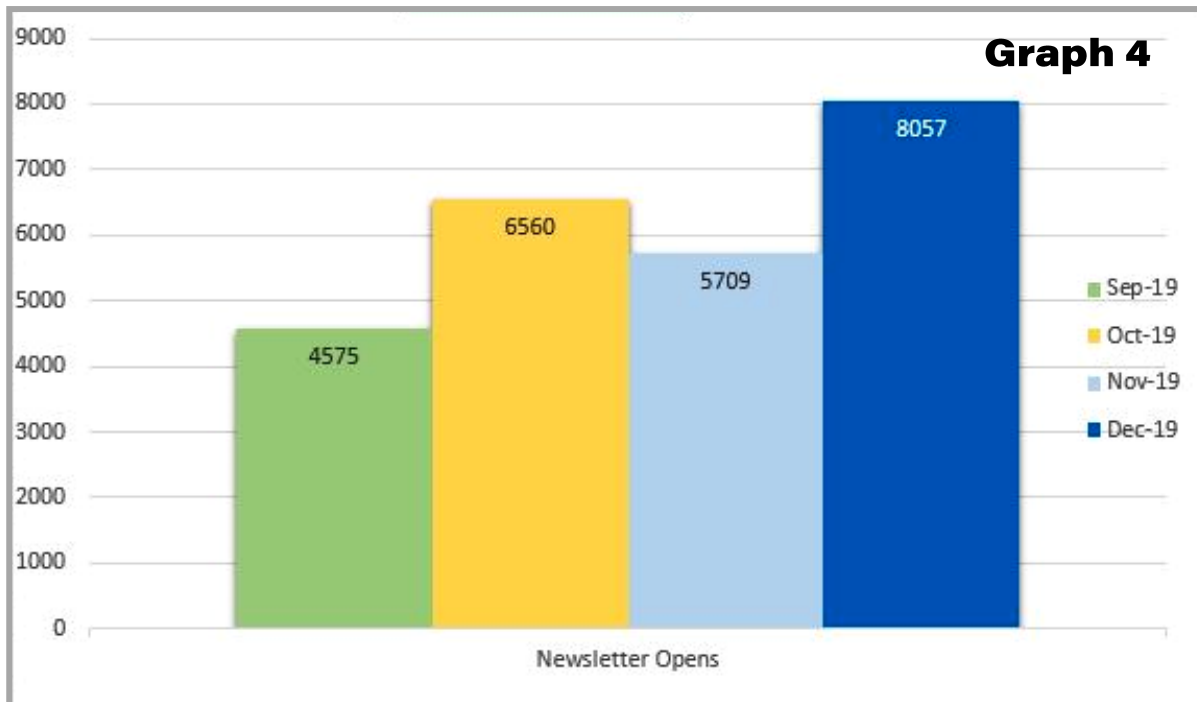
Graph 1 shows a slower climb on Tumblr due to sporadic activity. Being more active on that platform is a goal so that we can rekindle our follower growth and activity.

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

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

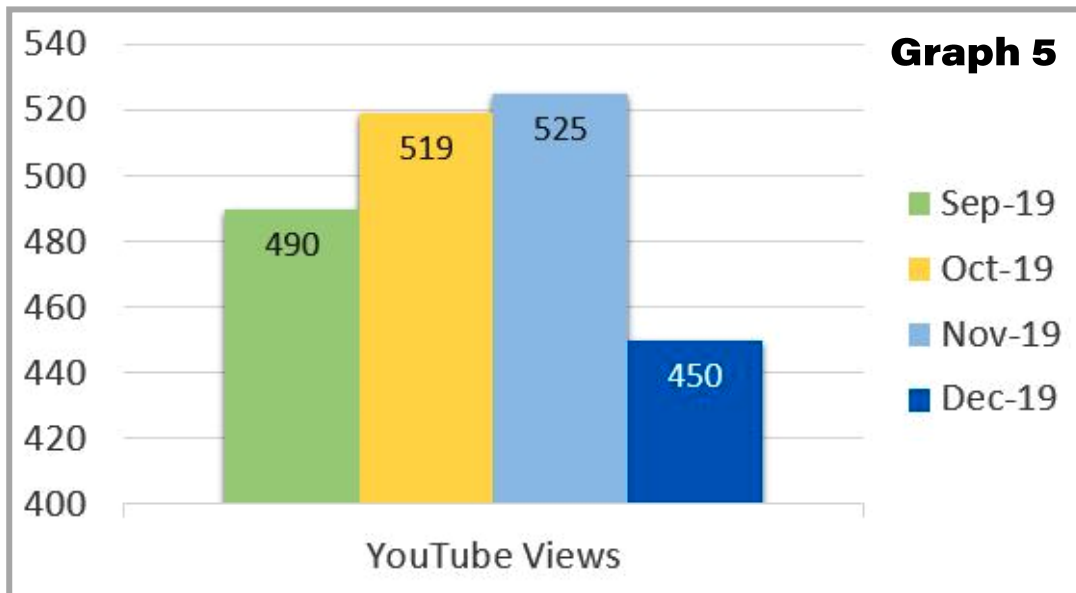


The Library podcast, *Nonfiction Friends*, remains strong with geographical analytics showing the podcast continues to be consistently heard in at least 50 with this quarter's total listens added up to 1,229.

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.

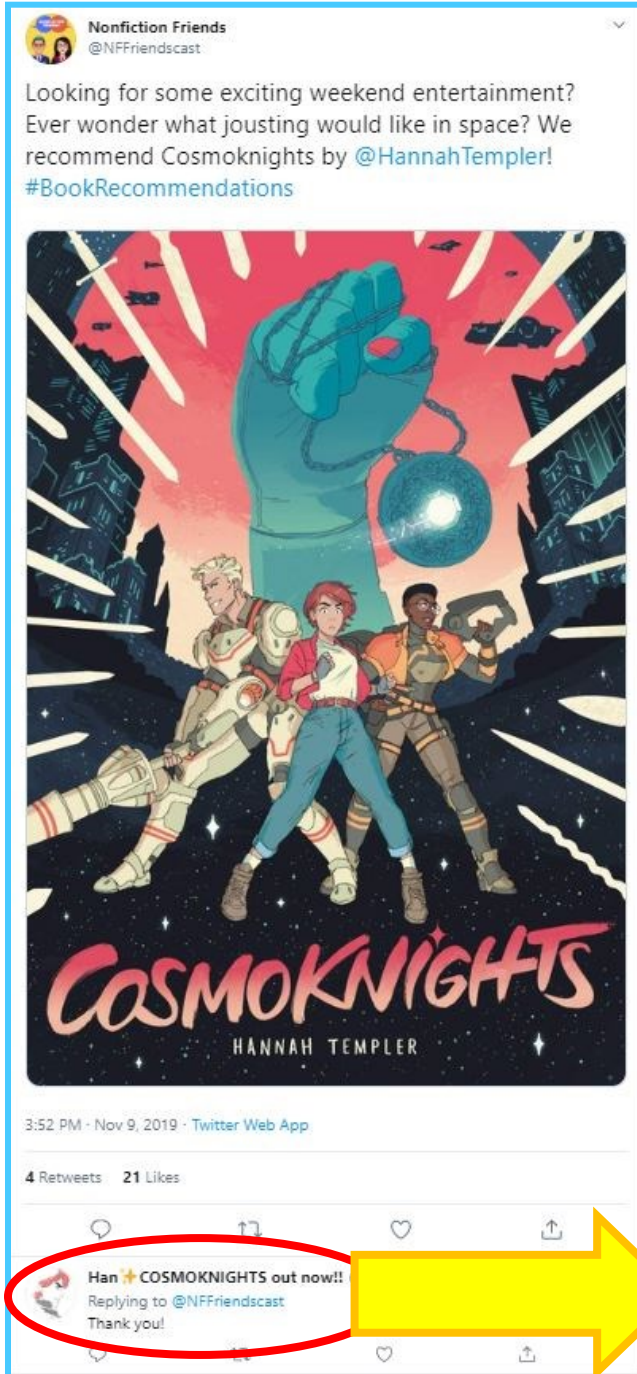
YouTube—Overview



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

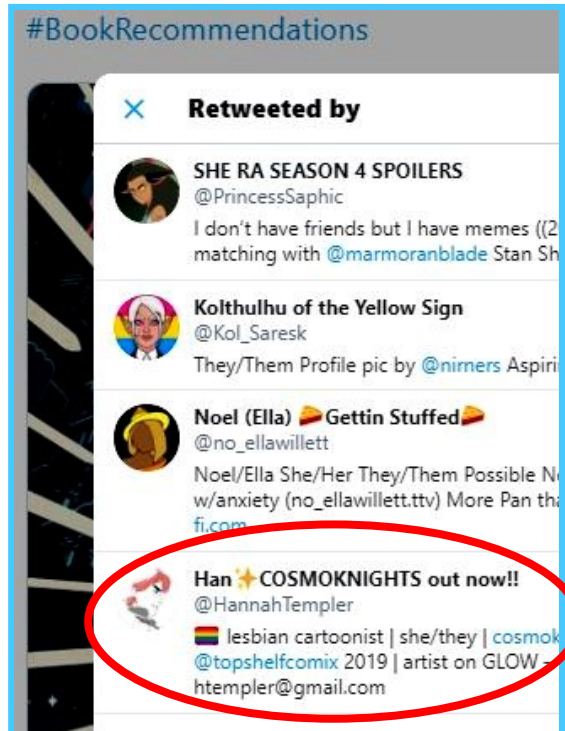


Image 3

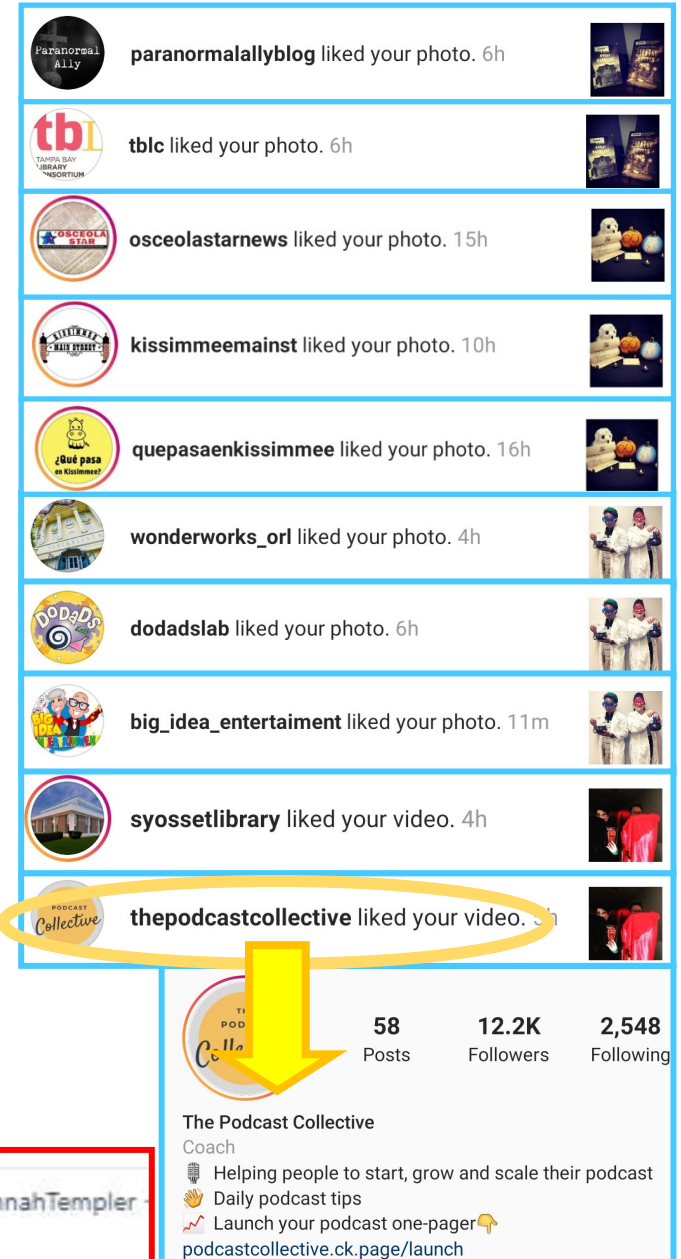


Image 4



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 6



Image 5

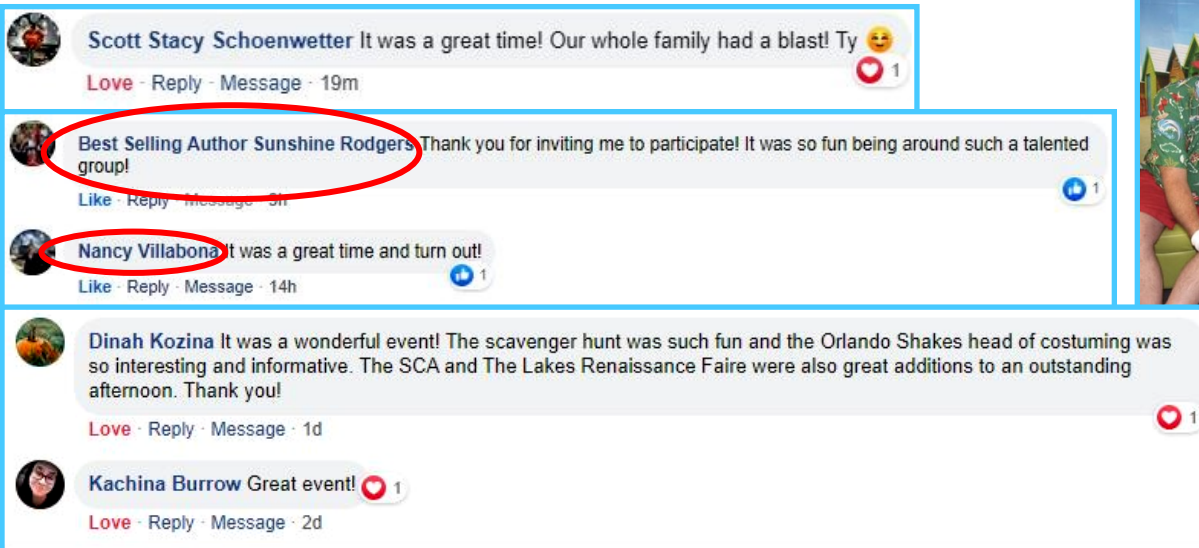



Image 7

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>
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KultureCity 407.742.8888 | www.osceolalibrary.org

👍❤️ You and 22 others 7 Shares

Image 9

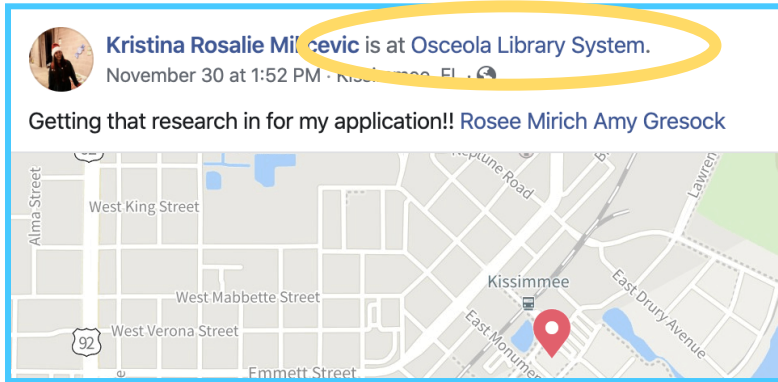


Image 10



Image 12

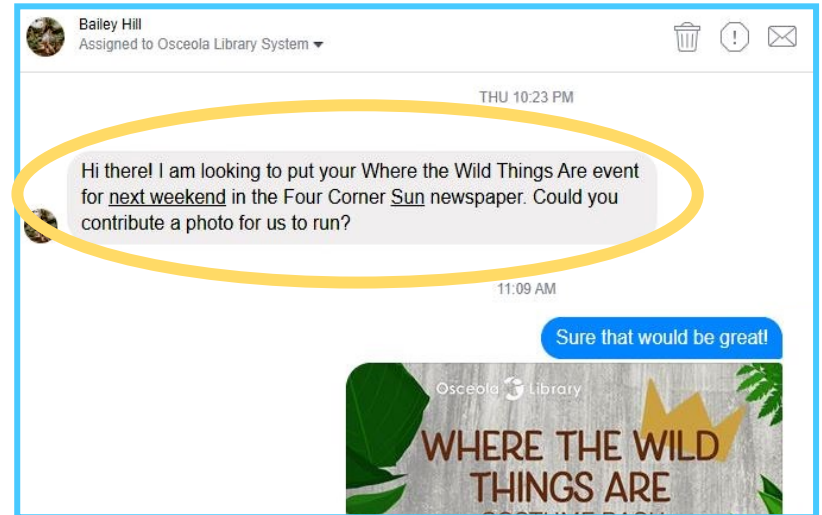


Image 11



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 1

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

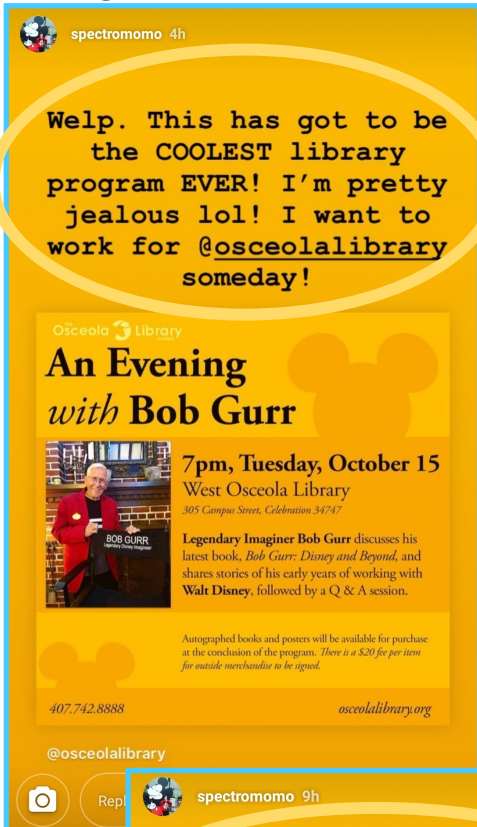


Image 16

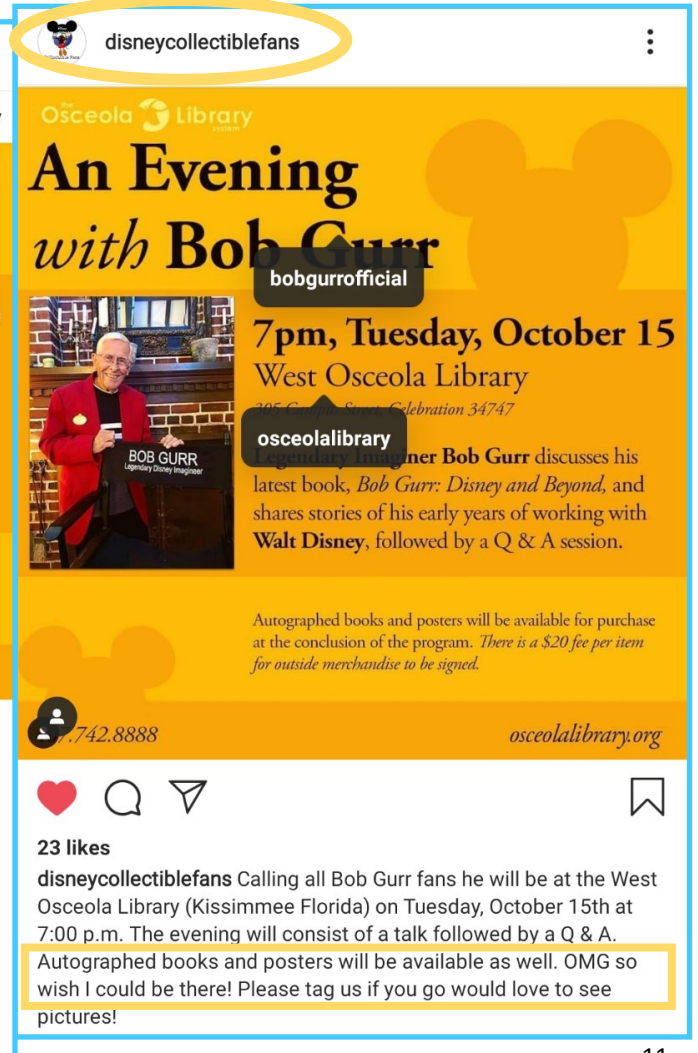


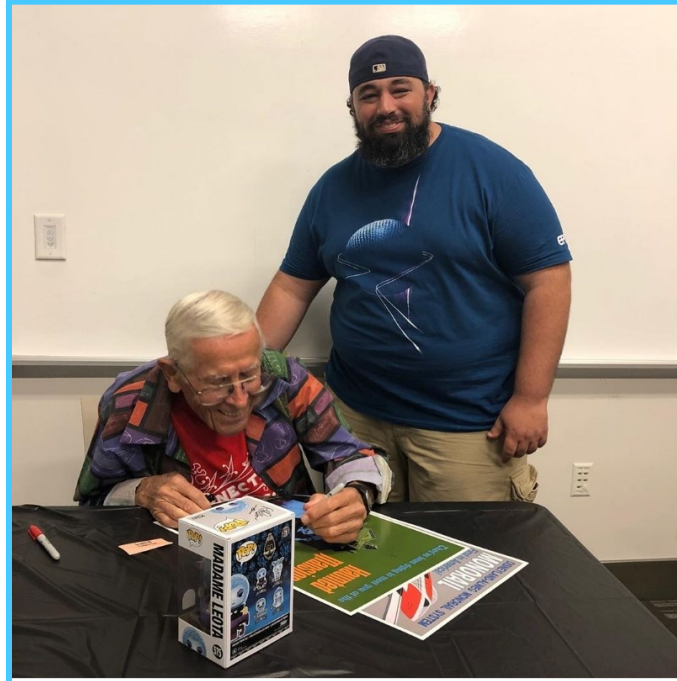
Image 17



122 likes
 catcutenese Had the honor of seeing the Legendary Disney Imagineer himself, @bobgurrofficial this evening 🥰 and to my complete surprise he remembered me from the time I did a group lunch/MK tour with him in 2015 (second photo in this set)!! I'm so honored. 🥰
 I'd also just like to say that the @osceolalibrary handled this event so wonderfully, even when way more people than expected showed up!
 #disneylegend #bobgurr #disney #funtimes
 13 hours ago

-  osceolalibrary Thank you so much for your kind words! We're happy you had a great time!
8s Reply
-  bri_d_brophy That's amazing!
13h Reply
-  jsmalli5 ❤️
13h Reply
-  starry_eyedandstormy 1) CUTE
11h Reply
-  starry_eyedandstormy 2) TY FOR COMMENDING THE LIBRARYR

Image 18



19 likes
 mcrawson Got to meet famous imagineer Bob Gurr @bobgurrofficial tonight. A night full of laughs, great stories and motivation! Also again got to be around some great Disney fans!
 #disney #imagineering #WED @osceolalibrary



25 likes
 tristanb71 Had an amazing time tonight meeting legendary Disney #Imagineer #BobGurr! @bobgurrofficial @the.dis @disunplugged @thelostbros @osceolalibrary

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

	srlohmann liked your post. 25m			alexander_echavarria_2001 liked your post. 11h			dmarreropinto liked your post. 15h		
	dodadslab liked your post. 36m			adamk91 liked your post. 11h			michellejarret liked your post. 15h		
	osceolacountyfca liked your post. 2h			jackie.the.booknerd liked your post. 11h			the.real.linus liked your post. 15h		
	zackback7 started following you. 2h	Follow		ryankotob liked your post. 12h			jennifer_sarge liked your post. 15h		
	thestorydome liked your post. 3h			rachelgoodman99 liked your post. 12h			edfoundationosceola liked your post. 16h		
	splinkybear liked your post. 9h			ch4ndler2032 liked your post. 12h			notthepathtonarnia liked your post. 17h		
	tblc liked your post. 10h			seba__centeno liked your post. 12h			plsdnthrtme liked your post. 22h		
	jennygalliger liked your post. 10h			spectromomo commented: So amazing! 😍 12h		<p>After his visit, we shared photos of Bob Gurr's presentation at West Osceola Library.</p> <p>Image 20 is just a <i>sample</i> of the Instagram notifications for our Bob Gurr photo post <i>within less than 24 hours.</i></p>			
	jennygalliger started following you. 10h	Follow		spectromomo liked your post. 12h					
	musicqueen407 commented: Awww! 11h			yely96 liked your post. 12h					
Reply		musicqueen407 liked your post. 11h			cjzobi liked your post. 13h				
	tricia_spilios liked your post. 11h			catcutenese liked your post. 13h					
	tristanb71 mentioned you in a comment: Had an amazing time tonight meeting legendary Disney #Imagineer #BobGurr! @bobgurrofficial @the.dis @disunplugged @thelostbros @osceolalibrary 11h			philip.lowry liked your post. 13h					

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



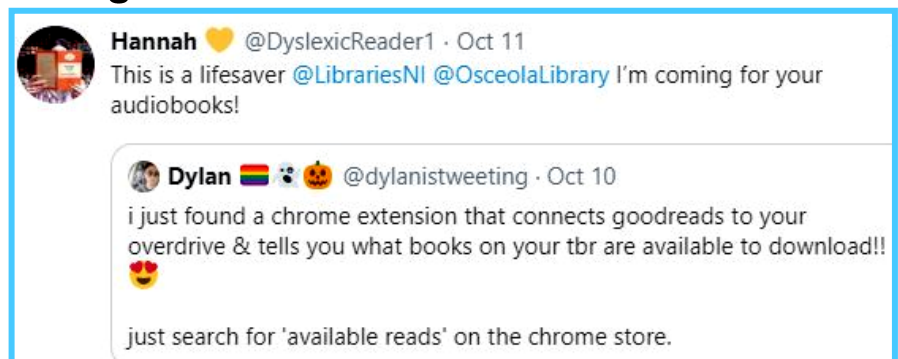
Image 23



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!

[read more](#)

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.

[read more](#)


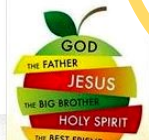




Image 28

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.

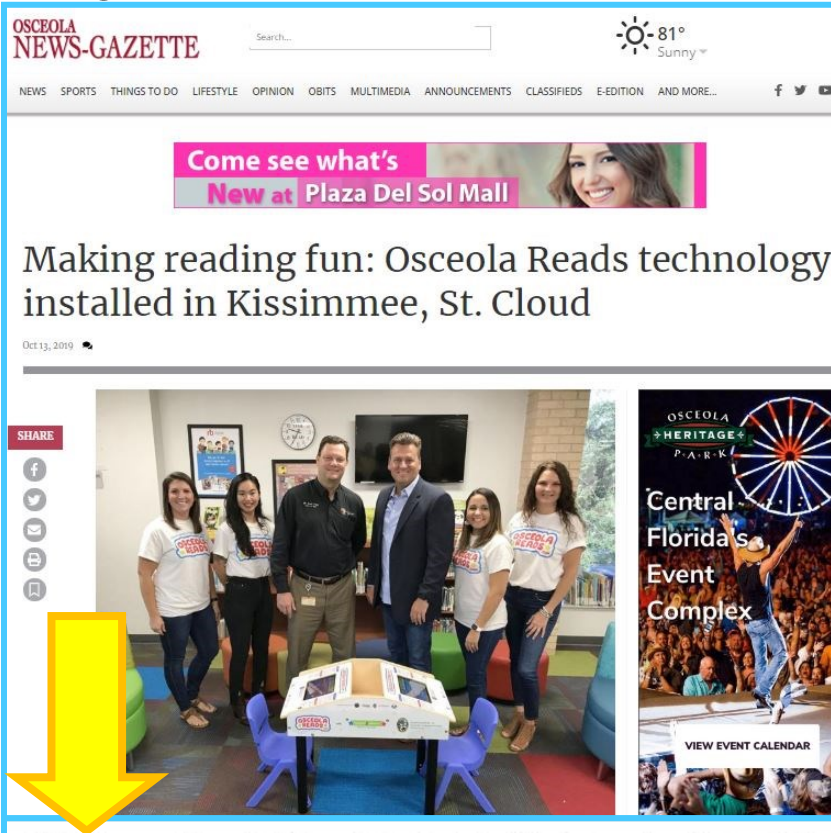
The West Osceola Library will be hosting 'An Evening with Bob Gurr' as the Disney Legend and Imagineer shares about his latest book, *Bob Gurr: Disney and Beyond*. Bob will share stories of working with Walt Disney, and his time of speaking will be followed by a question and answer session. Autographed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

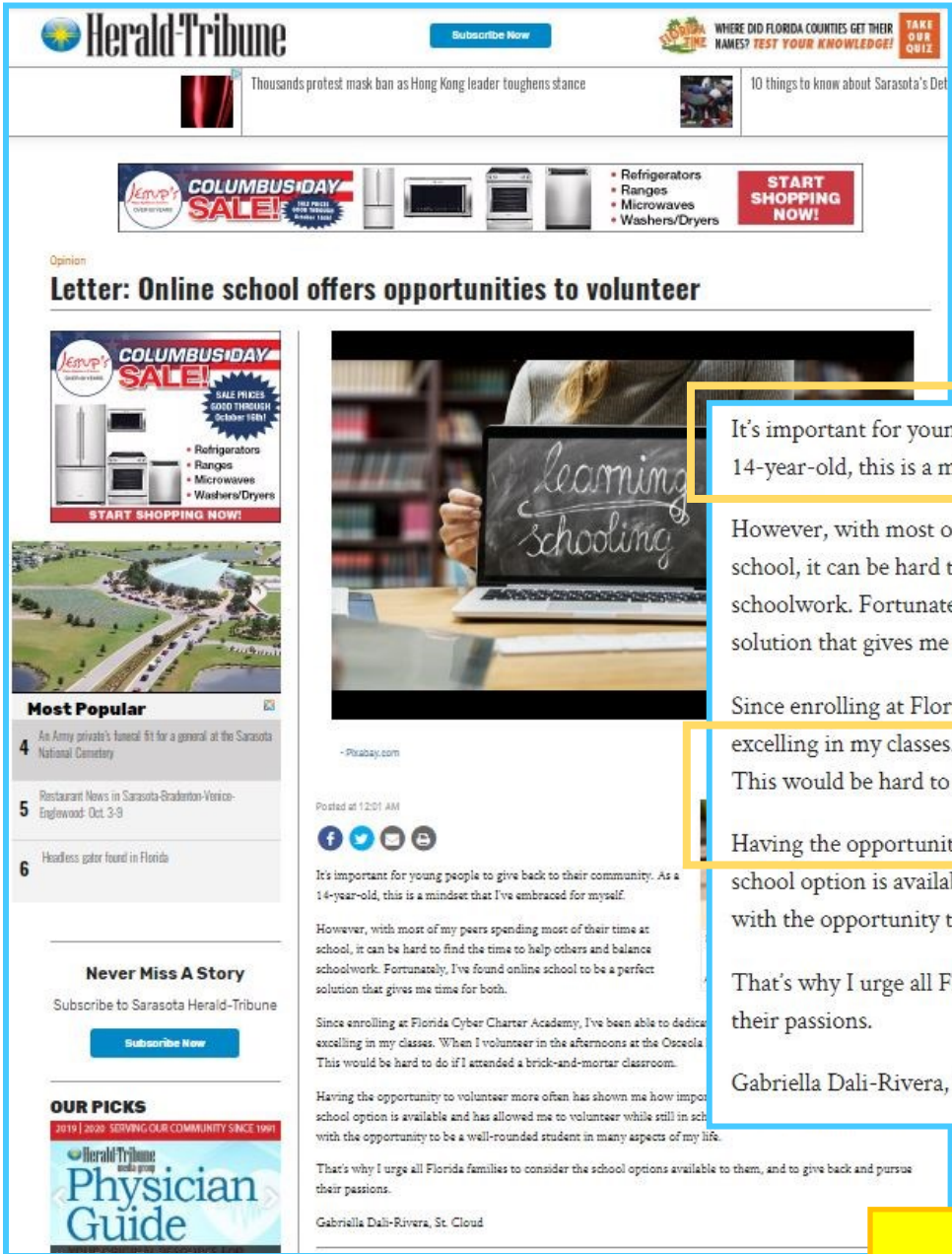


Image 31: When **The Herald-Tribune** published an article discussing how having online courses allows for teens to have more opportunity to volunteer, **one of our own Teen Ambassadors submitted a letter about her experience** balancing school and volunteering at the St. Cloud Library.

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



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.