

Kaukauna Public Library Facebook Page

Data is only available for the last 3 years.



8,682 Followers (currently)

When I entered this position in 2018, our closest Facebook page competitor was Neenah Public Library. It was my goal to surpass their following, even though their numbers were about 1,000 followers ahead of us. During the library shutdown of COVID, we took our content online as much as possible to continue to serve our patrons, and during that time we surpassed Neenah in followers. We continue to be second only to Appleton Public Library in social media presence. We also maintain a healthy lead of over 1000 followers above Neenah Public Library.



5,030,649 Impressions

Over the last 3 years, our content on Facebook has been viewed OVER 5 MILLION TIMES!



2.8% Engagement Rate

Engagement rate per impression is a metric that measures the percentage of users who interacted with a post compared to the total number of times it was seen. It's a key metric in social media marketing that shows how well an audience is engaging with content. The industry standard engagement rate is between 1% - 3.5%. Our percent is calculated over all time, but our engagement rate increased dramatically in March 2024 to 4.24%, peaked in September at 9.41%, and finished the year at 5.21%. These rates are high for industry standards and indicate our content is performing well, and engaging patrons.



Facebook Monetization

Facebook invited our page to become "monetized" in the last quarter of 2023. In order to qualify for monetization, your page must be in good standing with Facebook community standards and be performing well. As a high performing page, Facebook gets "more bang for their buck" from their advertising as we have a robust following, and we get a cut of that. Just by doing what we already do! Since being monetized, the Kaukauna Public Library page has made over \$700 in passive income, with an average monthly payment of \$25-\$50.

Kaukauna Public Library Facebook Page

Conclusion

According to a Programming Survey the library conducted in mid-2023, our patrons rely on Facebook with an overwhelming 80% of responses indicating that Facebook is the way our community gets library information. We will continue to use Facebook as one of our main communication platforms and work to continue the success we've enjoyed so far. While Facebook is not the only social media platform we use, it is the most important for the patrons of Kaukauna Public Library.