

Communications Coordinator Board Report (April – July 2024)

April 2024



Staff participated in a PEEP diorama contest as a fundraiser for National Library Week in April. The Huck Finn diorama was our winner, gaining **\$537.49** in donations. Total raised was \$666.94. We also hosted a “Spirit Week” during National Library week for staff and patrons, with themed days such as Kaukauna Pride day and Wacky Socks Day.

Our Little Free Pantry also caught the attention of Rachel Manek from Fox 11 News. She interviewed us in 3 live segments on Good Day Wisconsin featuring our Fork Farms Hydroponic Garden and the Little Free Pantry.



June 2024

OWLS unveiled their second annual InfoSoup Road Trip. I was interviewed on Local 5 Live regarding the program and was able to highlight some Wisconsin travel books from our collection on TV.



July 2024

As part of the 2024 Marketing Plan focusing on local and small businesses, I approached Sweet Treats Candies & Sweets in Kaukauna for a possible partnership. We did host an ice cream themed storytime there on July 13 led by our on-call staff, Donna. It was well attended, and the business offered a special for storytime participants and their families. We are hoping to partner with another local business, Fast Taco, for a Spanish or bilingual storytime with our Hispanic Outreach Coordinator in the near future.

The annual Touch a Truck event took place on July 10. Both Fox 11 and WFRV came to do news segments highlighting our commitment to connecting our community with free events for families that offer learning opportunities and library promotion.



Also in July, I attended the Marketing Meetup Monthly group at the Heart of the Valley Chamber of Commerce for a special guest speaker from BConnected in Appleton on the topic of Meta. I was able to learn how to make our Facebook page more secure and put in place some measures in the event our page was to get hacked. Since our Facebook page is one of our main communication methods with patrons, it is important to have multiple access points in the event we get locked out. This recently happened to Appleton Public Library's social media, and we are now prepared in the event something similar happens.

Social Media

Our social media monetization is going well, it is passive income each month for just posting across Meta networks.

April \$54.31

May \$55.69

June \$50.24

July \$51.60

Our top performing posts as far as reach and engagement continue to be our 1000 Books Before Kindergarten milestone posts.



Boost

...

×

Savannah made her 300 book milestone! She's on her way...

July 23, 2024, 3:40 PM
ID: 88829489004710

Interactions

1,655 reactions

85 comments

14 shares

Overview Performance Feed preview

Performance

Top performer

Continue getting results when you boost this post and spend \$7 each day

Estimated daily results
561 + 1.7K more reach

Boost

Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
66,669	68,694	1,706	--
Higher than typical	Higher than typical	Higher than typical	