

Communication Coordinator Report May-October 2025

Current Facebook Followers: 9,372

Last Reported: 8,843

Increase: +529

Facebook Monetization

Facebook monetization is passive income from Facebook that is earned by having a large, engaged audience and by keeping our page in good standing by Facebook Community Standards. Our earnings:

May \$14.99

June \$28.68

July \$33.21

August \$38.57

September \$28.34

October \$34.31

Total: \$178.10

News/Media Coverage

In May, both WLUK-11 and WBAY both interviewed library staff and reported on our MMIR (Murdered & Missing Indigenous Relatives)

Also in May I was interviewed on Local 5 Live as well as WBAY for the InfoSoup Roadtrip.

In June, a patron came to the service desk alerting us to a snapping turtle near the canal side of the library. James, Adult Services Librarian captured and released the turtle, and then the news must have heard about the interaction from Facebook and both WLUK and NBC 26 interviewed James for that.

In July, WLUK visited our Touch a Truck and interviewed Sarah, Youth Services Librarian about the event. Also in July, WBAY interviewed Library Director Ashley about the WI Libraries Postcard Campaign in regards to proposed IMLS Federal budget cuts.

Fairy Walk in August got a lot of media coverage beginning with an interview on Local 5 Live, coverage on WBAY, and WFRV again at the rescheduled event.

Also in August, WFRV returned to do an interview about the Little Free Pantry.

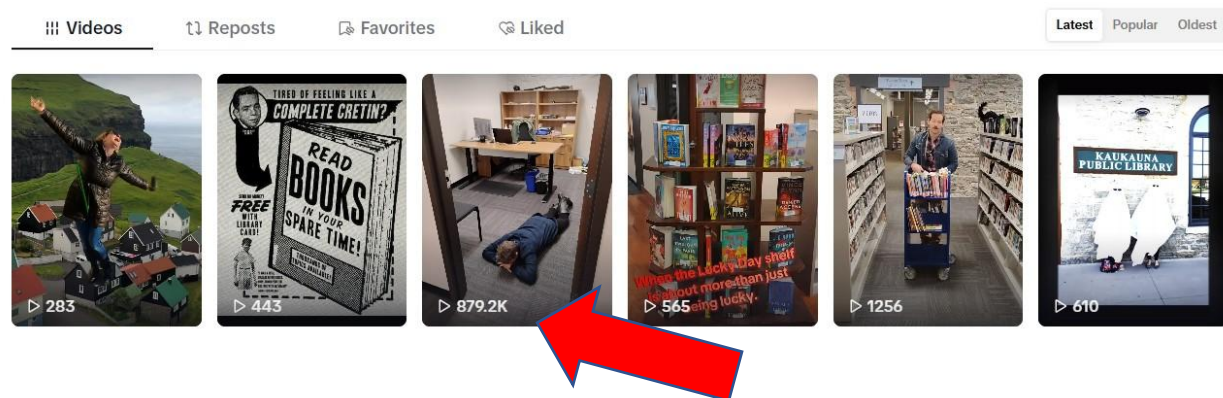
NBC26 interviewed Ashley, Library director in September regarding IMLS federal funding.

Our first Haunted Trail Walk at 1000 Islands also received TV air time on WLUK 11.

Since May, we have had 14 instances of television air time for library related events and services. This does not even include WHBY radio interviews and mentions in Fox Cities Magazine.

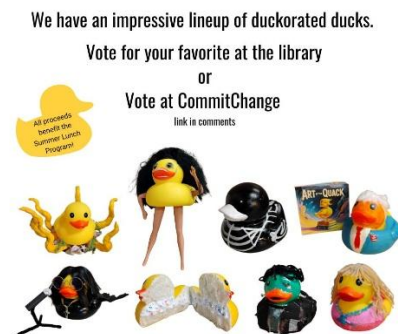
All of this media coverage helps to cement Kaukauna Public Library as a vital part of the Fox Valley Community and keep us first of mind for programs and services in our community.

Going “Viral” on TikTok



Earlier this month, a video posted on the library’s TikTok account went viral. All in all, this video which took less than 10 minutes to film and produce, saw nearly ONE MILLION VIEWS. That is nearly one million mentions of Kaukauna Public Library locally and globally.

Ducktober Fundraiser



In October staff decorated rubber ducks for fundraising votes. This 2 week fundraiser earned **\$724.46** between in house voting and online donations via commit change.

Giving Tuesday Donor Cards

For the second year, we have partnered with the Inclusion Community Center to create handmade donor request cards. All supplies were gathered and given to the Inclusion Community Center where adults with disabilities were able to assemble and create our donor cards. These will be mailed the week of Thanksgiving.