

Communications Coordinator Report Q1

Newsletter

The monthly newsletter has been running since August 2021 and has proven to be a successful means of communication. Our March 2023 open rate was at 5.5%, to put that in perspective, the national average open rate for a non-profit newsletter is 27.86%. This tells us our subscribers are engaging and interested in our newsletter content.

Social Media

Facebook

We continue to grow our Facebook presence and it continues to be one of our most used platforms of disseminating information. Currently, we are measuring success based on page “likes”. According to MIT’s Social Media Hub “Your follower total is a stronger indicator of the number of people who would like to see your content in their feeds, which is why we track follower count at MIT. In summary, liking a Facebook page is a public display of support, while following a Facebook page indicates interest in receiving your content.”

We will now capture statistics in terms of followers from now forward as an indicator of our success. We currently have 5.9K likes and 6.4K followers.

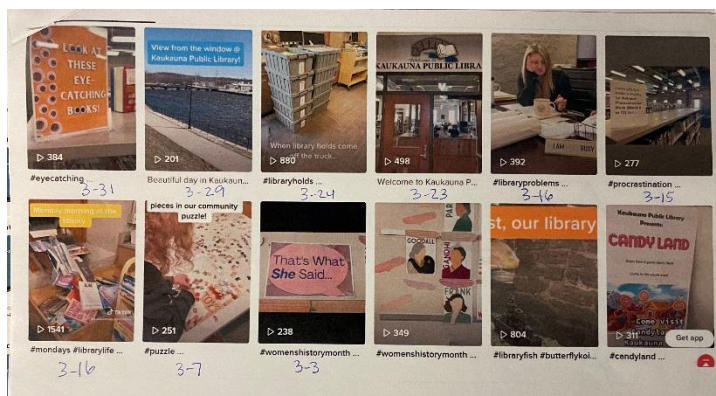
Compared to other libraries within the Fox Valley and beyond, we are currently #2 in performance only surpassed by Appleton Public Library.

Instagram

In an effort to be more consistent with posting on Instagram, I have been posting a weekly schedule of events each Monday to our Instagram page. Along with various non scheduled posts. The Instagram audience is significantly smaller, but still valuable as we tend to reach a younger demographic than Facebook. Our numbers are increasing on this platform at a slower rate.

TikTok

TikTok our newest platform, is growing rapidly. We opted to explore this platform to reach a younger audience, be able to make creative content, and strengthen brand awareness. Since the view count of our videos is a rolling count, a screen shot is made each month of our videos to track views.



2023 Educator Marketing Strategy

We have identified Educators as our key demographic for our marketing efforts in 2023. We just completed our educator survey, polling educators via Facebook, the KPL website, and by direct email of KASD teachers. An informational email will be sent out to the educators that requested information from our survey. These resources are also being turned into an informational brochure that will be used at SLP school visits, for our display targeting educators in June, as well as our “welcome back” bag for local teachers prior to the fall school year.

Social media posts have also started, highlighting our educator resources.

Prior to the Summer Learning Program, we will be identifying licensed child care centers in our service area to mail out an events guide as well as invite them to participate in our activities.

Media Mentions

January: WFRV, Local 5 Live—Must Reads

WFRV, Local 5 Live—Museum of the Lost

WLUK—Museum of the Lost

WBAY—Museum of the Lost

Times Villager—Museum of the Lost