

Communications Coordinator Report

April

National Library Month

I started a fundraiser in preparation for the Summer Feeding Program using the National Library Month theme. Patrons could purchase a heart to leave a message for the library and were then displayed on the windows. Each heart had multiple denominations. \$1147 was raised for the Summer Feeding Program.



New t-shirt designs were launched in Bonfire for National Library Month as well, proceeds for this campaign totaled \$144.95. Since the launch of our partnership with Bonfire, we have raised \$1676.46. This is passive income as once the design is launched, they can be purchased at any time.



May

Utilities Insert

An insert was included into the May Kaukauna Utilities bill featuring “10 Things to do at Kaukauna Public Library this Summer”.

10 THINGS TO DO AT KAUKUANA PUBLIC LIBRARY THIS SUMMER

All library programs are FREE!
View our other events at
kaukunalibrary.org

3 JUNETEENTH SPEAKER

Join us for Dr. Alphonso Simpson, professor at UNO, as he discusses the Juneteenth celebration on June 19 at 6:30pm.

4 POWWOW PRESENTATION

Watch the Oneca Nation drum group, singers and circular dancers in this presentation June 21 at 6pm.

7 OUTDOOR MOVIE NIGHT

July 17 at 5:30pm, join us in the parking lot for a double feature! Come early for hotdogs, a pretzel cone, face painting and crafts!

9 MEET & GREET A THERAPY DOG

Meet Hagar, a Cocker Spaniel dog and learn about her job. August 1 at 11:30am or 2:00pm.

10 FAIRYWALK AT 1000 ISLANDS

Join us at 1000 Islands for crafts, activities, games, food, and fun! August 21 from 5:00pm-8:00pm.

1 SUMMER LEARNING PROGRAM

Readers of EVERY age can participate in our summer learning program. Read, do activities, and win prizes! June 5 - August 25.

2 ART IN THE GARDEN

Select Fridays during summer, come create a masterpiece in our Interactive Learning Garden.

5 BUBBLE WONDERS

Bubble Wonders is full of amazing bubble sticks, magic, and snowglobe. Join us June 29 at 10am, 1:30pm, or 5:30pm.*

6 TOUCH A TRUCK

Come to Hydro Park on July 12 from 11am - 1pm. See and touch a variety of work trucks. Blauy will make an appearance as well!

8 LOCAL HISTORY WALKING TOURS

Join a local historian on a walk around some Kaukauna landmarks and learn about our city! June 27, July 25, August 22 at 5:30pm.*

*Requires registration, please call 920-766-6340 or go online to register.

10 cosas que hacer en la Biblioteca Pública de Kaukauna este verano

¡Todos los programas de la biblioteca son gratis!
Visítanos otros eventos en
kaukunalibrary.org.

3 Orador sobre Juneteenth

Dr. Alphonso Simpson, profesor de UNO, hablará sobre la celebración del Juneteenth en 19 de junio a las 6:30 p.m.

4 Presentación de Pow Wow

Mira el grupo de Oneca. Bailarines, cantantes y bailarines de tambor el 21 de junio a las 6:00 p.m.

7 Noche de cine al aire libre

El 17 de julio a las 5:30 p.m., únete a nosotros en el estacionamiento para ver dos películas. Ven a traer papas para globo, un cóctel interactivo, pintura de caras, y manualidades.

9 Conoce a un perro de terapia

Conoce a una perra de terapia llamada Hagar y aprende sobre su trabajo. 1 de agosto a las 11:30 a.m. o 2:00 p.m.

10 Paseo de hadas

Únete a nosotros en 1,000 Islands Environmental Center para manualidades, actividades, juegos, comida y diversión el 21 de agosto a partir de las 5:00 p.m.-8:00 p.m.!

*Se requiere registro; llame al 920-766-6340 o visite nuestro sitio web para registrarse.

1 Programa de lectura de verano

Lectores de todas las edades pueden participar en el programa. ¡Lee, completa actividades, y gana premios! 5 de junio al 25 de agosto.

2 Arte en el jardín

Cierras viernes en el verano, ven a crear arte en nuestro Learning Garden.

5 Maravillas de burbujas

Maravillas de burbujas está lleno de increíbles trucos de burbujas, magia y manualidades. Únete a nosotros el 29 de junio a las 10:00 a.m., 1:30 p.m. o 5:30 p.m.*

6 Toca un camión

Ven a Hydro Park el 12 de julio de 11:00 a.m. a 1:00 p.m. Ven y toquen una variedad de camiones de trabajo. ¡También habrá de comida!

8 Recorrido a pie por la historia local

Únete a nuestro historiador local en un paseo por los puntos de referencia de Kaukauna y aprende sobre la ciudad. 27 de junio, 25 de julio y 22 de agosto a las 5:30 p.m.*

207 Thilmany Rd., Suite 200
Kaukauna, WI 54130
kaukunalibrary.org

The Social Media Marketing Specialist from Fox Cities Convention and Visitors Bureau visited to collect content for an Instagram reel as well as a TikTok video highlighting the library. The content was posted on their social media (@foxcitieswi) which has 3,699 followers.

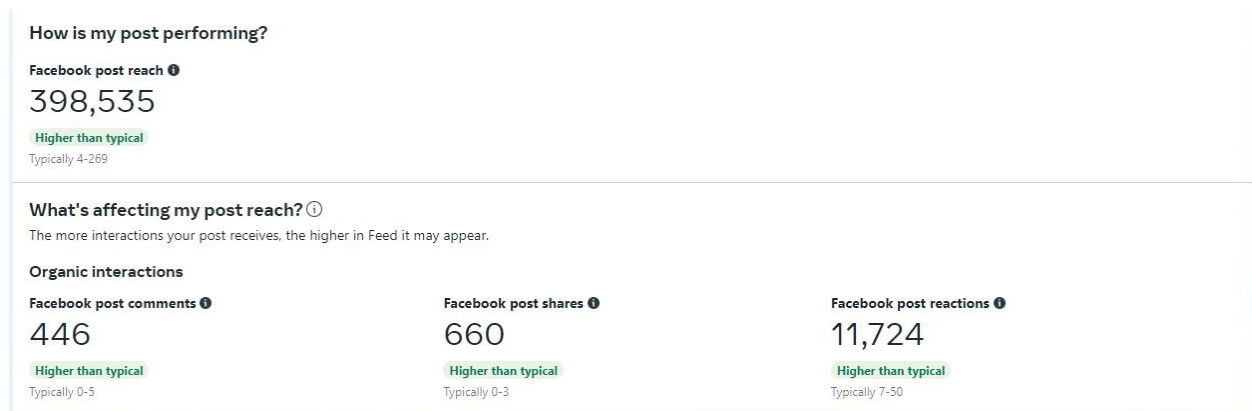
Brightsign Media Displays

The display screens were updated in both the lobby and children's department and are now capable of displaying video. With the upgraded capabilities, the movement on the displays does a good job in catching attention. I have personally witnessed more patrons commenting on the displays and getting excited about the events posted on them.

July

In July, we were invited to monetize our Facebook page. This means the more our content gets shared, commented on, and interacted with, we earn money. Facebook says, "Creators are artists, influencers, public figures and others who produce and share creative content on Facebook and other platforms. Content is valuable because it can bring people together around shared experiences and shape cultural moments."

Shortly after we set up our monetization, we had a post go "viral". To date, these are the stats of this single post:



We have earned \$50 in the month since we monetized our Facebook content.

Media Mentions & Stories

April: Fox Cities Magazine-Local Library Love

May: WLUK, WHBY, Local 5 Live, 94.3 Jack FM-Wisconsin Remembers: A Face for Every Name

James Berven interviewed and appeared on Local 5 Live

June: WLUK-Storybook Walk and 1000 Islands Partnership

Jenny Schink and Sarah Wroblewski interviewed for a live morning segment on Good Day WI

Appleton Monthly-Little Free Pantry

July: WFRV-Touch a Truck

Jenny Schink interviewed at the event