

# NLLS REPORT



## Board Meeting

Saturday May 5, 2018

### Social Engagement

- Social media has seen an increase of followers
- The utilization of social media tools allows an organization to establish a voice and increase visibility with the member libraries and the public.

Continuing with learning the trends in social media and marketing tools

### LMC request:

- LMC has put forth recommendation and this has shifted the workflow in the marketing department
- Have started with the creation of brochure for the eResources – AudioBooks is the starting point
- Have created posters and social media post that can be used and shared by all member libraries
- Tutorials for Pronunciator have been added Niche Academy and other tutorials have been updated

Worked with TownLife and have found a better option to split the website, this is on hold

## Social Media



### Statistics

Facebook:

Feb 15 likes – 349

Apr 20 likes – 373

Twitter:

Feb 15 198 followers

Apr 20 209 followers

Instagram

Feb 15 171 followers

Apr 20 196 followers

Pinterest

Feb 15 196 daily impressions

Apr 20 534 monthly viewers  
(new method)

LinkedIn

Feb 15 10 followers

April 20 11 followers

*marketing* 

# NLLS REPORT

---

Completed a survey in regard to the communication options; Yammer and Facebook groups were created January 2018 22 of the 47 libraries replied: 15/22 tried the Facebook group, 12/22 tried the Yammer group, 15/22 wanted email as the preferred method of communications. Will discuss results at the LMC to determine how to move forward. Most likely the groups will be dissolved.