

marketing

NLLS REPORT



LMC

Wednesday February 27 2019

Social Engagement

- Social media has seen an increase of followers
 - Facebook has seen a **32%** increase since 2018
 - Twitter has seen a **24%** increase since 2018
 - Instagram has seen a **49%** increase since 2018
 - Pinterest has seen a **200%** increase since 2018
 - LinkedIn has seen a **50%** increase since 2018

A great article about social media engagement for public libraries:

<http://publiclibrariesonline.org/2019/01/to-engage-or-not-to-engage-social-media-in-public-libraries/>

LMC request:

- NEW Niche Academy Tutorials for AutoMate and Science Reference Center
 - 3 Niche Academies: for the public, for the manager, for marketing material
 - Public tutorial: Nov – 106 views, Dec – 98 views & Jan 292 views
 - Manager tutorials: Nov – 23 views, Dec – 24 views & Jan 4 views
 - Marketing tutorials: Nov – 105 views, Dec – 53 views & Jan – 56 views
 - Suggestions are welcomed, drop us a line at help@nlls.ab.ca

Social Media



Statistics

Facebook:

July 24 likes – 392

Oct 25 likes – 399

Feb 11 likes - 432

Twitter:

July 24 227 followers

Oct 25 234 followers

Feb 11 242 followers

Instagram

July 24 - 196 followers

Oct 25 - 215 followers

Feb 11 – 226 followers

Pinterest

July - 1300 monthly viewers (SRP)

Feb 11 - 168

monthly views

LinkedIn

July 24 – 13 followers

Oct 25 - 15 followers

Feb 11 – 15 followers

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- LibraryAware is a great resource that has access to graphics, ready-made templates that are editable for libraries to add their information and accessible
 - An online Marketing Request Form is available on the website:
<https://nllsadmin.wufoo.com/forms/z11igeus0gg05qj>
 - one-on-one tutorial have been offered, contact for an appointment
 - a LibraryAware demonstration at the end of the meeting

Site Visits:

Marketing Department is available for site visits. Please place a HelpDesk ticket to be contacted for an appointment.

Website Update:

- eResource page update & manager's site