

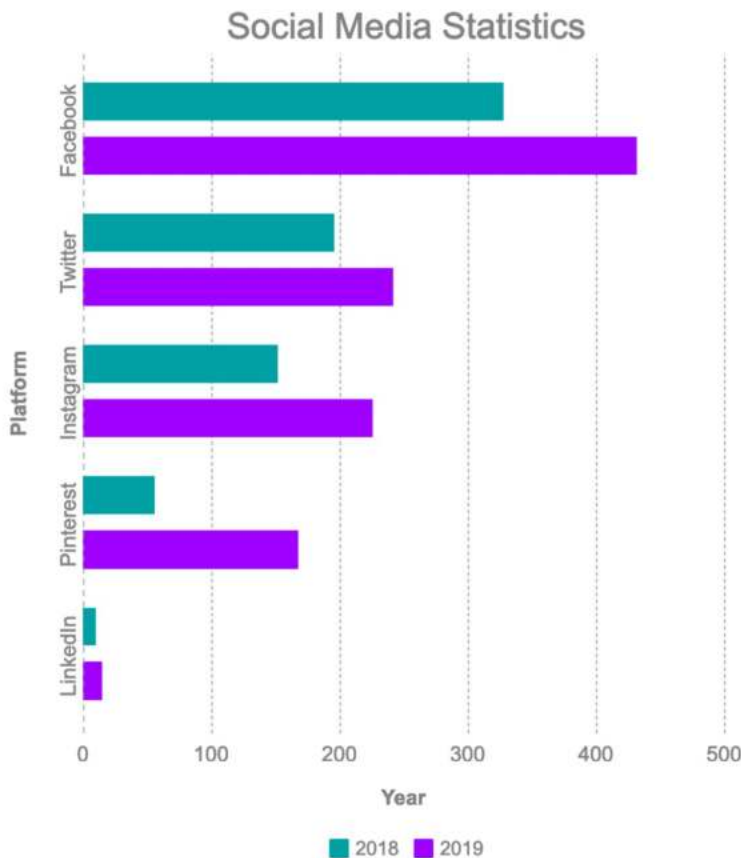
NLLS REPORT

Board Meeting

Monday March 2, 2019

Social Engagement

- Social media has seen a steady increase in 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



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



Niche Academy

- NLLS managers 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
- Ongoing project

Library Aware

- It has been a slow process but have given one-on-one tutorials with positive feedback

Website for the Board

Please note these changes

- Board-Exec Agenda and Board-Exec Minutes sections are now available by date of the meeting
- Board-Exec Reports section is organized by report type and then by date of the meeting

Library Manager's website update – the development of the website will be showcased at the LMC. Areas that the managers have requested improvement is the eResource page and the document library because of the difficulties locating document.