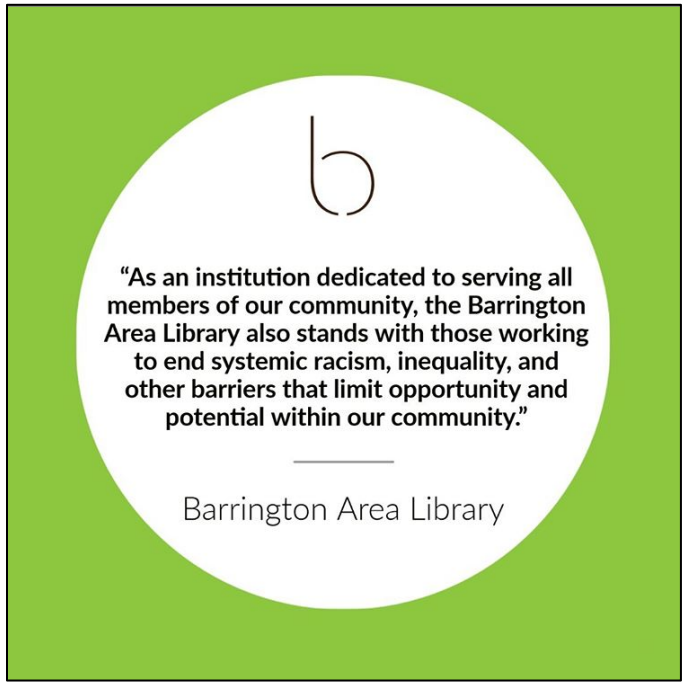
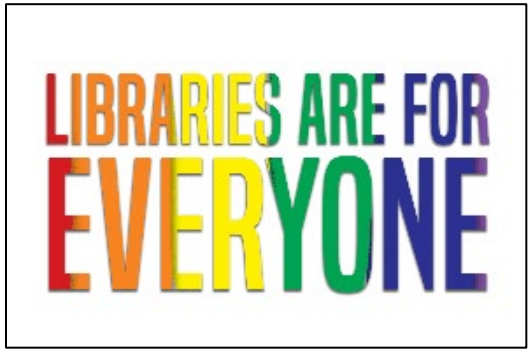
library barrington area

SOCIAL MEDIA ENGAGEMENT SNAPSHOT – JUNE 2020

AUDIENCE:

Facebook Total Page Follows: 3,894
Twitter Total Followers: 3,861
Instagram Total Followers: 1,457





When a local anti-racism was scheduled for the Library's "backyard," in Citizens Park, it made perfect sense for the Library to issue a statement supporting those who choose to exercise their Constitutionally-guaranteed right to free speech and the right to assemble peaceably, and those who are doing the work to end racism, inequality, and other barriers to opportunity and full potential. Social posts with the statement and additional posts relating to the protest rally and follow-up program received an overwhelmingly positive response:
326 interactions on Twitter, 207 interactions on Instagram, and 117 interactions on Facebook (interactions include comments, likes, shares, and link clicks). The statement was shared from our home page (195 views) and through our e-newsletters as well.

The Library had already been planning to participate "virtually" in Pride Month, so extending that effort to include Black voices also made sense at this time. Under the umbrella of "Libraries Are For Everyone," we shared reading and viewing lists, community resources, an "After The Rally" discussion with local thought leaders (also available on video), and links to other helpful sites, resulting in:
419 interactions on Twitter, 289 interactions on Instagram, and hundreds of click-throughs to the resources posted on our website.

Our customers were very enthusiastic about our new Parking Lot Pick-Up service! Posts announcing the new service, explaining how it works, answering FAQs, and promoting extended hours, had very high interactivity all month.

Parking Lot Pick-Up posts resulted in 421 interactions on Facebook, 122 interactions on Instagram, and 157 interactions on Twitter.

During these months of being closed, customers have had many questions about returning their materials, so they were also pleased to learn about the book returns being reopened.

Book return posts resulted in 74 interactions on Facebook, 131 interactions on Instagram, and 54 interactions on Twitter.

RT @ChiMommie: We love our library! Thank you to @balibrary for being creative in borrowing out new books. 🥰📚👏

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Patti Cellupica Thank you thank you thank you

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Top Fan

Darryl Heine What time frame will the pick up email alerts for those who used the Barrington Area Library web site to place requests now that the parking lot pick-up is open from 1 PM to 6 PM? Will the parking lot pick-up be expanded to Saturdays and Sundays soon?

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Katey Tesdall Baldassano How long does it usually take to process requests and be notified the books are ready?

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Molly Gillogly I got my book today that was sitting on Hold since March. Thank you!!

Love · Reply · Message · 2w · 1

Beth Stack Schenck Thank you for all of your hard work! It is appreciated! 📚

Cori Gullion Fiddes Thank you! I've appreciated this service!

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P Rosales @isaykiki
Jul 1

Does this mean you'll be open for pickups on Friday July 3?

sarada_ck Thanks for this service

6d 1 like Reply

lifeofphotos Having the library back has made me so happy ❤️

5d 1 like Reply

tiffanydeharde We are so excited to have fresh books in our hands