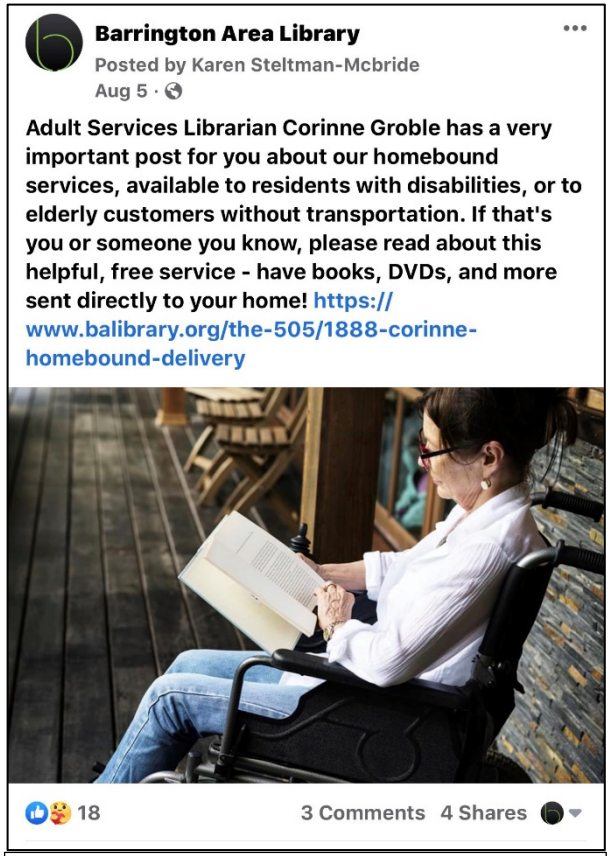
SOCIAL MEDIA ENGAGEMENT SNAPSHOT – AUGUST 2020

AUDIENCE:

Facebook Total Page Follows: 3,939
Twitter Total Followers: 3,889
Instagram Total Followers: 1,517

There's always something unique happening on our lovely campus. This month, it was the arrival of a Luna moth, who took up a spot on the pedestal of our statue of a reading mother and child. Photos and a few words about Luna got a very positive response, with 120 likes and favorites and 5 comments.



Our Youth and Adult Services departments have been writing blog posts for the Library website for the last few months. These make great content for social media, like this Facebook post featuring Librarian Corinne Groble's post about homebound services. The post had 18 likes, 3 comments, and 4 shares.

Barrington Area Library @balibrary · Aug 12
Our community partners **@barrington220** invite you to their Parent University sessions on Distance Learning:
barrington220.org/domain/2671
pic.twitter.com/ZhUGx0rH3M

Our top tweet of the month amplified District 220's messaging about their Parent University sessions. The whole community benefits from this type of information sharing.

Our Graphic Artist Lynn wanted to be sure everyone was wearing a mask to keep our staff and customers safe! 😷🌞❤️📚

Our reading statue featured in two popular posts this month: this tweet had 13 likes and 25 click-throughs to see the larger photo.

Anne Schmitt
@AnneSchmittBMS · Aug 17

You know it is the end of summer when we pick out our Summer Reading prize books! Thank you @balibrary for another great summer! pic.twitter.com/MbVlrhrZTr

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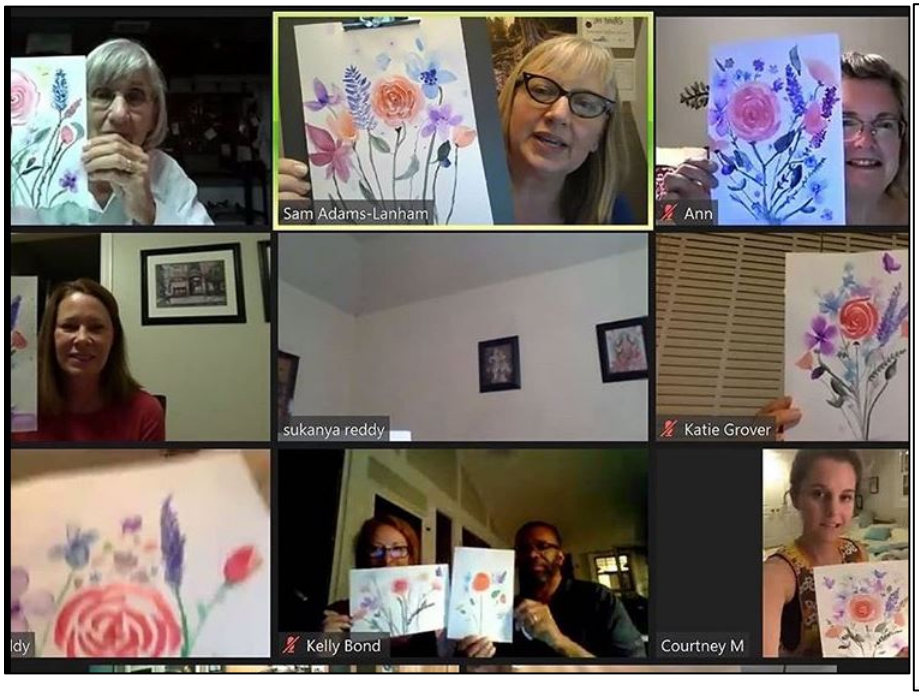
Fan mail always makes our day!



mamma__marie Do you plan on doing more of these?! I'm so sad I missed this.

2w 4 likes Reply

View replies (1)

jen523cos FANTASTIC artistry 🎨. I can see why this class was a hit😉 I REALLY hope there will be more courses on the future😻 Is it possible to see a replay of this class on the @barringtonarealibrary website?

2w 2 likes Reply

Sometimes social posts promote events in advance – and sometimes they make customers realize what they're missing! This photo from a Zoom art class prompted several requests for additional programming in this vein.