
DATE: March 7, 2024

TO: Library Board, Pima County Public Library

Pima County Board of Supervisors
Pima County Administration
Friends of the Pima County Public Library, Board of Directors
Friends of the Arivaca Library, Board of Directors
Friends of the W. Anne Gibson-Esmond Station Library, Board of Directors
Friends of the Kirk-Bear Canyon Library, Board of Directors
Friends of the Oro Valley Public Library, Board of Directors
Friends of the Pima-Green Valley Library, Board of Directors
Pima Library Foundation, Board of Directors

FROM: Holly Schaffer, Community Relations Manager
Reneé Bibby, Library Services Manager
Communications and Systems Office

SUBJECT: Communications & Systems Office Report, February 2024

A quick note about the updated report: The Communications and Systems Office (CSO) is part of Community Engagement Office, but Holly's work as a communications expert has been featured separately because of the importance of media coverage and keeping the Board abreast of what's happening. We're now folding in the rest of the CSO reporting into this report as it is all part of the way the community interacts with the library.

MEDIA RELATIONS

HIGHLIGHTS

The Tucson Festival of Books is upon us (March 9-10)! PCPL has not-to-miss panels in our Nuestras Raíces Tent and other fun stuff—Southwest Books of the Year discussions and a workshop by our Writer in Residence Laura Markowitz. [Find the full lineup in this press release.](#)

Calling all local musicians! Help us spread the word... we're accepting submissions for our coming-soon streaming service, Desert Streams. Submissions—in all genres—will be [accepted through March 15.](#)

The Synapse Team has launched a Facebook page. [We'd love it if you'd follow us!](#)

MEDIA RELEASES

[**Another great Library lineup at the Tucson Festival of Books!**](#)

Sent 2/21/24

[**Local musicians – your work could be part of the Library's new streaming service!**](#)

Sent 2/15/24

[**Don't miss the 47th edition of Southwest Books of the Year**](#)

Sent 2/12/24

[Writer in Residence, Laura Markowitz, is ready to help!](#)

Sent 2/7/24

[Richard Elías-Mission Library remodel coming soon](#)

Sent 2/7/24

[Announcing new hours at select libraries](#)

Sent 1/30/24

MEDIA OUTCOMES

[I absolutely love being a children's librarian](#)

Briana Turner/ PCPL *Arizona Daily Star* 2/18/2024

[We Recommend: Read a book by a Black woman author in honor of Women's History Month in March](#)

Ravenous Readers/ PCPL *Arizona Daily Star* 2/18/2024

[We Recommend: Escape reality with a royal romance read from the library](#)

Ravenous Readers/ PCPL *Arizona Daily Star* 2/11/2024

['Tis the season to get tax help!](#)

Mia Kortright *Pima County FYI* 2/9/2024

[These are the top books checked out at Pima County Library](#)

Bill Finley *Arizona Daily Star* 2/8/2024

[The 2024 Oscar Season at the Library](#)

Brandi Scardilli *NewsBreaks* 2/6/2024

[We Recommend: Pick up a book by a Black author for Black History Month](#)

Ravenous Readers/PCPL *Arizona Daily Star* 1/29/2024

[Announcing new hours at select libraries](#)

Mia Kortright *Pima County FYI* 1/29/2024

[We Recommend: Valentine's Day is just weeks away. Get ready with romance reads](#)

Ravenous Readers/PCPL *Arizona Daily Star* 1/26/2024

[Pima County Libraries adjusting hours on Jan. 29](#)

Mia Kortright *Pima County FYI* 1/26/2024

[We Recommend: Books that give major winter vibes](#)

Ravenous Readers/PCPL *Arizona Daily Star* 1/21/2024

SAVANNAH MESSAGES SENT TO PCPL CUSTOMERS

Open rates vary from industry to industry, but according to current 2022 digital marketing stats, the average open rate for arts/culture/entertainment (the most comparable to library services) is **17.79%**.

<p>All</p> <p>Blast into STEAM with Maker Fair!</p> <p>• 2/22/2024 •</p> <hr/> <p>OPEN RATE</p> <p>71%</p>	<p>ELP Customers</p> <p>Late opening at Frank De La Cruz-El Pueblo Library</p> <p>• 2/20/2024 •</p> <hr/> <p>OPEN RATE</p> <p>45%</p>	<p>All</p> <p>All that's new with the Many Nations Team!</p> <p>• 2/20/2024 •</p> <hr/> <p>OPEN RATE</p> <p>71%</p>	<p>Bright Futures</p> <p>Gather 'round, readers</p> <p>• 2/16/2024 •</p> <hr/> <p>OPEN RATE</p> <p>57%</p>
<p>PageTurners, Digitarians, Transitionals</p> <p>Time... zones, periods, and travel</p> <p>• 2/9/2024 •</p> <hr/> <p>OPEN RATE</p> <p>75%</p>	<p>COHS</p> <p>Your Career Online High School February news!</p> <p>• 2/7/2024 •</p> <hr/> <p>OPEN RATE</p> <p>95%</p>	<p>All</p> <p>All that's new with the Biblio Lotus Team!</p> <p>• 2/6/2024 •</p> <hr/> <p>OPEN RATE</p> <p>60%</p>	<p>All</p> <p>Kale, carrots, broccoli, oh my! All at your library!</p> <p>• 2/6/2024 •</p> <hr/> <p>OPEN RATE</p> <p>41%</p>
<p>Grants & Nonprofits</p> <p>Learn how to secure funding and meet your goals!</p> <p>• 2/6/2024 •</p> <hr/> <p>OPEN RATE</p> <p>54%</p>	<p>Bedtime Stories</p> <p>Welcome, baby giraffe!</p> <p>• 2/2/2024 •</p> <hr/> <p>OPEN RATE</p> <p>139%</p>	<p>MIS Customers</p> <p>Richard Elías-Mission Library remodel coming soon!</p> <p>• 2/2/2024 •</p> <hr/> <p>OPEN RATE</p> <p>70%</p>	<p>Grants & Nonprofits</p> <p>Check out these upcoming grant opportunities</p> <p>• 2/1/2024 •</p> <hr/> <p>OPEN RATE</p> <p>114%</p>
<p>All</p> <p>All that's new with the Kindred Team!</p> <p>• 1/30/2024 •</p> <hr/> <p>OPEN RATE</p> <p>62%</p>	<p>All</p> <p>New hours at local libraries</p> <p>• 1/29/2024 •</p> <hr/> <p>OPEN RATE</p> <p>78%</p>	<p>FLW Customers</p> <p>Announcing new hours at Flowing Wells Library</p> <p>• 1/26/2024 •</p> <hr/> <p>OPEN RATE</p> <p>58%</p>	<p>QUI Customers</p> <p>Announcing new hours at Quince Douglas Library</p> <p>• 1/26/2024 •</p> <hr/> <p>OPEN RATE</p> <p>59%</p>
<p>BCN Customers</p> <p>Announcing new hours at Kirk-Bear Canyon Library</p> <p>• 1/26/2024 •</p> <hr/> <p>OPEN RATE</p> <p>87%</p>	<p>Audiophiles and Dependables</p> <p>Storm to Shade</p> <p>• 1/26/2024 •</p> <hr/> <p>OPEN RATE</p> <p>68%</p>	<p>Bright Futures</p> <p>What is Mapping Q?</p> <p>• 1/19/2024 •</p> <hr/> <p>OPEN RATE</p> <p>53%</p>	

GRAPHIC DESIGN

HIGHLIGHTS

This month, designer Carolina Caples with logistics support from Annalisa Figueroa, designed and printed for the Tucson Festival of Books—an ad, rack cards, and bookmarks—the new Writer in Residence materials for Laura Markowitz, a new series of bookmarks on behalf of the Kindred team that highlights Black leaders making history every day, the yearly STEAM Fair in Sahuarita, a new bookmark for Synapse, assets for Desert Streams, the Biblio Lotus Dominic Lim event, the Main Library High School Art showcase, and various library announcements.

PROJECTS

2 Big Posters	10 Bookmarks	2 Email Assets	1 Form	27 Signs
1 Ad	2 Small Posters	4 Social Media Assets	8 Website Assets	1 Rack Card



31
print orders
10,379
pieces



58
Total

SOCIAL MEDIA

HIGHLIGHTS

The meme-fest continued with epic social media reach from Victoria Manriquez. One of our top performing Facebook posts referenced the always-classic *Forrest Gump*, while one of our top performing Instagram post was a quickly meme'd moment from the Superbowl half-time performance. TikTok continues slow and steady growth. Our top performing TikTok is a hilarious interplay between the flashpoint of Stanley Cups popularity and the oft-reference SNL skit with Timothée Chalamet (that is itself pop culture riff on the state of modern rap music. [See the TikTok here.](#) It's all very meta and keeps the library connected and relevant in community conversations.



PERFORMANCE

FACEBOOK

31

NUMBER OF POSTS

29.2K

OVERALL REACH

2K

CONTENT INTERACTIONS

19.7K

HIGHEST REACH

INSTAGRAM

27

NUMBER OF POSTS

6.5K

OVERALL REACH

3.8K

CONTENT INTERACTIONS

3.6K

HIGHEST REACH

TIKTOK

8

NUMBER OF POSTS

39K

VIDEO VIEWS

3,754

TOTAL LIKES

12.5K

HIGHEST VIEWED

1,452

MOST LIKED

WEBSITE

HIGHLIGHTS

The three-person web team, Alexa Greer, Chris Williams, and Amy Bivins have touch points in a variety of ways. This new report system will highlight not only the ways that they build out content on the back end of the website, but also the ways that the community engage with our content.

PERFORMANCE

WEBSITE CARDS

75 Staff Lists Cards

44 Event Cards

BLOGS

11 Blogs

Featured [Diné Literary Debuts at the Tucson Festival of Books](#)

PAGES

2 Page Updates

1 Redesigned

Featured [Kindred](#)

BOOKLISTS

6.77% Booklist Clickthrough

A top booklist [100 5th Grade Level Books with African Americans](#)

EVENTS

1,074 Hosted Events

43,332 Event Pageviews

7.39% Event Clickthroughs

WEBSITE FEEDBACK

31 Customer Support Interactions