

**DATE:** April 4, 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, March 2024**

## **MEDIA RELATIONS**

### **HIGHLIGHTS**

Library Associate Toby Wehner just celebrated his 10th year moderating panels at the Tucson Festival of Books. [In this blog post](#), he reflects on a decade meeting and working with some of his favorite authors (and collecting bookmarks and signed books!).

[In this guest blog post](#), Career Online High School graduate Annette Hernandez-Carbajal shares her journey obtaining her diploma and what it means to her. Annette says, "Never doubt yourself. I doubted myself for ten years."

Did you know many of our libraries host exhibits by local artists? [Check out all that's happening](#) in the world of art and take some time to visit and enjoy!

March is Irish American Heritage Month. [Here's a great book list](#) if you're interested in delving into, or revisiting, works by Irish authors.

### **MEDIA OUTCOMES**

#### **[We Recommend: For a good plot twist, check out one of these books](#)**

*Ravenous Readers/PCPL*                      *Arizona Daily Star*                      2/25/2024

#### **[Don't miss another great Library lineup at the Tucson Festival of Books](#)**

*Mia Kortright*                                      *Pima County eScoop*                      3/1/2024

#### **[We Recommend: These books are in the running for a Mystery Writers of America award](#)**

*Ravenous Readers/PCPL*                      *Arizona Daily Star*                      3/3/2024

## [Edgar Awards 2024: Pima County Public Library recommends top mystery novels](#)

*Olalekan Adigun*

*BNN Breaking*

3/4/2024

## [Be Bold, Be Brace: Young artists tapped to teach class on Southside](#)

*Eddie Celaya*

*KGUN 9*

3/8/2024

## [We Recommend: These books shine a light on overlooked women in history](#)

*Ravenous Readers/PCPL*

*Arizona Daily Star*

3/10/2024

## [Four fun and free activities for families during spring break](#)

*Alex Dowd*

*KGUN 9*

3/11/2024

## [Richard Elías-Mission Library closing until next summer for renovations](#)

*Kenny Darr*

*KGUN 9*

3/11/2024

## ["I have no question:" Patron details life-changing encounter at library](#)

*Holly Schaffer/PCPL*

*Pima County eScoop*

3/15/2024

## [Point them toward the library](#)

*Nico Giambanco/PCPL*

*Arizona Daily Star*

3/17/2024

## [We Recommend: In the spirit of March, pick up a green read](#)

*Ravenous Readers/PCPL*

*Arizona Daily Star*

3/19/2024

## [Tucson writers can get help from a pro](#)

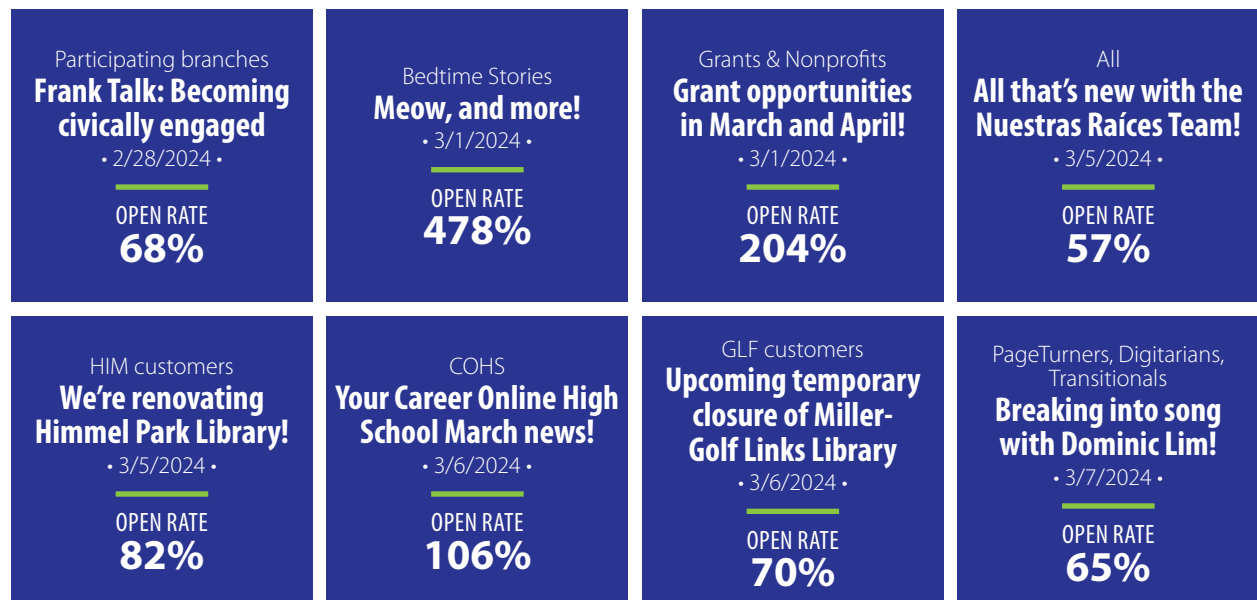
*Newsroom*

*Arizona Daily Star*

3/20/2024

## 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%.



MIS customers  
**Reminder: Richard Elías-Mission Library to close for remodeling**  
 • 3/8/2024 •

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**OPEN RATE 55%**

All  
**All that's new with the Pride Team!**  
 • 3/12/2024 •

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**OPEN RATE 61%**

Bright Futures  
**An Eras Celebration**  
 • 3/15/2024 •

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**OPEN RATE 45%**

Participating branches  
**Rescheduled... STEAM Maker Fair!**  
 • 3/19/2024 •

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**OPEN RATE 67%**

## GRAPHIC DESIGN

### HIGHLIGHTS

This month we wrapped up all the Tucson Festival of Books materials and promotion and shifted gears into Summer Learning. We had several planned closures that accounted for our bookmark and signs, but this month was all about the Summer Learning Tracker. This is a huge piece that we design in cooperation with the Community Engagement Office. We print thousands of them a year for the young people in our community to track their reading for the summer. It takes a long time to design, proof, and print.

**SAVE the DATE MEGA**

FREE!

Saturday, July 20th  
 12 pm - 5 pm  
 Pima Community College  
 Downtown Campus  
 1255 N. Stone Avenue  
 PIMA COUNTY PUBLIC LIBRARY

Summer books  
 Libros de verano

**ADVENTURE BEGINS AT YOUR LIBRARY. 2024 Summer Learning**

¡BUENA NOTICIA! BUENOS DIAS ESTE VERANO COMENZAN LAS AVENTURAS EN SU BIBLIOTECA.

**LA AVENTURA COMIENZA EN SU BIBLIOTECA. Aprendizaje de Verano 2024**

**Discover all the possibilities at the library this summer!**  
**¡Descubre todas las posibilidades en la biblioteca este verano!**

How it works / Como participar

ADVENTURE 1: Read 10 minutes every day...  
 ADVENTURE 2: Read 20 minutes every day...  
 ADVENTURE 3: Read 30 minutes every day...  
 ADVENTURE 4: Read 40 minutes every day...

## PROJECTS

**14**  
 Total

**1**  
 Website Assets

**3**  
 Bookmarks

**1**  
 Email Assets

**4**  
 Flyers

**2**  
 Forms

**2**  
 Logos

**1**  
 Special Projects

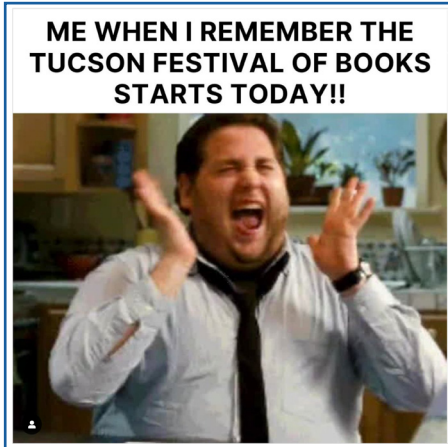
**17**  
 print orders  
**12,455**  
 pieces

## SOCIAL MEDIA

### HIGHLIGHTS

Did you know that March 20th is Very Hungry Caterpillar Day? We posted about that one and because we have a literary-minded following, it did very well. Of course, we also promoted the Tucson Festival of Books, our Writer in Residence, and holidays, like Irish Heritage Month, Happy Pi Day, and International Women's Day.

Our top performing TikTok is another meta piece. Our goal is to adapt certain trends to library or literary themes. With the help of our social media intern, Hassael Cazesuz, we used a trending sound to highlight the type of romantic gestures people can make for book lovers. [See the TikTok here.](#)



## FACEBOOK

30

NUMBER OF POSTS

30.6K

OVERALL REACH

1.4K

CONTENT INTERACTIONS

5.3K

HIGHEST REACH

## INSTAGRAM

27

NUMBER OF POSTS

5.3K

OVERALL REACH

2.7K

CONTENT INTERACTIONS

2.7K

HIGHEST REACH

## TIKTOK

7

NUMBER OF POSTS

23K

VIDEO VIEWS

1,413

TOTAL LIKES

2.6K

HIGHEST VIEWED

228

MOST LIKED

## WEBSITE

### HIGHLIGHTS

On the website, besides the usual work of keeping the content current and findable, we built a new [Outreach Request Page](#), a tax page, and reorganized the [Computer Skills](#) page so that it would be easier for people to find and understand what services we could provide.

### PERFORMANCE

#### WEBSITE CARDS

**74** Staff Lists Cards  
**51** Event Cards

#### BLOGS

**31** Blogs  
*Blog Highlight "[Stomp, Giggle, Stomp](#)"*

#### PAGES

**13** Page Updates  
**8** Redesigned  
*Page Highlight [Many Nations](#)*

#### BOOKLISTS

**6.82%** Booklist Clickthrough  
*A top book list [25 BookTok Books That Are Actually Worth the Hype](#)*

#### EVENTS

**995** Hosted Events  
**38,172** Event Pageviews  
**7.51%** Event Clickthroughs

#### WEBSITE FEEDBACK

**28** Customer Support Interactions

#### MESSAGE BEE

**85,946** Messages Sent  
**69.71%** Open Rate