Agenda Item 9A



DATE: April 3, 2025

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

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

Numerous PCPL branches are participating in "Survival and Resistance: Remembering the Southside's Environmental Justice Movement," a project sponsored by Los Descendientes de Tucson's Mexican American Heritage and History Museum. Read about the project and the library's involvement in this <u>press release</u>.

The Library's InfoIntegrity Team put together a very informative, timely, and important blog post about **identifying eBooks written by AI**. Check it out on our website: **Did a Robot Write This?**

Who do you think is the best villain in literature? Take a look at this <u>neat booklist</u> inspired by Lit Hub's Literary Villains Bracket (think basketball's March Madness, but fictional villains).

Toby W., Library Associate at Murphy-Wilmot Library, attends the Tucson Festival of Books every year. He moderates panels, hobnobs with authors, collects signed bookmarks, and brightens the Festival experience for everyone who encounters him in his tie-dye T-shirt. Don't miss his 2025 wrap up!

MEDIA RELATIONS

MEDIA RELEASES

Another great lineup at the Tucson Festival of Books Sent 3/5/2025

Honoring those impacted by Trichloroethylene (TCE)

Sent 3/10/2025

MEDIA OUTCOMES

Public Art: "Garden Table With Blue Cloth Blue Chair"

Cody Hedges Green Valley News & Sun 2/24/2025

Library survey extended through March 17

Mia Kortright Pima County FYI 2/28/2025

Read this, then that: Black cowboys in history

Mia Kortright Pima County FYI 2/28/2025

We Recommend: Four books being adapted to the screen in 2025

Ravenous Readers/PCPL Arizona Daily Star 3/2/2025

Free activities to do during spring break

Madison Thomas KGUN 9 3/6/2025

<u>Library streaming service celebrates Women's History Month</u>

Mia Kortright Pima County eScoop 3/7/2025

We Recommend: 4 cookbooks by authors who will be at the Tucson Festival of Books

Ravenous Readers/PCPL Arizona Daily Star 3/9/2025

Library survey open through March 17

Mia Kortright Pima County FYI 3/14/2025

Don't miss another great Library lineup at the Tucson Festival of Books

Mia Kortright Pima County FYI 3/14/2025

We recommend: 4 books on becoming less lonely

Ravenous Readers/PCPL Arizona Daily Star 3/16/2025

Bookmobiles, budgets, and building community

Yana Kunichoff Arizona Luminaria 3/16/2025

Did a Robot Write This? Tips for identifying eBooks written by Al

Mia Kortright Pima County eScoop 3/21/2025

Fix it or leave? The futures of Tucson's aging downtown library

Yana Kunichoff Arizona Luminaria 3/21/2025

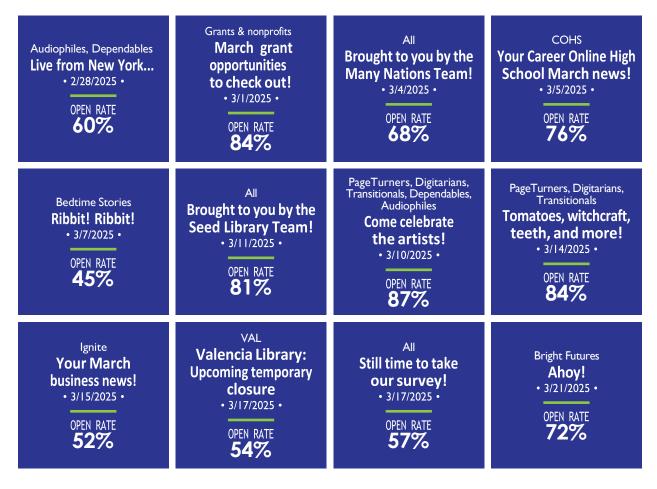
We Recommend: 4 books written by Irish authors to celebrate Irish-American Heritage

Month

Ravenous Readers/PCPL Arizona Daily Star 3/2/2025

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%.



GRAPHIC DESIGN

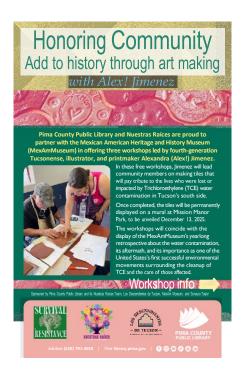
1 1 2 3 4

Rack Cards Website Assets Bookmarks Social Media Assets

Flyers



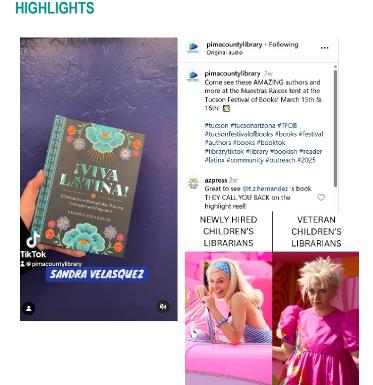
HIGHLIGHTS

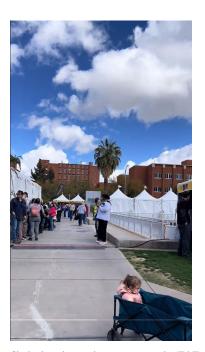




Call (520) 594-5445 | Infoline (520) 791-4010 | Visit library.pima.gov | 1 0 0 0 0 0 0

SOCIAL MEDIA





Click the photo above to view the TikTok

PERFORMANCE

FACEBOOK

29

NUMBER OF POSTS

TIKTOK

8

NUMBER OF POSTS

INSTAGRAM

38

NUMBER OF POSTS

12.5K

OVERALL REACH

17K

VIDEO VIEWS

23.8K

OVERALL REACH

1.1K

CONTENT INTERACTIONS

726

TOTAL LIKES

3.1K

CONTENT INTERACTIONS

3.3K

HIGHEST REACH

1.8K

HIGHEST VIEWED

9.3K

HIGHEST REACH

83

MOST LIKED

MESSAGE BEE

70,473 Messages Sent

72.95% Open Rate

WEBSITE

WEBSITE CARDS

78 Staff Lists Cards

43 Event Cards

BLOGS

13 Blogs

Did a Robot Write This? Tips for Identifying eBooks Written by Al **PAGES**

1 Page Updates

3 designed

Pima YHAT

BOOKLISTS

10.62% Booklist Clickthrough

A top book list <u>Stars, They're</u> <u>Just like Us: Book Lover Edition</u>

EVENTS

1,197 Hosted Events
42034 Event Pageviews

8.25% Event Clickthroughs

WEBSITE FEEDBACK

13 Customer Support Interactions