

DATE: June 5, 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, May

Tom Holm, a citizen of the Cherokee Nation and a Muscogee Creek descendant, served as the Library's 22nd Writer in Residence. His residency ended in April and he participated in a [Q&A to share what the experience was like](#).

May was Asian American, Native Hawaiian, and Pacific Islander Heritage Month. To celebrate, library staff curated numerous book lists:

- [Memoirs to read for AANHPI Month](#)
- [AANHPI Sci-Fi & Fantasy Picks](#)
- [#ownvoices Picture books for AAPI month](#)
- [AAPI Latinx Connections](#)

In May, the Library's Welcome to America and Biblio Lotus Teams co-hosted author Michelle Yang, author of [Phoenix Girl](#), at Martha Cooper Library. More than 45 people were in attendance!

MEDIA RELATIONS

MEDIA OUTCOMES

[Celebrate Earth Day at Tucson community events](#)

Bianca Morales	<i>Tucson Sentinel</i>	4/18/2025
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[Go! Publish your story!: How an aspiring writer's dream came true](#)

Newsroom	<i>Pima County eScoop</i>	4/18/2025
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[We Recommend: Four books to help celebrate Earth Day](#)

Ravenous Readers / PCPL	<i>Arizona Daily Star</i>	4/20/2025
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Libraries bring unexpected opportunities

Raven Tautimer / PCPL *Arizona Daily Star* 4/20/2025

Act One free passes to Arizona cultural organizations available at libraries

Bianca Moraels *Tucson Sentinel* 4/22/2025

It's not just about brick and mortar buildings

Justyn Dillingham *Pima County FYI* 4/25/2025

We Recommend: Four books to check out

Ravenous Readers / PCPL *Arizona Daily Star* 4/27/2025

Libraries bring unexpected opportunities

Raven Tautimer / PCPL *Pima County eScoop* 5/2/2025

For AAPI Heritage Month... meet Sydney!

Justyn Dillingham *Pima County FYI* 5/9/2025

We Recommend: It's all about celebrating the mamas today (and everyday)

Ravenous Readers / PCPL *Arizona Daily Star* 5/11/2025

For AAPI Month... meet Jung Mee!

Justyn Dillingham *Pima County eScoop* 5/16/2025

We Recommend: Inspiring your next craft obsession

Ravenous Readers / PCPL *Arizona Daily Star* 5/19/2025

"It's a light when times are dark"

Justyn Dillingham *Pima County FYI* 5/23/2025

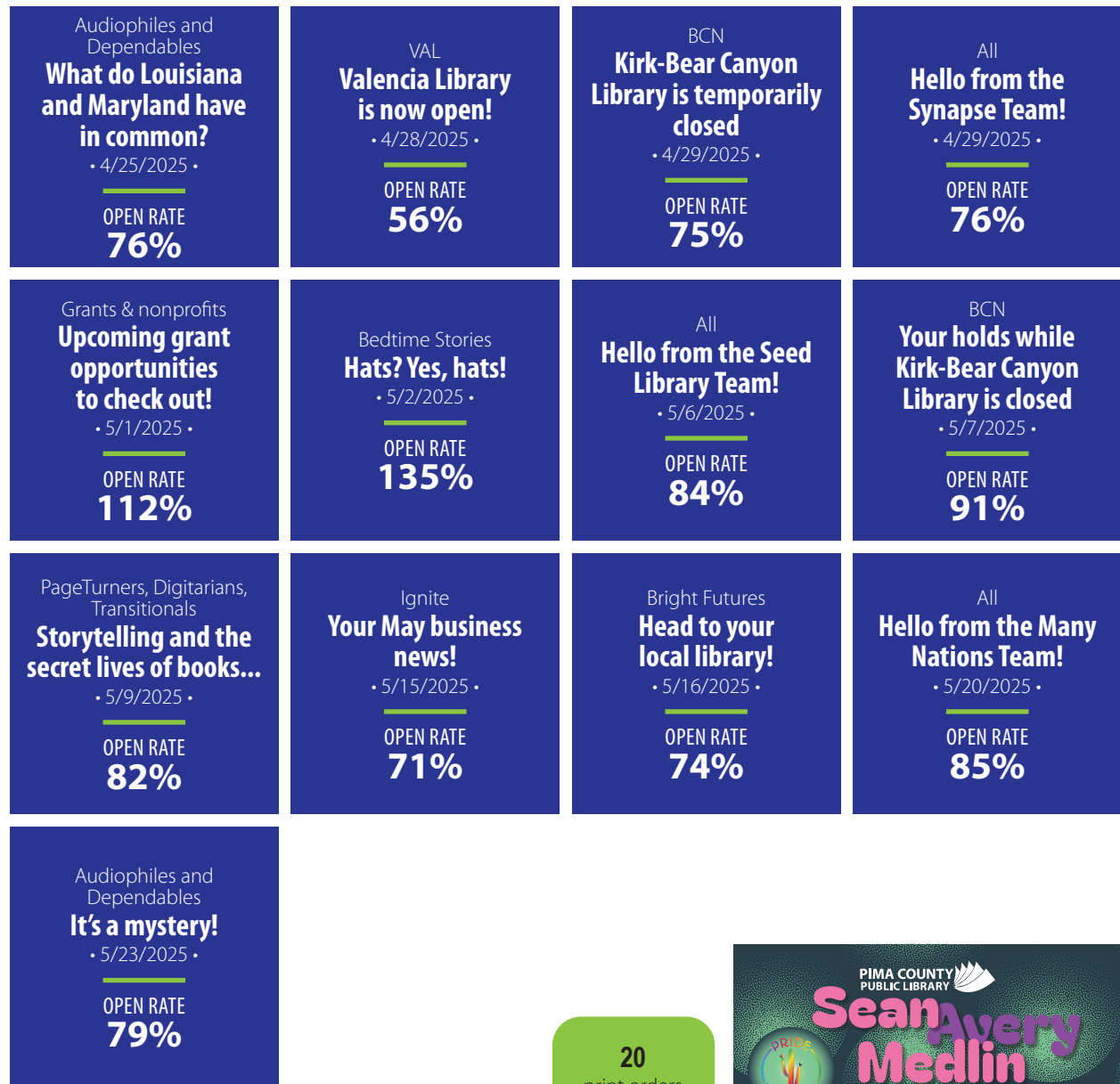
Opinion: An ode to public libraries

Andres F. Diaz *The Daily Wildcat* 5/24/2025

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

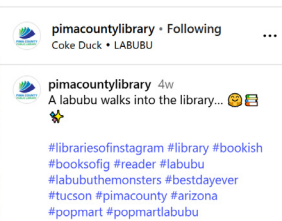
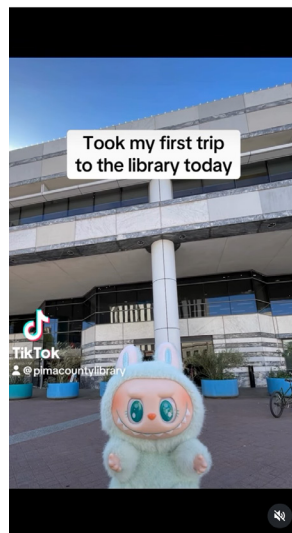


HIGHLIGHTS



SOCIAL MEDIA HIGHLIGHTS

ME PATIENTLY WAITING FOR MY HOLDS TO BE READY FOR PICK UP



Click the photo above to view the TikTok

PERFORMANCE

FACEBOOK

32

NUMBER OF POSTS

9.5K

OVERALL REACH

860K

CONTENT INTERACTIONS

1.2K

HIGHEST REACH

TIKTOK

6

NUMBER OF POSTS

16K

VIDEO VIEWS

1,061

TOTAL LIKES

1.9K

HIGHEST VIEWED

210

MOST LIKED

INSTAGRAM

33

NUMBER OF POSTS

11.9K

OVERALL REACH

3.1K

CONTENT INTERACTIONS

4K

HIGHEST REACH

WEBSITE

WEBSITE CARDS

97 Staff Lists Cards
36 Event Cards

BOOKLISTS

8.56% Booklist Clickthrough
A top book list [Learn about endangered species](#)

BLOGS

18 Blogs
"It's a light when times are dark."

EVENTS

1,189 Hosted Events
55,434 Event Pageviews
8.57% Event Clickthroughs

MESSAGE BEE

58,538 Messages Sent
74.08% Open Rate

PAGES

3 Page Updates
2 designed
[Writer in Residence](#)

WEBSITE FEEDBACK

18 Customer Support Interactions