

Monthly Statistics Report

	Apr. 2020
New Patrons	3
Tech Help	20
Programs	5
Program Participation	27
Facebook Reaches	15,687
Facebook Engagements	802
Instagram Reaches	1,156
Instagram Engagements	142
E-material Circulation	215

Facebook Reaches - The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more.

Facebook Engagements - The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon the post.

CEO Update:

Staff continue to work on increasing virtual programs and social media content. It is a learning curve for all of us. It should be noted that library statistics are very different right now and staff are working on the best methods to use going forward during the closure. We recorded participation for the programs that have direct contact with staff. Some of the videos and challenges are harder to gauge.

There has been a lot of discussion on what reopening will be for public libraries. I have attended a couple of virtual meetings regarding the subject and will be working with SOLS and the Township of Southgate Restart of Business Committee, with the guidance of Public Health on the best way to proceed with reopening library services when the time comes.

Accomplishments:

- Attended Weekly Emergency Management/Department Head meetings
- Hiring Committee meetings
- Job posting
- Attended SOLS CEO meeting
- Attended 'How Public Libraries Make their Full Services Comeback'
- Amazing Reads Canada – Launching soon
- E-book orders
- Digital Databases added
- Implemented new virtual programming

60 Day Plan:

- Website Redesign
- Library to Go (partnership with SEGCHC)
- * *On hold during closure*
- Annual Report
- Annual Survey
- Virtual Programming
- Job Procedures
- Homelessness in the Library course
- Reopening plan and procedures
- Hire Contract Librarian CEO and Train

Program and Events:

- Teen Book Discussion
- Photo Scavenger Hunt
- Guess the book Friday
- Adult Virtual Book Club
- Kids Craft
- Kids Letter Writing
- DUKE (Dundalk Ukulele Ensemble) tutorials

Upcoming Virtual Programming:

- Teen Book Talk – May 28
- Kids Craft Video – May 27
- Weekly Lego challenges
- DUKE Tutorials
- Amazing Reads Canada