



# West Lincoln Public Library CEO's Report June 2022

## Recorded Library Uses June 2022

**E-books:** 1342 loans

**Circulation:** 3661 loans

**Computer Use:** 118

**Reference Questions (All):** 127

### Programs

- **Smithville:** 13 programs offered, 146 people attended;  
Most Popular: Llaverne Llaunch Party
- **Caistorville:** 1 program offered, 1 person attended;  
Most Popular: Adult Book Club
- **Wellandport:** 1 program offered, 12 people attended;  
Most Popular: S.T.E.A.M. Saturday
- **Virtual (Includes Facebook and Youtube Participants):** no programs offered in June
- **New Programs:** Registration for the Summer Reading Club opened on June 27th



### Social Media and Website:

Twitter		Facebook	
Followers	384 (up 2)	Followers	991 (up 20)
Engagement Ratio (interactions per post)	2.29 (up 0.57)	Engagement Ratio (interactions per post)	35.47 (down 0.40)
Most Popular Tweet	Moose Hide Campaign	Most popular post	Llaverne Llaunch Party photos

Instagram		TikTok	
Followers	865 (same)	Followers	353 (up 15)
Engagement Ratio (interactions per post)	3.37 (up 0.05)	Engagement Ratio (interactions per post)	122 (up 105.20)
Most popular post	Welcome Sarah M.	Most Popular	The Pug Book

YouTube		Website	
Subscribers	5 (same)	Page views	2976 (down 809)
Views	12 (up 5)		