West Lincoln Public Library CEO's Report
July 2022

Recorded Library Uses July 2022

E-books: 1,382 loans (an increase of 40 loans from previous month)
Circulation: 4,899 loans (an increase of 1,238 loans from previous month)
Computer Use: 182 uses (an increase of 64 uses from previous month)
Reference Questions (All): 218 questions (an increase of 74 questions from previous month)

Programs

Caistorville: 6 programs offered, 17 people attended
Most Popular: Once Upon a Storytime…

Smithville: 20 programs offered, 169 people attended
Most Popular: Giant Connect 4

Wellandport: 6 programs offered, 40 people attended
Most Popular: Squires' Training in Extreme Adventures in Medieval (Times)

Virtual (Includes Facebook and Youtube Participants): no programs offered in July

New Programs: Once Upon a Storytime…; Squires' Training in Extreme Adventures in Medieval (Times); StoryWalks (*I Am Scary*, *Sometimes I Feel Like a Fox*, and *Under One Rock*); Teen Titans; Unicorns Dragons and Fairies, Oh My!

Social Media and Website

Twitter		Facebook	
Followers	386 (increase of 2)	Followers	297 (increase of 6)
Engagement Ratio (interactions per post)	2.13 (decrease of 0.16)	Engagement Ratio (interactions per post)	11.43 (decrease of 24.05)
Most Popular Tweet	Did You Say West Lincoln?	Most popular post	Good Food Box

Instagram		TikTok	
Followers	862 (decrease of 3)	Followers	365 (increase of 12)
Engagement Ratio (interactions per post)	2.17 (decrease of 1.20)	Engagement Ratio (interactions per post)	51.33 (decrease of 70.67)
Most popular post	St. Catharines Storytime robot	Most Popular	Non-binary books

YouTube		Website	
Subscribers	5 (same)	Page views	3118 (increase of 142)
Views	2 (decrease of 10)		