

# MEMO

Date: September 21, 2011

To: Chair J.J. McCament and members of the Board of Trustees

From: Mary Getchell, Communications Director

Subject: Social Media Marketing

Marketing grows our social media friends and followers. As part of our ongoing marketing, in August we included a focused effort to promote and invite people to engage with us through our social media sites on Facebook and Twitter. We conducted the following marketing activities: home page ad on our website, promotion on mousepads at public computers in 16 libraries, advertisement on express checkout machines in all libraries, large posters in eight of our libraries, and signature tags on all staff email messages.

As a result we increased our Facebook friends by 18% to a total of 1,429. We increased our followers on Twitter by 3% to a total of 1,190. The increase of Facebook friends by far marks our single largest period of growth on our Facebook page.

## September 2010 – September 2011

Date	Likes	Increase
9/6/2010	500	
10/4/2010	645	145
11/1/2010	732	87
12/6/2010	804	72
1/11/2011	858	54
2/10/2011	899	41
3/8/2011	966	67
3/28/2011	1,031	65
5/10/2011	1,078	47
6/7/2011	1,137	59
7/4/2011	1,183	46
8/1/2011	1,207	24
9/1/2011	1,429	222

Twitter retained a constant growth rate.

## May – September 2011

Date	Followers	Increase
5/1/2011	1,055	
6/1/2011	1,084	29
7/1/2011	1,116	32
8/1/2011	1,157	41
9/1/2011	1,190	33