

# SOCIAL MEDIA REPORT



NEW PORT RICHEY  
PUBLIC LIBRARY

# Main

NPR PUBLIC LIBRARY: FY 2024 - Quarter 1

• Data taken from 9/1 - 12/31

### Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

#### Highest reach on a post ⓘ



Facebook post

🎃 Our annual Trick-or-Treat Parade was a...

Oct 27, 2023, 12:21 PM

This post's reach (4,924) is **3,161%** higher than your median post reach (151) on Facebook.

#### Highest reactions on a post ⓘ



Facebook post

🎃 Our annual Trick-or-Treat Parade was a...

Oct 27, 2023, 12:21 PM

This post received **1,750%** more reactions (148 reactions) than your median post (8 reactions) on Facebook.

#### Highest comments on a post ⓘ



Facebook post

Join us this month for our first accepting puzzles starting to...

Nov 1, 2023, 1:11 PM

This post received 16 comments compared to your median post (0 comments) on Facebook.

### Performance

Daily

Cumulative ⓘ

#### Reach ⓘ

39K ↓ 18.5%

#### Content interactions ⓘ

3.7K ↓ 31%

#### Followers ⓘ

Lifetime

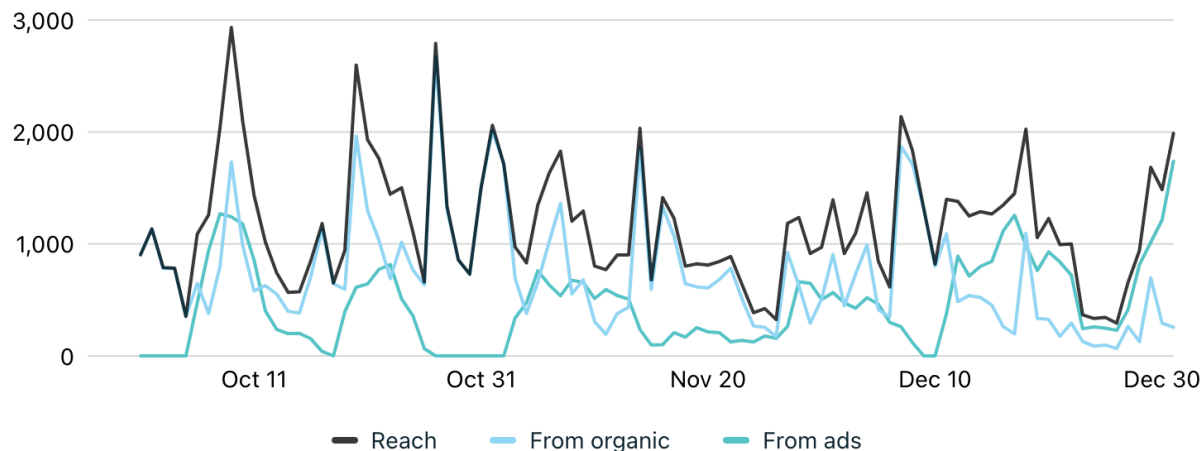
4.1K

#### Link clicks ⓘ

882 ↑ 35.5%

#### Minutes viewed ⓘ

144 ↑ 1.1K%



#### Reach breakdown

##### Total

39,015 ↓ 18.5%

##### From organic

25,135 ↓ 35.2%

##### From ads

16,701 ↑ 55.9%

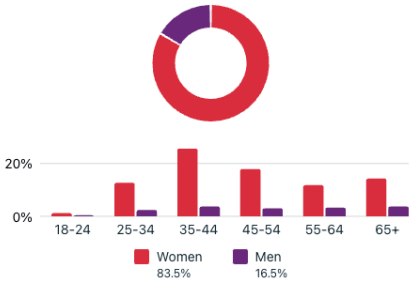
**Audience**

Current audience Potential audience

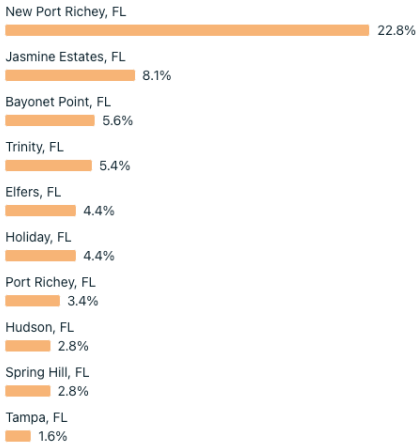
**Facebook followers**

4,076

**Age & gender**



**Top cities**



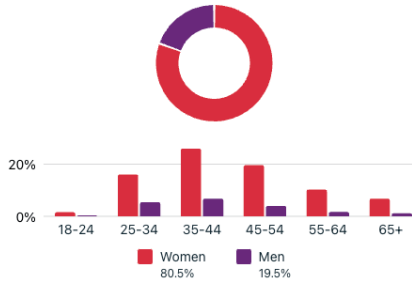
**Top countries**

- United States
- Bangladesh
- Canada
- Colombia
- Germany
- Mexico
- Spain
- Turkey
- United Kingdom

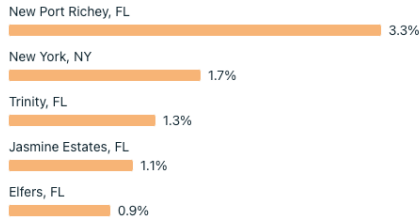
**Instagram followers**

1,783

**Age & gender**



**Top cities**



**Top countries**

- United States
- Canada
- United Kingdom
- Australia
- Spain

**Compare your performance against businesses in the Government Agencies category**

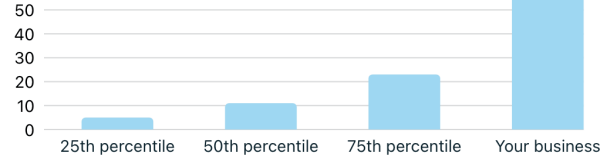
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

**Published content**

57

Higher than others

**How often your business published versus others in this category**



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post

**Facebook followers**

4.1K

Similar to others

Typically: 2.5K

**Follows**

64

Higher than others

Typically: 24

**Content interactions**

1.2K

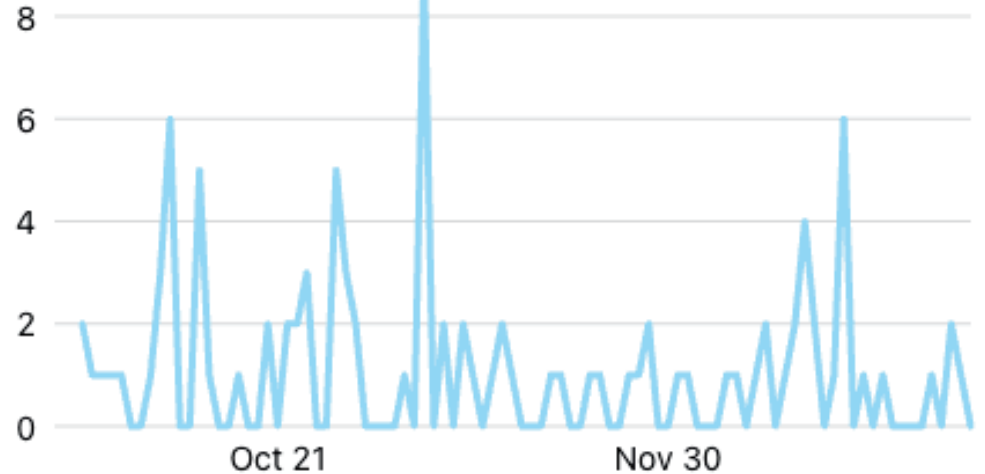
Higher than others

Typically: 405

**New likes and follows**

**Facebook Page new likes**

98 ↓ 16.2%



# SOCIAL MEDIA REPORT

NPR PUBLIC LIBRARY: FY 2024 - Quarter 1

• Data taken from 9/1 - 12/31



NEW PORT RICHEY  
PUBLIC LIBRARY

# Youth

## Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

### Highest reach on a post ⓘ



Facebook post  
We wrapped up our Homeschoolers Junior...  
Oct 31, 2023, 10:30 AM

This post's reach (2,726) is **1,358%** higher than your median post reach (187) on Facebook.

### Highest reactions on a post ⓘ



Facebook post  
Congratulations to this year's Library Employee...  
Dec 15, 2023, 10:30 AM

This post received **1,667%** more reactions (159 reactions) than your median post (9 reactions) on Facebook.

### Highest comments on a post ⓘ



Facebook post  
Congratulations to this year's Library Employee...  
Dec 15, 2023, 10:30 AM

This post received 46 comments compared to your median post (0 comments) on Facebook.

## Performance

Daily

Cumulative ⓘ

### Reach ⓘ

10.8K ↓ 16.1%

### Content interactions ⓘ

1.2K ↑ 7%

### Followers ⓘ

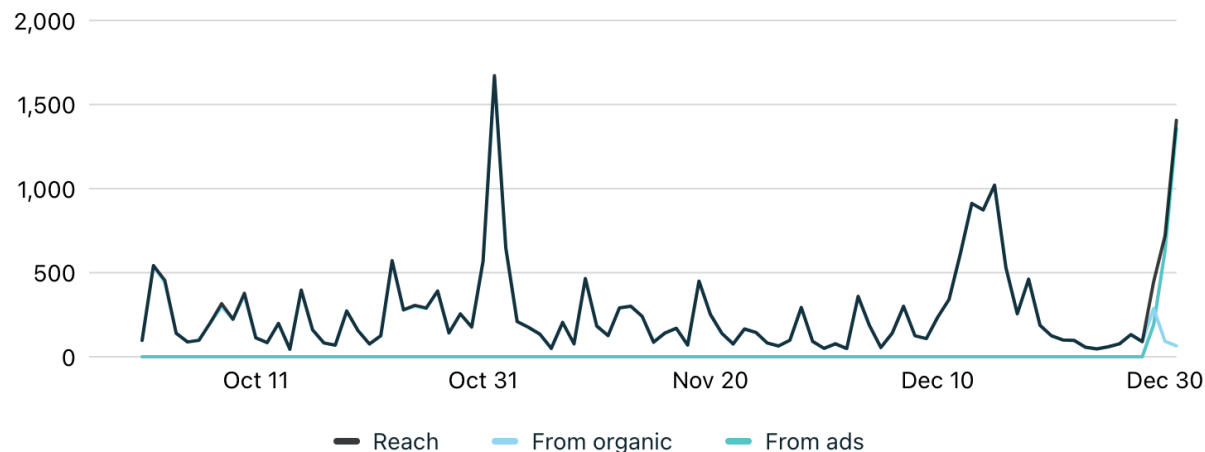
Lifetime  
1.3K

### Link clicks ⓘ

85 ↓ 41.8%

### Minutes viewed ⓘ

30 ↓ 66.7%



## Reach breakdown

### Total

10,793 ↓ 16.1%

### From organic

9,611 ↓ 9.4%

### From ads

1,867 ↓ 21.6%

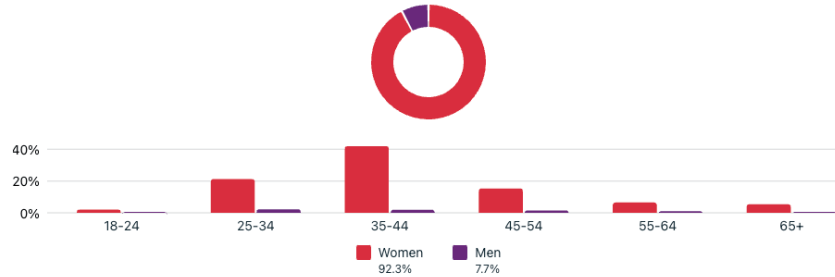
### Audience

Current audience Potential audience

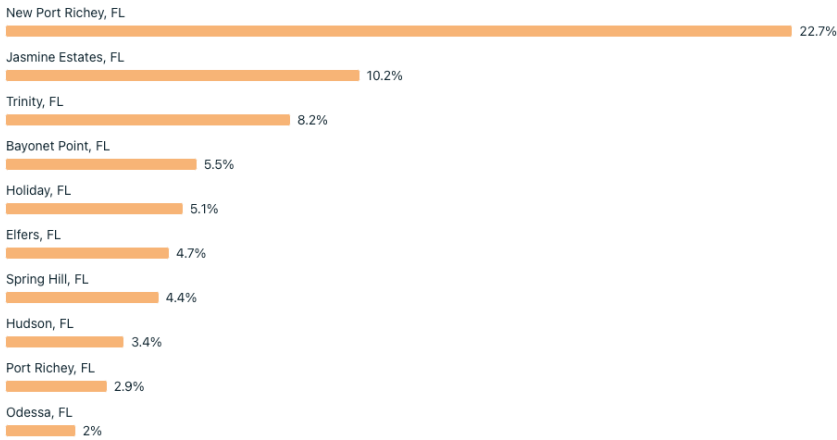
### Facebook followers

1,298

### Age & gender



### Top cities



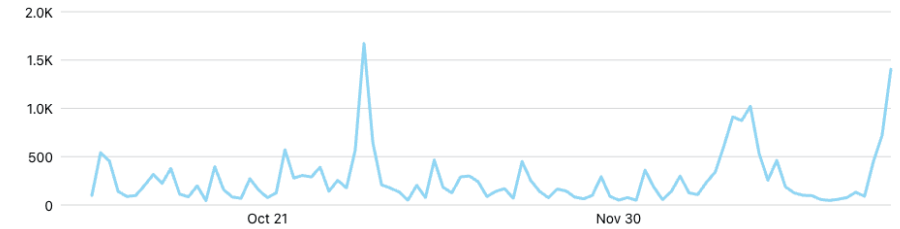
### Top countries

- United States
- India
- Kosovo
- Egypt
- Ghana
- Lebanon
- Mexico
- Philippines
- Thailand
- United Kingdom

### Reach

#### Facebook reach

10,793 ↓ 16.1%



### Visits

#### Facebook visits

1,742 ↓ 16%



### Business comparison

Businesses to watch

### Compare your performance against businesses in the Government Agencies category

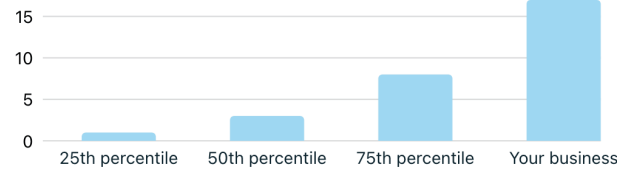
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

#### Published content

17

Higher than others

#### How often your business published versus others in this category



Over the last 28 days, you typically published **more posts and stories** compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post

#### Facebook followers

1.3K

Similar to others

Typically: 882

#### Follows

29

Higher than others

Typically: 7

#### Content interactions

387

Higher than others

Typically: 49

# Circulation and Programming Stats

NPR PUBLIC LIBRARY: FY 2024 - Quarter 1

• Data taken from 10/1 - 12/31



NEW PORT RICHEY  
PUBLIC LIBRARY

## Circulation / Reserve Statistics

Started: Friday, January 19, 2024 at 10:25:29 AM EST

Finished: Friday, January 19, 2024 at 10:25:30 AM EST

Duration: 1 second

### Report criteria:

- Data Type: Circulations.
- Date: Sunday October 1 2023 through the end of Sunday December 31 2023.
- Time Division: Month.
- By Circulation Type.
- Include In-Library.
- Exclude Renewals.
- By Checked Out.

## Circulation Results

	10/2023	11/2023	12/2023	Totals
<b>Normal</b>	2365	2461	2234	<b>7060</b>
<b>Self-Check</b>	3835	3224	2606	<b>9665</b>
<b>In-Library</b>	337	237	235	<b>809</b>
<b>In-Library (Bulk)</b>	518	293	139	<b>950</b>
	<b>7055</b>	<b>6215</b>	<b>5214</b>	<b>18484</b>

## Program Statistics

**Quarterly total for passive programs:**

16 programs, 742 total participants

### October:

89 programs

2,502 attendees

### November:

72 programs

1,668 attendees

### December:

59 programs

1,342 attendees

**Door Count:** October: 8,227 November: 7,233 December: 6,127 Total: 21,587