



**MORTON GROVE
PUBLIC LIBRARY**

LIBRARIAN'S REPORT

December 2023

Pam Leffler, Executive Director

Administration

Personnel

- We received a number of applications from extremely qualified candidates for the new Access Services Assistant Manager position. Interviews for the position took place in the latter half of December, and we are still on track to have the position filled by February 2024.
- Substitute Circulation Clerks Juliet Barcham and Eric Chin officially resigned as substitutes in order to focus on their full-time jobs. Juliet worked minimal hours and Eric only occasionally so this should not affect service levels in the Access Services Department. With the addition of the new Assistant Manager position in this department, we do not anticipate needing to hire for substitute clerks.
- Other staffing remained stable.
- Other personnel news can be found in the Department reports.

Automation & Technology

- We continued to work with Impact Technology on getting the correct device installed in the Computer Room. We anticipate that this should be done by mid-January 2024. All other new devices seem to be operating well. We have run into a couple of issues with billing (being double billed for service and devices) during this process, but we are confident these should be resolved soon. I look forward to significantly lower print/copier expenditures in 2024 than we have had for the previous several years!
- We received and installed new laptops/computers for the Executive Director, Internet Express terminal, Baxter Auditorium laptop, and Youth Services programming laptop. We will continue replacement of our oldest computers and laptops in 2024.
- OSG continues routine and general maintenance of our computers and other automation systems.

Legal/Financial/Policy

- Business Manager Susanne Bodner and I made the necessary changes to policies in our payroll service provider in preparation for 2024:
 - Applied new Paid Leave for All Workers leave type (PLAW) to affected employees.
 - Adjusted cost for medical insurance to employees to reflect our increased employee portion requirement.

- Verified and applied wage increases based on performance evaluations and market adjustments.
- Adjusted the IMRF employer rate for all affected employees. The employer rate for MGPL for 2024 is 6.17% (down from 7.13% for 2023). The IMRF employer rate is unique to each IMRF employer and reflects company and Illinois-wide IMRF participation rates, retirements, and IMRF returns on investment. The IMRF employee rate has been and remains 4.5% and does not change.
- Amanda Standerfer and the Fast Forward Libraries team continued to work on the draft of the strategic plan. This draft is included in your packets and will be presented and discussed at the January meeting. Final approval and release to the public is anticipated in February 2024. An Implementation Team will be appointed in late January/early February to begin developing plans for implementation.

Facilities

- We are still on track to begin the elevator modernization project in February. As mentioned in last month’s report, we have run into some issues with the alarm system. We remain hopeful that the elevator can still be replaced as planned, but we are still waiting on additional information and requirements from the Fire Department (such as when they will require that total alarm system replacement take place), and the cost of replacement of the system and relevant components.
- On December 21st I attended a Grant Information Session on the FY2024 Public Library Construction Grant Program administered by the Illinois State Library. Unfortunately, we won’t be able to apply for the grant for our elevator replacement as work cannot begin before grants are actually awarded (which takes place later in the year). However, given that what these particular grant funds can be used for is fairly restrictive, having a deeper understanding of what it can fund, and its unique requirements, will allow us to potentially apply for grant funding to help us offset the cost of future building related projects in future years.
- Additional information on the building and grounds can be found in the report from Facilities Manager, Ed Tamras.

Miscellaneous

- On Tuesday, December 5, 2023, I was officially sworn in to the MG Chamber of Commerce Board.

Events/Programs/Meetings

- | | |
|--|-------------|
| ● Department Manager meeting(s) | December 13 |
| ● ILA North Suburban and Chicago Legislative Breakfast | December 5 |
| ● Illinois State Library – Grant Information Session | December 21 |
| ● Library Board of Trustees Regular mtg | December 14 |
| ● Morton Grove Chamber of Commerce | December 5 |
| ● Village of Morton Grove Annual TIF update meeting | December 5 |

Besides the meetings listed above, I had several meetings throughout the month with Department Managers and other staff on a variety of personnel, collection, and building related issues.

MGPL Adult Services December 2023 Report

Melissa Mayberry, Adult Services Manager

Programming

This month, we had 36 programs with 457 attendees.



The end of the year brings us the opportunity to reflect on the best books of 2023 with displays and in our book discussion groups. LitLounge is a virtual book discussion group that we cohost with Skokie Public Library. Between 6-10 patrons consistently attend this monthly program. While this program initially met in-person, it successfully moved online during the pandemic and the attendees have expressed a preference to continue to meet online. At the meeting this month, each attendee was given the opportunity to discuss their favorite books/movies/tv shows.

The end of the year brings many well wishes from our patrons. A highlight was this thoughtful poem sent to the facilitator of the Between the Lines discussion group:

“Wynn,
I offer new year blessings to come your way.
You offer life lessons every day.
The books are exciting and keep me wanting more.
With you at the helm
It’s never a bore
Thank you for all things you do
And a very happy new year to you!”

Over 40 patrons attended a lively concert, where singer and pianist Kaleen Dolan navigated through audience requests ranging from the timeless tunes of Frank Sinatra to Queen’s rock classic Bohemian Rhapsody. Patrons clapped and sang along, and a few got up and danced. Patrons raved about this program, and we intend on hosting this performer again.

This month we displayed on our website and in the library, the short story submissions we received for the Morton Grove Writes program. While we only received four stories, the authors were enthusiastic to share them, and we presented them all with certificates of participation.

This month staff finished up ordering for their collection areas, conducted 5 Book a Librarian appointments, and fulfilled two book picks requests.



Book/Media Displays

- Favorite Reads of 2023
- Merry Mysteries
- Hallmark Holiday
- Holiday Movies
- Short Stories

Book Rivers and Record Sets

- Best Graphic Novels of 2023
- Hallmark Holiday
- Best "Tell-Alls" of 2023
- YALSA Teens' Top Ten
- 2023 Wrapped
- New YA Releases

Library Aware Newsletters

- Best Seller Preview
- New Fiction
- New Non-Fiction
- New AV
- New Graphic Novels

Continuing Education/Meetings/Webinars

- Mark attended the PLA Super Searchers Webinar.
- Nate attended the West Suburban Adult Programmers meeting.
- Melissa attended the Age Option Cares Grant Q1 meeting.

MGPL Circulation Services/Technical Services December 2023 Report

Jeffrey Ray, Circulation Services Manager/Acting Technical Services Manager

Patrons:

- 71 Library Cards registered

Department:

- 2,472 Morton Grove Public Library items were sent to other libraries to fill hold requests.
- 2,897 hold items were processed by Circulation Staff for patrons to pick up at MGPL.
- 13,145 items were checked in by Circulation Staff.
- Tech Services Staff are continually receiving and processing Youth and Adult print and A/V materials.
- 12/5/23 Attended LACONI CSS meeting
- 12/8/23 Mary Simantz and Jeffrey Ray attended the LACONI program “Dealing with challenging situations” at the Mount Prospect Public Library.
- 12/12/23 Attended LACONI Governing Board meeting.

MGPL Facilities & Maintenance December 2023 Report

Edmon Tamras, Facilities Manager

- Replaced a water mark stain ceiling tile in the east YS bathroom.
- Took 4 different blueprints of the library to a printing store and had them converted to a digital files. They are now available on flash drives and can be sent electronically, as necessary.
- Replaced the water filters in the staff lounge refrigerator and the water fountain/bottle filler across from YS info desk.
- Dropped off packets to Board of Trustees.
- Fire alarm panel issues: A new battery was installed for the wireless radio panel by Chicago Metro fire prevention company, alarm is back to normal.
- Mounted a new TV in study room #1.
- Midwest Mechanical installed a new fan speed controller for the YS office HVAC unit.
- Daily duties of cleaning the library.
- Weekly draining of the fire sprinkler auxiliary moisture accumulator tubes.
- Manage day to day operations.

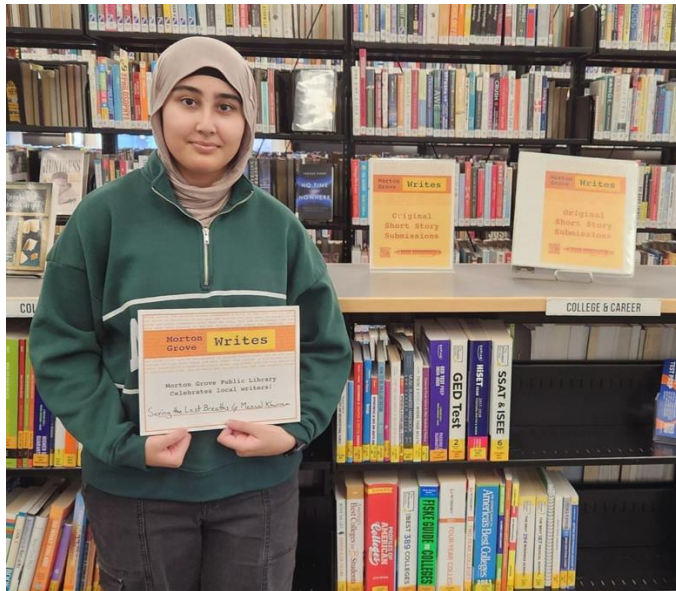
MGPL Marketing & Engagement December 2023 Report

Karina Guico, Marketing & Engagement Manager

Karina started to plan a new series of programs that will begin in 2024 called “Hello Neighbor.” These events encourage residents (new and old) to gather to chat, learn more about the library, and sign up for their library card. Karina worked with Bettina on branding and approached a local business to donate refreshments for the first event. Karina sent branding information and library photos to Fast Forward Libraries for inclusion of the strategic plan report. Karina worked with the Staff Appreciation Committee on a December staff gathering and put together the staff gift. Karina put together promotional materials for a local community event and decorated the library’s assigned tree as part of the Village’s Adopt-a-Planter Winter Program. She also worked on a variety of projects for YS, AS, and admin.

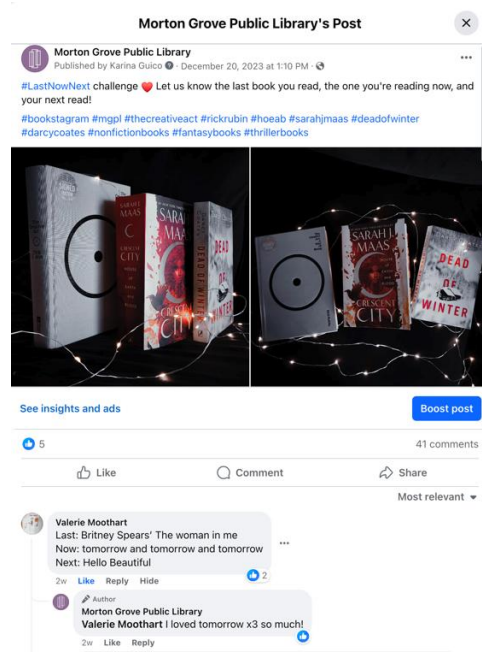
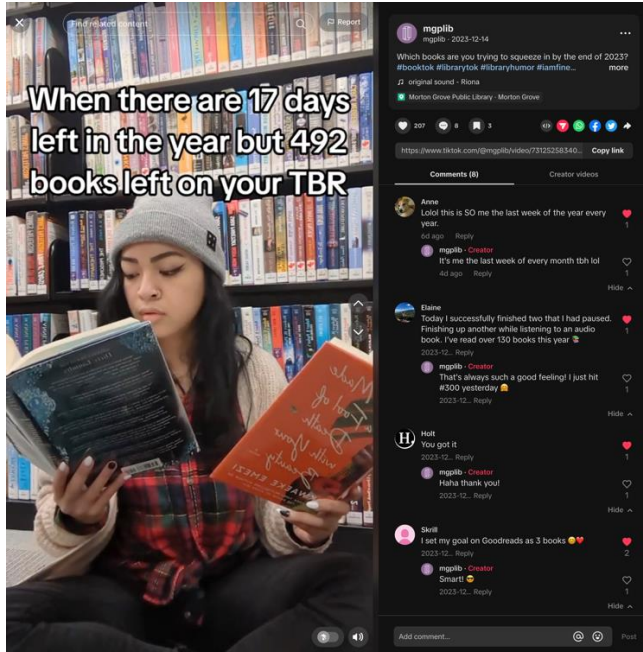


Bettina started laying out the February-March newsletter. Bettina designed several items for the Morton Grove Writes program: binder cover and certificates for participants. She continued working with YS on various materials for the Winter Reading Challenge. Bettina designed the “Hello Neighbor” logo. Bettina continues to create print and digital materials to promote AS and YS events; designing flyers, posters, display signs, graphics for screens and website, and more. In December, Bettina created 26 new designs for a variety of project.



Jan continues to create content for our social media accounts. Jan’s “17 Days Left in the Year” reel has 1,346 views and 46 likes on Instagram. We received a number of comments on Facebook for our “#LastNowNextChallenge” post. On TikTok that same “17 Days Left in the Year” video has 3,214 views

and 207. We continue to gain followers on TikTok. Jan posted event videos on YouTube and took and posted event photos on Flickr.



Meetings/Training/Etc.
Nothing this month.

MGPL Youth Services December 2023 Report

Courtney Schroeder, Youth Services Manager

This year we changed up our typical Winter Break Reading program, extending it to a month and focused it back on reading vs. activities in the Library. This year's **Winter Reading Challenge** runs December 15 to January 15 and tasks kids with reading different books and in different ways (such as, read: a book with a red cover, a book under the covers, a mystery, or a book using a flashlight). Participants have had a lot of fun telling us how many categories they combined with their creativity (a red covered mystery under a blanket with a flashlight) as they work their way through the challenge. As of the end of December, we already have more kids signed up for the program than last year and we still have half of a month to go!

Programming

In December we provided 44 programs for 1221 people.

This month in the **STEMonade Stand** we gave out our 17,000th kit. It's been so fun these past 3.5 years to see kids get excited about learning new STEM concepts and trying out new activities. Jess and Amy have kept things going throughout the years and people seem to have adapted to this year's new bi-weekly schedule.



In November we were approached by the **Park View Choir** about allowing the kids to come and sing carols this month. We brought them in for a pop-up program in the Baxter Room where they sang for patrons and parents. I hope we can partner with more schools like this in the future.

Over winter break, we had Dave DiNaso's **Traveling World of Reptiles** visit, providing kids with hands-on fun; touching and interacting with all kinds of reptiles. It was the first time since Covid began that I felt like we had a large and energetic crowd. I am excited for more events like this going forward.



Outreach

In December the outreach team visited 51 groups (1126 kids/teachers/parents) as Jessie promoted Winter Reading in many of the schools. We also had two groups of 49 kids from Jerusalem Lutheran visit to start their research projects as well as hosting several unfacilitated visits from Jerusalem Lutheran preschoolers and Molloy students. This month we also created 2 book bags of 159 items for area classrooms.

Professional Development/Training/Meetings

In December the Youth Services staff attended the following professional development and training meetings in addition to the YS Staff Meeting:

- Jess and Courtney attended the LACONI webinar, Anatomy of a Meltdown, focused on serving patrons who are in distress.
- Jess attended their final LACONI YSS Board Meetings.
- Debbie attended the Children's Music Network Library group and childhood affinity group meetings.
- Courtney attended the Northeast Youth Managers networking meeting.
- Debbie attended the Advocate Literacy Initiative meeting (Reading is a Right).
- Courtney's Project Ready (EDI) Cohort met again this month.

Programming Statistics - December 2023		
Program Name:	# of sessions	Total Attendance
Adult Programs	34	445
Chair Yoga (Online)	2	38
Chair Yoga (In person)	2	29
Tai Chi (Online)	2	16
Crafting for Charity	2	14
Tuesday Movies	4	66
Social Seniors: Bingo	1	8
Social Seniors: Arts & Crafts	1	11
Social Seniors: Getting Excited About Science	1	3
Fermented Vegetables with Emily Paster (Hybrid)	1	87
Indie Movie Night	1	7
Meet the Author: Lori Gottlieb (Online)	1	5
Using Google Maps on Your Smartphone	1	3
The Windy City on the Air: Chicago and the Golden Age of Radio	1	25
Virtual Screening: The Nutcracker presented by The Royal Ballet (Online)	1	15
All Request Piano Show with Kaleen Dolan	1	42
Book a Librarian	5	9
Readpool	1	2
LitLounge (Online)	1	9
Between the Lines (In Person)	1	1
Between the Lines (Online)	1	4
Senior Activity Kits	1	40
ESL Kits	1	10
Job Searching Kits	1	1
Teen Programs	2	12
LitLoot	1	5
Teen Hangout	1	7
Youth Programs	44	1221
Anime Club	1	2
Bedtime Stories and More	1	3
Build-a-Reader Storytime	1	12
Community Caroling with Park View Choir	1	17
Crafternoon	1	14
Crafty Saturday	1	41
Dave DiNaso's Traveling World of Reptiles	1	148
Family Storytime	1	12
Goofball Science Club	1	5
Lego Builders	1	10
Listen Up!	4	112
Mini Music Makers	1	26
Monday Morning Playgroup	3	92
New Year's Eve Storytime	1	38
Preschool Storytime	3	51
Puzzle Gauntlet / Jr. Puzzle Gauntlet	2	7
Rock, Paper, Scissors Tournament	1	49
STEMonade Stand	3	305
Toddler Time	3	36
Tots Dealing with Big Feelings: Jealousy	1	13
Wee Read	10	189
Winter Break Movies	2	39
Library-Wide Programs	0	0
Talks/Tours inside the Library		
Youth Services	2	49
Jerusalem Lutheran	2	49
Adult/Teen Services	0	0

Talks/Tours outside the Library		
Youth Services	51	1126
Golf	2	71
Hynes	3	189
Jerusalem Lutheran	2	34
Kids Academy of Morton Grove	4	50
Melzer	24	494
MG Park District	3	34
Park View	7	123
Poko Loko	5	120
Sunny Bunny	1	11
Adult/Teen Services	1	40
Maine East	1	40
Marketing & Engagement	0	0

**Morton Grove Public Library
Monthly Statistics
For 12/2023**

The Checkout numbers and Renewal numbers exclude in-house cards as well as test cards

The line that reads "Number Of Items Currently Out" counts items with these Item Statuses :

'Checked Out', 'On loan to another library', 'Awaiting Pickup', 'In transit to another library', 'In-Transit to Home Library'

For More Information: <https://www.learning.ccslib.org>

Transaction Type	Transaction SubType	NUMBER OF PATRONS ITEMS TRANSACTIONS
Checkins at your stations	Leap Check in	11469
Checkins at your stations	Checkin Leap In Hous	1644
Checkins at your stations	Quick Check in	19
Checkins at your stations	Self Check in	13
	Total Checkins	13145
Checkouts at your stations	Leap Checkout and Renewal	4867
Checkouts at your stations	Self check Check out	6707
Checkouts at your stations	Circ Checkout and Renewal	3
	Total Checkouts	11577
Renewals at your stations	Auto-renewal	8445
Renewals at your stations	Power PAC Renewal	138
Renewals at your stations	Third party renewal	52
Renewals at your stations	Leap Checkout and Renewal	313
Renewals at your stations	Self check Check out	23
Renewals at your stations	Inbound Telephony Checkout	4
	Total Renewals	8975
Number of your Library's items checked out system-wide		11677
Number of your Library's unique items checked out system-wide		10615

Holds Placed through your interface		2931
Holds placed for/by your patrons		3001
Holds Held		2897
Holds Located		0
Holds Checkedout		2696
Holds Expired		0
Holds Cancelled		446
Holds Unclaimed		286
Number Of Items Currently Out		11716
Existing "MortonGrove" patron received new barcode		22
Patron Expiration Date Extended More Than 30 Days:		6
Count of physical patron records at beginning of 12/2023		9752
Minus Patron records physically deleted		46
Minus Patron library was changed from "MortonGrove" to some other CCS librar		2
Plus Patron records physically added		71
Plus Patron library was changed from some CCS library to "MortonGrove"		2
Count of physical patron records at end of 12/2023		9777
Minus In-House and Test Cards		10
Minus Expired Cards		284
Unexpired Patrons on file		9483
Leap Registration	Patron Lib=MortonGrove	71
Leap Registration	Patron Lib=CCSL	5
Monthly ILLINET numbers		
Number of items borrowed by your library and supplied by a CCS library		1803
Number of items lent by your library to a CCS library		2472

Morton Grove Public Library
MONTHLY CCS INTERLIBRARY LOAN ACTIVITY
12/2023 - 12/2023

*Circulation between a library's branches is excluded from these numbers.
For example, circulation of an Algonquin Main item at Algonquin Branch is excluded.*

The columns are labeled as follows:

1. Lending Library
2. Intra-CCS - To CCS Libraries
3. Other Ill. - To Other Libraries or Systems in Illinois
4. Outside Ill. - To Libraries Outside of Illinois
5. Total - Total Sent by Lending Library
6. Percent Held - Lending Library Holdings to System Wide Holdings
7. Percent Intra-CCS - Lending Library Intra-CCS ILL to System Wide Total Intra-CCS ILL

Lending Library	Intra-CCS	Other Ill.	Outside Ill.	Total	Percent Held	Percent Intra-CCS
Algonquin	2,498	157	39	2,694	3.07	3.82
Cary	1,168	55	19	1,242	2.98	1.78
CCSL	1	0	0	1	0.00	0.00
Crystal Lake	1,513	147	44	1,704	2.96	2.31
Des Plaines	4,344	291	302	4,937	5.18	6.64
Ela	2,853	116	0	2,969	3.17	4.36
Evanston	3,262	134	70	3,466	6.72	4.98
Fox River Valley	2,283	56	15	2,354	2.83	3.49
Fremont	1,964	68	20	2,052	1.78	3.00
Glencoe	1,308	40	20	1,368	2.28	2.00
Glenview	4,094	108	88	4,290	4.68	6.26
Grayslake	2,697	58	12	2,767	3.35	4.12
Highland Park	2,403	79	52	2,534	4.15	3.67
Huntley	1,660	56	6	1,722	2.74	2.54
Indian Trails Public Library	2,642	171	116	2,929	3.24	4.04
Lake Forest	1,223	5	0	1,228	3.02	1.87
Lake Villa	2,129	59	37	2,225	2.93	3.25
Lincolnwood	773	14	7	794	2.15	1.18
McHenry	601	0	0	601	2.57	0.92
Morton Grove	1,853	45	8	1,906	3.61	2.83
Niles	3,716	63	41	3,820	4.80	5.68
Northbrook	3,020	137	135	3,292	4.62	4.61
Palatine Public Library	3,962	91	54	4,107	4.08	6.05
Park Ridge	2,363	69	56	2,488	3.37	3.61
Prospect Heights	1,950	48	24	2,022	2.72	2.98
Round Lake	1,518	31	40	1,589	3.01	2.32
Warren-Newport Public Library	1,293	0	0	1,293	3.47	1.98
Wilmette	3,147	90	80	3,317	4.89	4.81
Winnetka-Northfield	2,172	41	13	2,226	2.97	3.32
Zion-Benton	1,040	50	50	1,140	2.65	1.59
Total	65,450	2,279	1,348	69,077	100.00	100.00

2023 Statistics -- Morton Grove Public Library

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD Total	Prev YTD	Prev YrMo
CIRCULATION															
Total Checkouts (physical material)	12,684	12,213	13,574	11,304	10,782	14,358	13,863	11,953	10,835	11,542	10,411	11,577	145,096	146,019	11,333
Total Renewals (physical material)	9,412	9,590	10,204	9,821	9,042	8,376	10,764	10,959	7,438	9,557	8,947	8,975	113,085	114,522	9,726
Downloads/Streaming															
ebooks	2,263	2,005	2,342	2,073	2,054	2,118	2,245	2,100	2,049	2,028	2,002	2,168	25,447	24,679	2,335
eAudiobooks	1,875	1,600	1,855	1,829	1,929	1,858	1,937	2,085	1,924	2,033	1,915	1,910	22,750	17,931	1,630
Movies	607	488	508	702	762	685	752	595	719	607	727	629	7,781	7,209	641
Music	88	72	114	102	107	85	68	62	111	110	156	95	1,170	1,194	96
Magazines	248	241	233	250	233	199	272	202	298	908	816	783	4,683	2,410	247
TOTAL	27,177	26,209	28,830	26,081	24,909	27,679	29,901	27,956	23,374	26,785	24,974	26,137	320,012	313,964	26,008
In House Use	1,545	1,559	2,212	1,577	1,663	2,384	1,878	1,980	1,491	1,629	1,392	1,644	20,954	12,751	1,153
PATRONS															
Gate Count	10,056	8,653	9,540	9,238	9,424	12,845	11,942	10,812	9,462	10,496	9,231	9,808	121,507	106,946	8,476
Curbside Appointments													0	73	0
Active Cards	9,075	9,076	9,077	9,052	9,092	9,205	9,279	9,390	9,302	9,273	9,461	9,483			9,063
Other (NR Fee, Org, etc)													0	0	0
% of MG pop w/active cards	40%	40%	40%	40%	40%	41%	41%	41%	41%	41%	41%	41%	n/a	n/a	40%
REFERENCE															
Adult															
Technology and Reference	811	881	952	876	875	781	932	800	865	969	692	725	10,159	10,405	946
Directional/General Library Info	747	772	746	720	925	932	1,027	977	791	805	704	762	9,908	9,864	953
Reading Program	0	12	0	0	1	236	135	0	0	0	0	2	386	507	0
Youth															
Technology and Reference	567	510	652	418	283	648	539	474	369	412	413	536	5,821	6,422	378
Directional/General Library Info	612	479	583	465	299	668	573	367	305	378	390	393	5,512	5,679	488
Reading Program	162	14	8	2	11	1346	562	9	4	3	21	278	2,420	2,617	307
Circulation															
General Info	98	105	116	105	118	151	139	109	104	115	103	124	1,387	931	82
Directional	115	123	135	112	129	171	159	134	116	130	118	130	1,572	1,071	106
TOTAL	3,112	2,896	3,192	2,698	2,641	4,933	4,066	2,870	2,554	2,812	2,441	2,950	37,165	37,496	3,260

2023 Statistics -- Morton Grove Public Library

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD Total	Prev YTD	Prev YrMo
OUTREACH															
Offsite Visits	11	32	22	23	46	4	6	6	34	42	30	52	308	250	24
Audience	351	597	754	474	1742	334	162	680	637	1,205	585	1166	8,687	5,690	553
In Library Visits	0	1	0	1	0	1	0	0	5	2	1	2	13	14	0
Audience	0	3	0	21	0	47	0	0	107	104	10	49	341	282	0
School Deliveries	3	10	2	4	1	13	5	0	3	5	4	2	52	57	5
Items	61	212	15	81	1	305	108	0	30	121	100	159	1,193	1,236	102
Homebound Deliveries	16	19	17	9	17	22	15	15	16	17	13	17	193	200	26
Items	154	159	125	98	124	201	110	131	122	131	120	151	1,626	1,696	213
TECHNOLOGY/INTERNET USE															
Public Access computers															
Sessions	805	697	786	716	783	1,007	1,064	1,045	714	791	666	761	9,835	8,753	633
Total time (hrs)	741	560	663	557	556	700	931	879	572	579	584	646	7,968	6,582	527
AWE Early Learning computers															
Sessions	Unable to obtain at this time.														
Total time (hrs)	0														
Public Scan Stations															
Scans	972	748	1,932	1,063	1,220	1,168	3,279	1,338	1,090	627	341	2,585	16,363	16,108	835
Faxes (pages)	111	72	126	95	207	138	282	114	82	97	144	159	1,627	738	45
Public WiFi Use															
Sessions	3,257	3,164	3,523	3,579	3,681	4,200	3,969	3,826	3,875	3,780	3,549		40,403	0	n/a
Website Visits															
mgpl.org	12,676	12,695	14,192	13,242	14,604	14,040	11,167	11,110	10,343	10,552	9,054	9,400	143,075	124,073	9,229
Databases/Online Resources															
Sessions	853	579	637	601	553	494	572	655	1,150	835	851	703	8,483	9,871	777
Searches	3,262	2,035	2,426	1,796	1,988	2,068	1,953	3,528	3,523	2,721	3,804	2,337	31,441	28,129	2,165

2023 Statistics -- Morton Grove Public Library

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD Total	Prev YTD	Prev YrMo	
SOCIAL MEDIA																
Facebook																
posts	26	22	19	33	19	28	25	25	25	20	19	24	285	355	30	
total page likes as of 1st of the month	2,432	2,443	2,447	2,454	2,457	2,475	2,487	2,496	2,497	2,502	2,501	2,502	n/a	n/a	2241	
interactions (engagements+clicks)	371	377	196	282	276	629	321	303	175	201	234	285	3,650	8,061	270	
page reach	4,806	6,722	3,085	3,289	2,350	4,795	3,319	2,921	2,912	2,609	2,580	2,637	42,025	did not gather this stat previously		
X (formerly known as Twitter)																
posts	67	43	25	25	21	18	4	12	17	11	9	1	253	414	49	
total followers as of the 1st of the month	783	785	788	795	798	801	808	810	811	820	824	824	n/a	n/a	777	
profile visits	408	312	517	421	427	420	90	n/a	n/a	n/a	n/a	n/a	2595	9558	746	
interactions (engagements+clicks)	141	66	67	57	24	24	16	18	23	27	19	0	482	50	0	
Instagram																
posts	91	57	66	93	62	65	53	55	62	95	36	44	779	308	68	
total followers as of the 1st of the month	1,266	1,272	1,297	1,340	1,351	1,375	1,388	1,400	1,417	1,430	1,447	1,446	n/a	n/a	1236	
engagements	998	582		916	999	1,200	1,245	1,233	895	1,300	892	489	10749	6076	637	
YouTube																
videos	7	4	4	7	3	3	3	4	2	6	2	1	46	42	2	
views	334	394	162	402	160	165	56	493	205	227	239	74	2,911	1,999	32	
subscribers	221	226	225	232	237	236	234	238	237	237	242	242	n/a		217	
TikTok																
posts	n/a	n/a	n/a	8	8	5	1	9	8	5	6	5	55	we were not on TikTok last year		
total followers as of the 1st of the month	n/a	n/a	n/a	57	109	158	179	231	263	276	296	322	n/a			