



**MORTON GROVE  
PUBLIC LIBRARY**

**LIBRARIAN'S REPORT**

**June 2024**

**Pam Leffler, Executive Director**

**Administration**

**Personnel**

- Staffing levels remained steady throughout June 2024.
- Other personnel news can be found in the Department reports.

**Automation & Technology**

- I met with our OSG representative, Bryan Jones, for our quarterly update meeting. We discussed upcoming planned expenditures on hardware that will become obsolete soon: a group of staff desktop computers and one of our servers. You will find more information on replacement costs and quotes in your June Board packets.
- OSG continues routine and general maintenance of our computers and other automation systems.

**Legal/Financial/Policy**

- The Executive Director Succession Plan has been completed. The final copy is in your June Board packets and has been distributed to the Department Managers and Business Manager. A digital copy of the plan is saved to the Executive Director computer files.
- I met with the Facilities Committee to discuss building priorities for 2025 to aid in budget preparation for next year. The Department Managers have been instructed to get 2025 budget requests to me by July 19, 2024. As I have done in the past, I will have a draft of the 2025 budget available for Board review at our September meeting, with expected final approval in October. The budget is typically due to the Village by the end of October/beginning of November for inclusion in the Village budget preparation. I also plan on meeting with the new Village Administrator, Chuck Meyer, sometime in August to discuss how I develop the Library budget and make our request to the Village, and if he anticipates any changes to that process.
- Strategic plan – There was no specific strategic plan activity this month due to SRP activities, but I am pleased to report that the Department Managers and many of the staff are now using the Strategic Plan as a guiding document in planning future services and programs. The Implementation Team will meet in August to discuss and determine priorities for the remainder of 2024, and to decide what we want to focus on in 2025 and 2026.

## Facilities

- No update on Phase II of the elevator modernization project. From last month's report: "We are still waiting on the schedule for Phase II of the elevator modernization project, replacement of alarm components throughout the building by Chicago Metropolitan Fire Protection (CMFP). Apparently, CMFP has not yet received the permits required. Once that happens, the work will be scheduled. Unfortunately, this is taking longer than we anticipated, and we continue to deal with a glitchy alarm system."
- Additional information on the building and grounds can be found in the report from Facilities Manager, Ed Tamras.

## Miscellaneous

- Marketing & Engagement Manager Karina Guico and I met with representatives from Byline bank to discuss future collaborations with them. I also discussed the possibility of transferring some reserve funds to a Byline account, depending on rates they could give us. Once I have that information, I will discuss further with the Finance Committee and full Board.
- Due to the retirement of the library director who currently holds the position of Past President of CCS, I was nominated for and elected to serve out the remainder of her term (one year).
- I helped out at the MGPL Summer Reading Block Party held on the evening of Friday, June 7. The event was a huge success with approximately 500 people attending!
- I worked closely with Mark Matz, the Director of the MG Chamber of Commerce, to plan and host the Morton Grove Chamber of Commerce One-on-One with Your Elected Officials program, which was held on Tuesday, June 18 in the MGPL Baxter Auditorium. We had approximately 100 people in attendance for this very successful program with the following legislators and/or their representatives speaking: Karen Dimond, Maine Township Supervisor; Bonnie Kahn Ognisanti, Niles Township Supervisor; Josina Morita, Cook County Commissioner; Maggie Trevor, Cook County Commissioner; Mike Kelly, Illinois State Representative; Laura Fine, Illinois State Senator, Ram Villavalam, Illinois State Senator; and Jan Schakowsky, United States Representative! Several Village of Morton Grove employees, including retiring Village Administrator Ralph Czerwinski, were also in attendance and Ralph's staff and many of the elected officials closed out the program by honoring his long public service career. Special thanks to Library Trustees Gonzales, Hussain, and Macejak for also attending and representing the Library.

## Events/Programs/Meetings

- |  |         |
|--|---------|
| • Byline Bank representatives                                  | June 14 |
| • Department Managers meetings                                 | June 12 |
| • ECC/DLIL Executive Committee meeting                         | June 26 |
| • HR Source: Benchmarking Project Kick-off meeting             | June 28 |
| • Library Board of Trustees Facilities Committee meeting       | June 25 |
| • Library Board of Trustees Regular meeting                    | June 13 |
| • MG Chamber of Commerce Board meeting                         | June 6  |
| • MG Chamber of Commerce: One-on-One w/Elected Officials prog. | June 18 |
| • North Suburban Directors Meet-Up                             | June 24 |
| • Outsource Solutions Group: Quarterly Check-in meeting        | June 19 |
| • RAILS Member Update  | June 6  |
| • RAILS: Modern eAccessibility Landscape                       | June 12 |

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 Access Services**  
**June 2024 Report**  
Jeffrey Ray, Access Services Manager

**Patrons:**

- 109 Library Cards registered
- 42 License Plate Renewals

**Department/Staff:**

- 2,471 Morton Grove Public Library items were sent to other libraries to fill hold requests.
- 2,927 hold items were processed by Access Services (Circulation) staff for patrons to pick up at MGPL.
- 14,525 items were checked in by Access Services (Circulation) staff.
- 6/7/24 – Daniel Russell, Kinnari Shah, and Jeffrey Ray staffed the Book Sale at the Summer Reading Kickoff party. The book sale brought in \$244.60.
- 6/24/24 – Jeffrey Ray attended LACONI Circulation Services Section meeting.
- Access Services (Tech Services) staff continually receive and process Youth and Adult print and A/V materials.
- Access Services (Circulation) staff are still in the process of conducting an inventory of the entire collection. This month staff inventoried Adult College and Career, Adult DVD collection, Adult Large Print, Adult New Fiction, Adult New Nonfiction, Adult New Graphic Novels, Adult New Music CD's. Currently working on Adult Nonfiction.

**MGPL Facilities & Maintenance**  
**June 2024 Report**  
Edmon Tamras, Facilities Manager

- Repaired and painted a wall and replaced a stained carpet tile in the Youth Services Department picture book room.
- Contacted Daugherty sales for quote on the last two old pumps that need to be replaced, and Midwest Mechanical for the replacement on one of our HVAC controllers that's in need of upgrading for 2025 budget planning purposes.
- Installed new door handle for the garage door.
- Power washed the main entrance windows.
- Changed the water filter in staff kitchen refrigerator.
- Dropped off packets to Board of Trustees for the June meeting.
- Continued to perform daily and weekly tasks:
  - Daily cleaning of the library and grounds.
  - Weekly draining of the fire sprinkler auxiliary moisture accumulator tubes.
- Managed day-to-day building and grounds operations.

## MGPL Adult and Teen Services June 2024 Report

Melissa Mayberry, Adult and Teen Services Manager

### Programming

This month, we had 41 programs with 604 attendees.

Our Summer Reading program saw 254 adult and teen participants, an increase of 39 participants from the same month last year. Our patrons have expressed great enthusiasm for this year's t-shirt design, which we also featured on tote bags as a weekly prize.

This year for SRP, we've introduced the fun new passive readers advisory feature, 'Choose Your Own Reading Adventure'. Staff curated a selection of suggested titles, organized by genre, to help patrons discover their next great read.

As part of our ongoing Morton Monarchs programming, we set up a pop-up butterfly habitat on the main floor in the AV section. Over two weeks, patrons of all ages observed the transformation from caterpillar to butterfly. About 30 participants joined us as we released the painted lady butterflies on the front lawn.



We continue to offer technology-focused programs. This month we hosted an online Tech Talk that provided an overview of accessing the New York Times, as well as its various apps. Our hands-on AI Art program allowed patrons to experience the magic of creating digital art using text prompts. The program's success was evident from the positive feedback and enthusiastic response from patrons.



### **Book/Media Displays**

- Butterflies & Pollinators
- Pride Month
- Magical Realism
- Father's Favorites
- Celebrated Juneteenth
- Famous Flops

### **Book Rivers and Record Sets**

- Pride Month
- Juneteenth
- Dear Diary
- New in Mystery
- YA Pride Month
- YA Juneteenth Picks
- New YA Releases

### **Library Aware Newsletters**

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

### **Continuing Education/Meetings/Webinars**

- Melissa, Wynn and Bobby attended the Rails Membership update webinar
- Melissa, Wynn and Bobby attended the The Modern eAccessibility Landscape
- Mark attended ELSUM (Electronic Subscription Managers Network Group) meeting
- Melissa attended Media Literacy in the Age of AI webinar
- Melissa attended Age Options Q3 meeting
- Melissa attended the PAS CCS meeting
- Cailyn attended Seed Library Network: Skillshare: Envelops & Labels

# **MGPL Marketing & Engagement June 2024 Report**

Karina Guico, Marketing & Engagement Manager

The Marketing Team continues to promote and publicize library events, services, and news.

- Marketing Team started the newsletter proofing process; edited copy, sent proofs for staff to approve, and started layout.
- Karina sent out weekly e-blast
- Bettina created 29 new graphics and updated multiple items for AS and YS staff
  - Continue to design materials for different library events/services for the different departments
  - Created labels for all of the adult magazines bins
  - Designed new covers for trifold handouts and materials for Tiny Art Show for AS
  - Worked with AS staff on graphics for two Summer Reading projects: tote bag and mug
- Jan posted on social media 77 times
  - Big increase in the number of followers in June: Gained 57 followers on Instagram and 25 followers on Facebook.
  - Instagram reach increased by 491% and profile visits increased by 111%. Most liked Instagram post “Looking for the girls in libraries” reel (12,000 views, 938 likes)
  - Facebook reach increased by 98% and profile visits increased by 64%.
  - More patron comments about SRP shirts: “Like the blue summer reading shirt!”
- Jan took photos at events and the photos were uploaded to Flickr. Videos were posted on our YouTube channels.

## **Community & Staff Engagement**

- Karina held another Hello Neighbor event and shared library events and services with attendees.

## **Meetings/Training/Etc.**

- Karina attended managers meetings
- Karina watched the 4-part eAccessibility for Libraries training through Niche Academy



## Other Projects

Karina worked with staff on the Summer Reading Block Party;

- Staff (Natalie R, Stephanie K, Debbie W, Courtney S, Cailyn H, Melissa Mayberry, Kinnari S, Susan P, Daniel R, Jeff R, Pam L, and Karina G) worked together to make the event a huge success.
- Karina arranged for our sponsors to have tables at our event (one sponsor couldn't make it).
- Attendees enjoyed the addition of the book sale. We also had facepainting and the fire truck and ambulance there for kids to explore, which were also new to this year's event.



# MGPL Youth Services June 2024 Report

Courtney Schroeder, Youth Services Manager

## **Programming**

At the end of June, we had 876 kids signed up for Summer Reading. It's been a great start to the summer and we hear a lot from parents that kids are motivated to read and earn their prizes. In June we also offered 51 programs for 1630 people in addition to the Summer Reading Block Party event.

Overall, it's been a great month filled with fun events at the Library. We brought back our summer staples: Debbie's **Water Babies**, **Bubble Fest**, **Summer Storytime**, **Mess-terpiece Mondays**, and **Stories in the Park**. We continue to get great feedback on these events as families look forward to them every year.

We hosted **Animal Adventure**, where kids got to get up close and personal with live animals and reached room capacity. It was a huge hit (clearly) and attendees got to meet and pet several animals, including the sloth pictured below.



This month, the Library-wide Morton Monarchs events continued. Katie hosted two **Butterfly Storytimes**, Natalie created an **"I Survived"**-themed program focused on Monarch migration patterns, and we hosted an outside presenter with **Monarchs on the Move**. Families have also enjoyed the butterfly wings up in the Lincoln Avenue entrance as we see many pictures of kids transformed into butterflies with the painted wings in the background.



### **Outreach**

In June the outreach team visited 6 groups (150 kids/teachers/parents). Debbie and Jessie have been out visiting with campers at the Morton Grove Park District's day camps. This month we also created 9 book bags of 401 items for area classrooms, mostly for D.67 and D.69 summer school classes. We also had a group of 58 students from MCC Academy come in for a booktalk and tour of the Library at the beginning of the month.

### **Professional Development/Training/Meetings**

In June the Youth Services staff attended the following professional development and training meetings:

- Katie and Amy watched the Booklist webinar, Fall Preview, highlighting books being published this fall across several publishers.
- Debbie listened to a podcast from the Erickson Institute: 1800 Days: The story of early childhood in the U.S.
- Courtney attended the CCS Public Access Services group meeting.
- Debbie attended several Early Childhood Alliance meetings.
- Debbie attended a Children's Music Network meeting about how to get more librarians and libraries involved in the group. She will help host a special event at the Old Town School of Music during their annual conference in September.

<b>Programming Statistics - June 2024</b>		
<b>Program Name:</b>	<b># of sessions</b>	<b>Total Attendance</b>
<b>Adult Programs</b>	<b>39</b>	<b>596</b>
Chair Yoga (Online)	2	36
Chair Yoga (In person)	2	44
Tai Chi (Online)	1	7
Crafting for Charity	2	39
Tuesday Movies	3	53
Social Seniors: Bingo	1	13
Social Seniors: Arts & Crafts	1	11
Social Seniors: Trivia	1	2
Social Seniors: Wits Workout	1	12
Indie Movie Night	1	4
Evening Crafts for Adults and Teens	1	8
The Airborne on D-Day (Hybrid)	1	79
The Hidden Gifts of Visual Thinkers with Dr. Temple Grandin (Online)	1	7
Tech Talk: New York Times Library Access (Online)	1	7
3D Paper Butterfly Drop-in Craft	1	4
Job Searching: Uploading Resumes	1	1
Name That Tune (Online/Phone)	1	6
Tech Talk: Using Google Maps for Vacation Planning (Online)	1	3
iPhone & iPad Photography	1	6
Knitting Group	1	2
Try Your Hand at AI Art	1	4
Exploring Illinois State Parks (Hybrid)	1	27
Common Scams and How to Avoid Them (Hybrid)	1	25
Chicago YIVO Society Presents: Musical Borrowings as Means of Expression	1	70
What is Dementia?	1	12
The History and Science Behind the Monarch Craze	1	13
Butterfly Release	1	30
Readpool (Online)	1	3
LitLounge (Online)	1	3
Between the Lines (In Person)	1	8
Between the Lines (Online)	1	8
Senior Activity Kits	1	39
ESL Kits	1	8
Job Searching Kits	1	2
<b>Teen Programs</b>	<b>2</b>	<b>8</b>
LitLoot	1	6
Mario Kart 8 Tournament	1	2
<b>Youth Programs</b>	<b>51</b>	<b>1630</b>
Animal Adventure	1	153
Anime Club	1	2
Bedtime Stories & More	1	2
Bubble Fest	1	78
Butterfly Storytime	2	46
Candy Creations	1	15
Chess Academy	1	24
Crafternoon	1	22
Crafty Saturday	1	66

Cuddle Bugs Infant Massage	1	9
Drama Club	1	14
Family Dance Party	1	16
Family Lawn Games	1	24
Family Storytime	1	2
I Survived the Monarch Migration	1	8
Kids Write On: Concrete Poetry	1	6
Lego Builders	2	47
Let's Potty Storytime	1	29
Mess-terpiece Mondays	2	57
Monarchs on the Move	1	20
Monday Morning Playgroup	4	115
Pop-in Fairy Gardens	1	58
Pride Storytime	1	13
Read to a Rainbow Dog	1	12
STEAM Stop	2	64
STEMonade Stand	3	330
Stories in the Park	3	95
Summer Storytime	4	132
Tiny Science: Dinosaurs	1	24
Wee Read	8	147
<b>Library-Wide Programs</b>	<b>2</b>	<b>502</b>
Summer Reading Block Party	1	500
Hello Neighbor	1	2
<b>Talks/Tours inside the Library</b>		
<b>Youth Services</b>	<b>1</b>	<b>58</b>
MCC/MEC	1	58
<b>Adult/Teen Services</b>	<b>0</b>	<b>0</b>
<b>Talks/Tours outside the Library</b>		
<b>Youth Services</b>	<b>6</b>	<b>150</b>
MGPD Happy Campers	2	70
MGPD Junior Camp	2	80
MGPD Kidventure Camp	2	
<b>Adult/Teen Services</b>	<b>0</b>	<b>0</b>
MCC Famished for Fiction		
<b>Marketing &amp; Engagement</b>	<b>0</b>	<b>0</b>

**Morton Grove Public Library**  
**Monthly Statistics**  
**For 06/2024**

*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	12638
Checkins at your stations	Checkin Leap In Hous	1847
Checkins at your stations	Self Check in	16
Checkins at your stations	Quick Check in	20
Checkins at your stations	Checkin Leap Invento	4
	Total Checkins	14525
Checkouts at your stations	Self check Check out	7899
Checkouts at your stations	Leap Checkout and Renewal	5744
	Total Checkouts	13643
Renewals at your stations	Auto-renewal	8268
Renewals at your stations	Leap Checkout and Renewal	238
Renewals at your stations	Third party renewal	59
Renewals at your stations	Self check Check out	51
Renewals at your stations	Power PAC Renewal	121
Renewals at your stations	Inbound Telephony Checkout	2
	Total Renewals	8739
Number of your Library's items checked out system-wide		13608
Number of your Library's unique items checked out system-wide		12146

Holds Placed through your interface		3420
Holds placed for/by your patrons		3604
Holds Held		2927
Holds Located		0
Holds Checkedout		2658
Holds Expired		2
Holds Cancelled		444
Holds Unclaimed		266
Number Of Items Currently Out		12725
Existing "MortonGrove" patron received new barcode		41
Patron Expiration Date Extended More Than 30 Days:		13
Count of physical patron records at beginning of 06/2024		9957
Minus Patron records physically deleted		78
Minus Patron library was changed from "MortonGrove" to some other CCS librar		2
Plus Patron records physically added		109
Plus Patron library was changed from some CCS library to "MortonGrove"		10
Count of physical patron records at end of 06/2024		9996
Minus In-House and Test Cards		10
Minus Expired Cards		268
Unexpired Patrons on file		9718
Leap Registration	Patron Lib=MortonGrove	109
Leap Registration	Patron Lib=CCSL	15
Monthly ILLINET numbers		
Number of items borrowed by your library and supplied by a CCS library		1906
Number of items lent by your library to a CCS library		2471



**Morton Grove Public Library**  
**MONTHLY CCS INTERLIBRARY LOAN ACTIVITY**  
**06/2024 - 06/2024**

*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

<b>Lending Library</b>	<b>Intra-CCS</b>	<b>Other Ill.</b>	<b>Outside Ill.</b>	<b>Total</b>	<b>Percent Held</b>	<b>Percent Intra-CCS</b>
Algonquin	3,312	257	32	3,601	3.08	4.77
Cary	1,330	61	11	1,402	3.00	1.92
CCSL	0	0	0	0	0.00	0.00
Crystal Lake	1,906	123	25	2,054	2.90	2.75
Des Plaines	3,696	212	207	4,115	5.17	5.33
Ela	3,064	118	0	3,182	3.20	4.42
Evanston	3,313	100	75	3,488	6.40	4.78
Fox River Valley	2,572	62	17	2,651	2.83	3.71
Fremont	2,061	70	19	2,150	1.94	2.97
Glencoe	1,422	68	17	1,507	2.33	2.05
Glenview	4,307	196	84	4,587	4.63	6.21
Grayslake	2,527	73	10	2,610	3.22	3.64
Highland Park	2,349	141	50	2,540	4.18	3.39
Huntley	1,631	47	2	1,680	2.78	2.35
Indian Trails Public Library	2,461	88	65	2,614	3.21	3.55
Lake Forest	1,295	11	1	1,307	3.05	1.87
Lake Villa	1,904	63	27	1,994	2.86	2.74
Lincolnwood	994	18	3	1,015	2.19	1.43
McHenry	613	27	7	647	2.63	0.88
Morton Grove	1,821	99	15	1,935	3.51	2.63
Mount Prospect	0	0	0	0	0.00	0.00
Niles	4,241	124	73	4,438	4.88	6.11
Northbrook	3,398	136	138	3,672	4.64	4.90
Palatine Public Library	3,869	109	48	4,026	4.14	5.58
Park Ridge	2,258	78	61	2,397	3.35	3.26
Prospect Heights	1,917	68	18	2,003	2.78	2.76
Round Lake	1,773	30	56	1,859	3.07	2.56
Warren-Newport Public Library	1,580	1	0	1,581	3.48	2.28
Waukegan	0	0	0	0	0.00	0.00
Wilmette	3,825	104	66	3,995	4.87	5.51
Winnetka-Northfield	2,616	114	14	2,744	3.03	3.77
Zion-Benton	1,312	73	52	1,437	2.63	1.89
<b>Total</b>	<b>69,367</b>	<b>2,671</b>	<b>1,193</b>	<b>73,231</b>	<b>100.00</b>	<b>100.00</b>

2024 Statistics -- Morton Grove Public Library

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD Total	Prev YTD	Prev YrMo
<b>CIRCULATION</b>															
Total Checkouts (physical material)	11,675	11,305	11,559	11,180	10,689	13,643							70,051	74,915	14,358
Total Renewals (physical material)	9,298	9,097	9,767	9,291	8,861	8,739							55,053	56,445	8,376
<b>Downloads/Streaming</b>															
ebooks	2,456	2,074	2,141	2,039	2,138	2,234							13,082	12,855	2,118
eAudiobooks	2,118	1,950	2,102	2,049	2,117	1,985							12,321	10,946	1,858
Movies	657	716	791	665	676	910							4,415	3,752	685
Music	146	112	141	165	122	115							801	568	85
Magazines	911	754	1,006	520	843	645							4,679	1,404	199
<b>TOTAL</b>	<b>27,261</b>	<b>26,008</b>	<b>27,507</b>	<b>25,909</b>	<b>25,446</b>	<b>28,271</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>160,402</b>	160,885	27,679
In House Use	1,136	1,549	1,356	1,534	1,351	1,847							8,773	8,556	1,663
<b>PATRONS</b>															
Gate Count	9,312	10,065	10,720	11,627	10,186	12,135							64,045	59,756	12,845
Curbside Appointments													0	0	0
Active Cards	9,528	9,564	9,608	9,650	9,666	9,718									9,205
Other (NR Fee, Org, etc)													0	0	0
% of MG pop w/active cards	40%	40%	40%	40%	40%	40%							n/a	n/a	40%
<b>REFERENCE</b>															
<b>Adult</b>															
Technology and Reference	712	772	863	885	824	1,137							5,193	5,176	781
Directional/General Library Info	883	908	882	1,214	993	1,171							6,051	4,842	932
Reading Program	0	0	0	0	16	195							211	249	236
<b>Youth</b>															
Technology and Reference	461	491	513	537	446	661							3,109	3,078	648
Directional/General Library Info	447	395	419	559	380	656							2,856	3,106	668
Reading Program	174	6	3	5	8	1701							1,897	1,543	1,346
<b>Circulation</b>															
General Info	105	120	128	130	88	85							656	693	151
Directional	96	106	115	127	101	106							651	785	171
<b>TOTAL</b>	<b>2,878</b>	<b>2,798</b>	<b>2,923</b>	<b>3,457</b>	<b>2,856</b>	<b>5,712</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>20,624</b>	19,472	4,933





2024 Statistics -- Morton Grove Public Library

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD Total	Prev YTD	Prev YrMo
<b>SOCIAL MEDIA</b>															
<b>Facebook</b>															
posts	25	21	20	20	25	25							136	147	28
total page likes as of 1st of the month	2,516	2,525	2,533	2,536	2,536	2,557							n/a	n/a	2475
interactions (engagements+clicks)	385	176	60	204	237	381							1,443	2,131	629
page reach	27,300	6,138	8,278	4,635	4,324	8,219							58,894	25,047	4795
<b>X (formerly known as Twitter)</b>															
posts	8	4	1	** we are no longer posting to X (Twitter)									13	199	18
total followers as of the 1st of the month	831	831	836										n/a	n/a	801
interactions (engagements+clicks)	9	3	0										12	379	24
<b>Instagram</b>															
posts	41	37	38	38	33	48							235	434	65
total followers as of the 1st of the month	1,486	1,526	1,564	1,573	1,592	1,648							n/a	n/a	1375
engagements	1,421	735	611	608	364	364							4103	4695	1200
<b>YouTube</b>															
videos	1	2	4	5	2	4							18	28	3
views	87	162	121	176	75	151							772	1,617	165
subscribers	244	244	251	255	256	259							n/a	n/a	236
<b>TikTok</b>															
posts	8	5	5	6	4	4							32	21	5
total followers as of the 1st of the month	373	381	394	408	408	408							n/a	158	158
													Started posting on TikTok 04/2024		