2023 ANNUAL REPORT

CITY OF Longmont
Public Library

COMMUNITY ENGAGEMENT + LIBRARY USE

COMMUNITY ENGAGEMENT

How many programs were attended? How many reference & information questions were answered?

123,235 total patrons served

ADULT SERVICES

22,842
Reference, information and Computer Lab assistance

4,600
Adult programs attendance

22,000
In-library computer use sessions

CHILDREN AND TEEN SERVICES

19,739
Reference and information assistance

21,275
Children and Teen programs attendance

3,078
Library instruction and engagement to area schools

CIRCULATION + HELP DESKS
Checkout, library accounts and Information desk

79,554
Reference and information assistance

1,100+
texts came through the Text-A-Librarian service

OUTREACH SERVICES
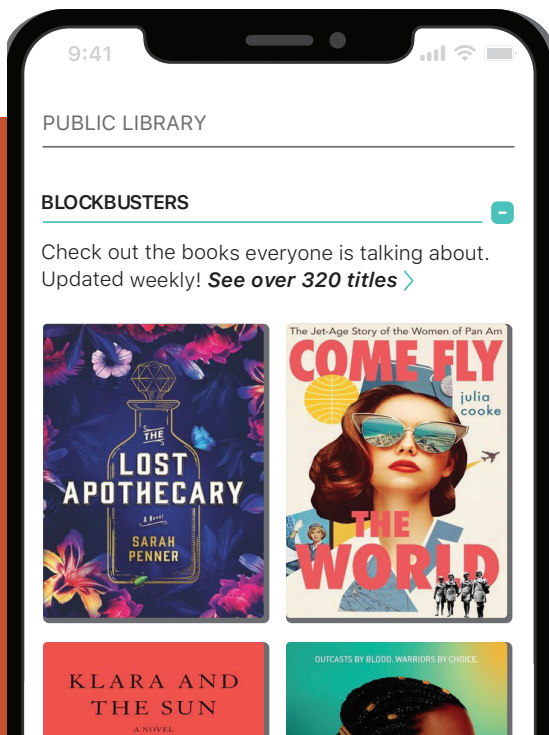*Community engagement outside of the Library*

207
total events

13,242
total patrons reached

29
total tours of the Longmont Library

9:41

PUBLIC LIBRARY

BLOCKBUSTERS

Check out the books everyone is talking about. Updated weekly! ***See over 320 titles***

CHECKOUTS

How many books + eBooks were checked out? How many Wi-Fi Hotspots borrowed? How many Discovery Passes were reserved?

433,477
total digital downloads for Longmont Library
* Includes both eMaterials + databases

223,605
total eMaterials for Longmont Library

1.2 million
total digital circulation for Front Range Digital Library

936,000+ total materials checked out

68,458 holds were picked up

235,752
Children and teen books

201,598
Adult books

1,400
Discovery Passes reserved

1,175
Wi-Fi Hotspots (1,055) + Chromebooks (120)

536
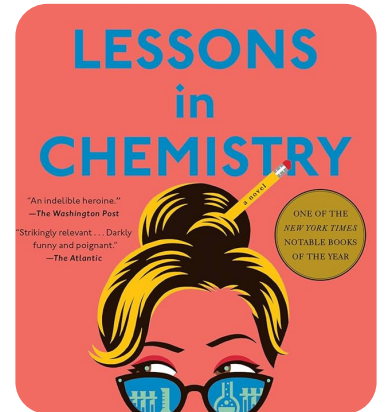Library of Things items

259
Board games

99
Colorado State Park Passes Backpacks

5,161 new Library cards issued

Denver Museum of Nature & Science tied for the most reserved Discovery Pass with the Butterfly Pavilion
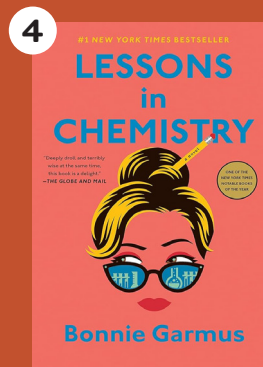
TOP 5 DIGITAL DOWNLOADS

1
↑ **The New Yorker**
1,778 checkouts

2
↑ **The Week**
748 checkouts

3
↑ **US Weekly**
598 checkouts

4
↑ **Lessons in Chemistry**
591 checkouts

5
↑ **New Scientist**
514 checkouts

MARKETING

E-NEWSLETTERS

With separated lists per age range,
the Library was able to communicate
directly with their target audiences.

142
total emails sent

This Month @ the Library: 12
Adult Program Notices: 16
Children Program Notices: 28
Teen/Tween Program Notices: 28
Staff Picks for Adults: 50
Book Chatter: 8 *(Adult Services sends)*

55%
average open rate

Industry standard: 43%

4%
average click rate

Industry standard: 2%

573 / 4,096
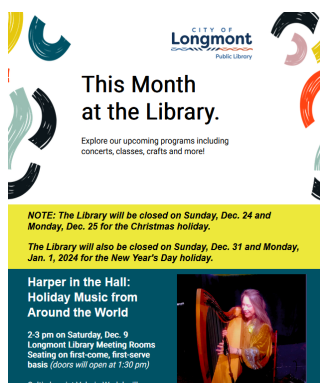### net new subscribers*
/ total subscribers

** number of new subscribers (698) -
number of unsubscribers (125)*

TOP 3 E-NEWSLETTER OF 2023 (BY OPEN RATE)

← **Thanksgiving Hours**

3,056 sent
1,712 opened
(57%)

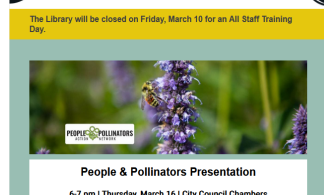← **Dec. 2023 This Month @ the Library**

2,741 sent
1,455 opened
(53%)

↑ **Nov. 2023 This Month @ the Library**
2,701 sent
1,372 opened (51%)
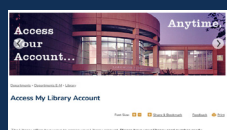
WEBSITE

393,275 total page views

The Library homepage ranked #3 in pageviews for the total City website
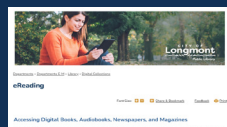
TOP 10 MOST VISITED PAGES OF 2023

Library homepage

Total Page Views: 165,298 (42% of all page views)
Average Time on Page: 29 seconds

Access My Library Account

Total Page Views: 62,891 (16% of all page views)
Average Time on Page: 1 minute

eReading

Total Page Views: 15,094 (4% of all page views)
Average Time on Page: 1 minute, 5 seconds

Discovery Passes

Total Page Views: 10,967 (3% of all page views)
Average Time on Page: 1 minute, 28 seconds

About the Library

Total Page Views: 9,342 (2% of all page views)
Average Time on Page: 27 seconds

Library Calendar

Total Page Views: 7,289 (2% of all page views)
Average Time on Page: 21 seconds

Library Programs & Events

Total Page Views: 6,576 (1.5% of all page views)
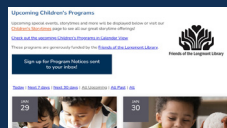Average Time on Page: 29 seconds

Catalog search

Total Page Views: 6,551 (1.5% of all page views)
Average Time on Page: 58 seconds

Get a Library Card / Borrowing Policies

Total Page Views: 5,232 (1% of all page views)
Average Time on Page: 57 seconds

Children's Programs

Total Page Views: 4,816 (1% of all page views)
Average Time on Page: 29 seconds

TOP 3 E-NEWSLETTER OF 2023 (BY CLICK RATE)

↑ Jan. 2023 This Month @ the Library

2,616 sent
1,192 opened (51%)
171 clicked (7%)

↑ March 2023 This Month @ the Library

2,647 sent
1,182 opened (50%)
146 clicked (6%)

↑ July 2023 This Month @ the Library

2,796 sent
1,341 opened (53%)
144 clicked (6%)

EVENTS + PROGRAMS

What drew people to the Library in 2023!

1,055

events uploaded
to the website

Number of registration events: 99
Number of drop-in events: 956

36

events sold out

Adult Programs: 9
Children + Teen Programs: 27

All Library events are free to attend

247

event eNotifications sent
out through website

23

press releases sent

Programs specific: 14
Library service specific: 9

SOCIAL MEDIA

What Longmont residents interacted with online

TOP 5 POSTS OF 2023

Library goes fine free

Total Engagements: 1,956
Reactions: 810
Comments: 58
Shares: 61
Post Link Clicks: 1,027

Library heads out to City parks

Total Engagements: 728
Reactions: 210
Comments: 6
Shares: 31
Post Link Clicks: 481

Donations needed for Prom Boutique

Total Engagements: 622
Reactions: 254
Comments: 18
Shares: 64
Post Link Clicks: 286

PEEPs contest winners

Total Engagements: 550
Reactions: 104
Comments: 21
Shares: 7
Post Link Clicks: 418

Pride Month events

Total Engagements: 545
Reactions: 124
Comments: 26
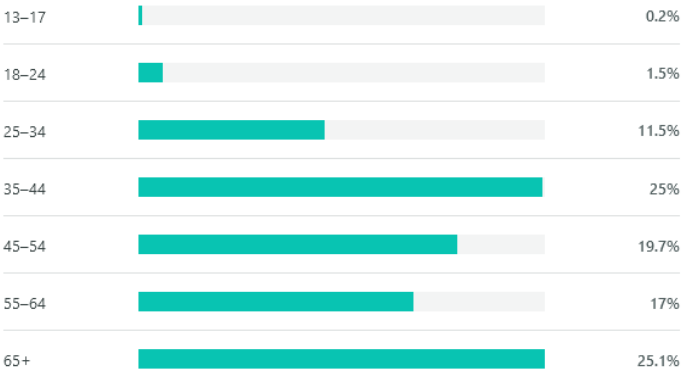Shares: 9
Post Link Clicks: 386

FACEBOOK (LONGMONT PUBLIC LIBRARY)
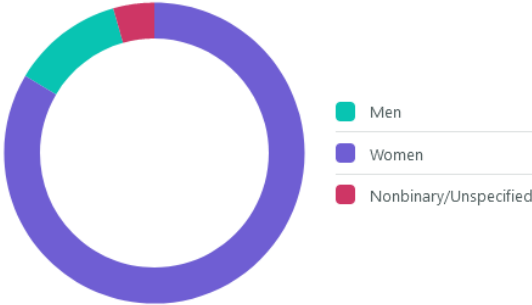
PRIMARY FACEBOOK METRICS

KPI (Key performance indicator)	2023 Results	2022 Results
Total engagements (number of likes, comments, and shares of posts)	**28,073**	↓ 41,026 (-46.1%)
Total posts	**563**	↓ 697 (-23.8%)
Post link clicks	**1,639**	↓ 2,875 (-75.4%)
New page likes/total page likes	**555 / 10,036**	↓ 756 (-36.2%) ↑ 9,477 (+5.9%)

DEMOGRAPHICS — PEOPLE ENGAGED

People Engaged by Age

Age	%
13–17	0.2%
18–24	1.5%
25–34	11.5%
35–44	25%
45–54	19.7%
55–64	17%
65+	25.1%

People Engaged by Gender

- Men
- Women
- Nonbinary/Unspecified

Women between the ages of **65+** have a higher potential to see your content and visit your Page.
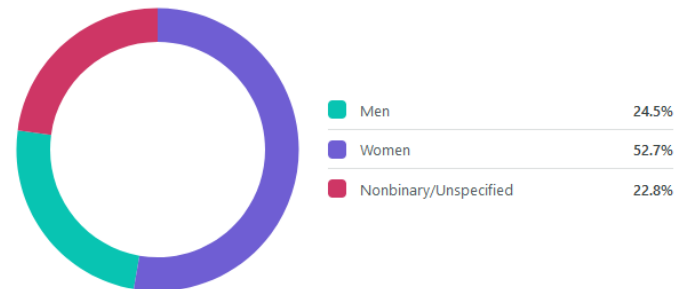
INSTAGRAM (ALL CITY)

PRIMARY INSTAGRAM METRICS

KPI (Key performance indicator)	2023 Results	2022 Results
Total engagements (number of likes and comments)	**19,939**	↑ 8,039 (+59.7%)
Engagement rate / impression	**2.7%**	↑ 2.5% (+7.4%)
New followers / Total followers	**1,064 / 8,286**	↓ 1,139 (-7%) ↑ 7,224 (+12.8%)
Total posts	**462**	↑ 218 (+52.8%)

DEMOGRAPHICS

Audience by Age

Age	%
13–17	1%
18–24	5.1%
25–34	24.7%
35–44	32.9%
45–54	20.1%
55–64	10.6%
65+	5.6%

Audience by Gender

Men	24.5%
Women	52.7%
Nonbinary/Unspecified	22.8%
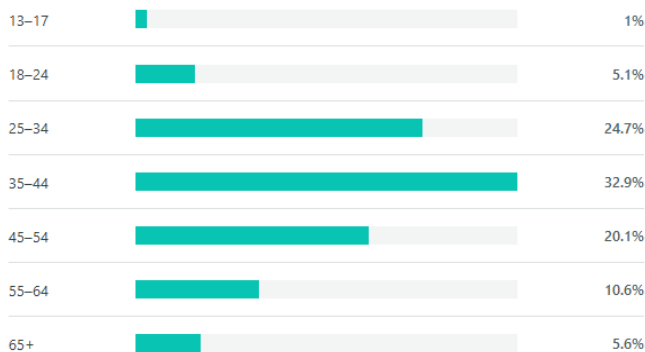
Women between the ages of **35–44** have a higher potential to see your content and visit your Page.

2024 GOAL: With more families moving to Instagram, the Library will undergo the social media policy/procedure of creating a separate Instagram account for the Library