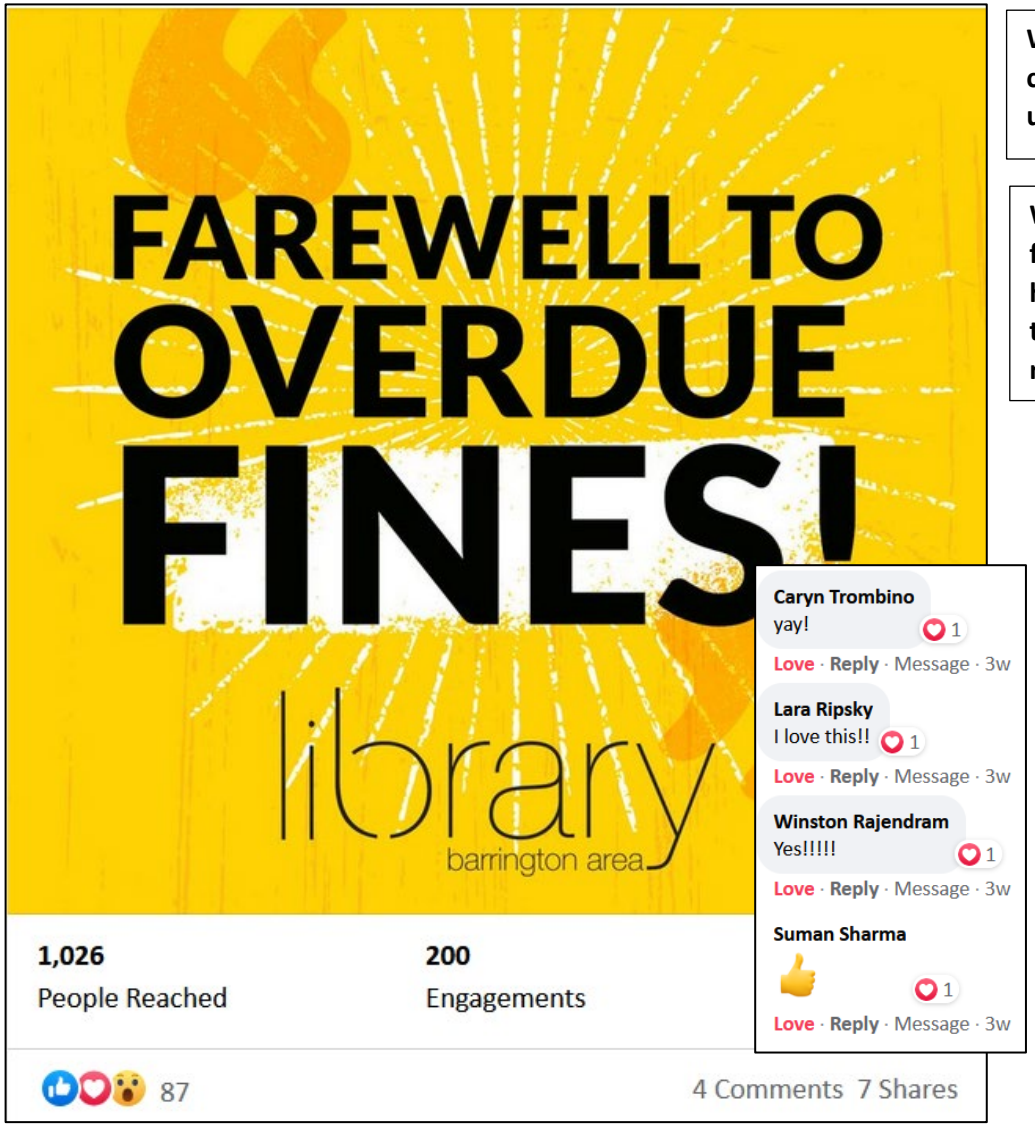
library
barrington area

SOCIAL MEDIA ENGAGEMENT SNAPSHOT – SEPT 2020

AUDIENCE:

Facebook Total Page Follows: 3,944
Twitter Total Followers: 3,894
Instagram Total Followers: 1,552



We had a lot of positive news to share in September, a great way to keep customers connected while they also adjusted to the start of a new school year under very unusual circumstances.

We had overwhelmingly positive feedback for our announcement about bidding farewell to overdue fines. These posts had 219 likes and reactions, along with happy comments and shares/retweets. The story was shared by other outlets, too, like 365 Barrington, the RAILS library system, and Barrington Patch, receiving even more positive attention.

Barrington Area Library
September 14 at 10:30 AM ·

We're happy to announce that eight computer workstations are now available in our Business & Technology Center, along with printing and scanning services.

Please note these important details about using the computer workstations:

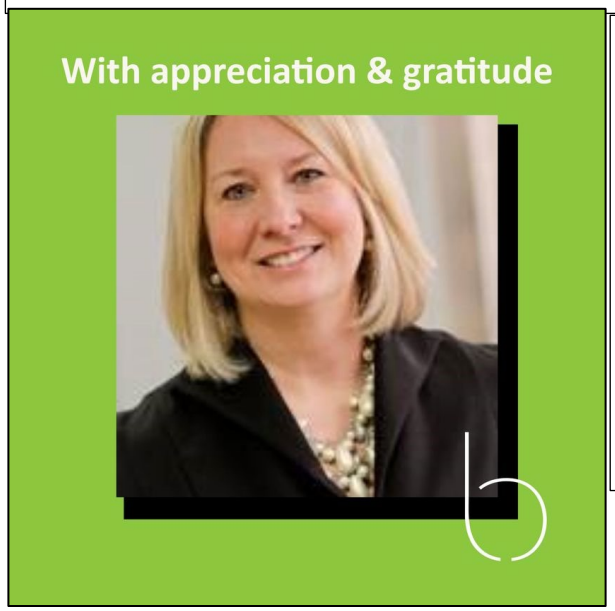
Customers will be able to make one 45 minute reservation per day, via the Library website.... **See More**

686 People Reached | **41** Engagements | Boost Post

17 | 4 Shares

Customers were happy to learn that our Business and Technology Center computers were available again. Posts explaining the new reservation process had dozens of likes, comments, and shares.

It's always fun to unveil our annual contribution to the Village of Barrington's scarecrow contest, and this year's tribute to healthcare heroes has been appreciated by visitors, both in-person and online. Posts encouraging customers to vote for our scarecrow have had over 100 likes, shares, and comments.



We were pleased to offer our gratitude to Carolyn Welch Clifford on her retirement from the Board of Trustees, and community members took advantage of these posts to offer their appreciation as well for her many years of public service and advocacy for the Library. These posts had more than 100 likes/reactions, comments, and shares.

jnelsonsaracevic You all provide amazing services and spaces to new business start-ups or small businesses. I enjoyed these services for years! Keep up the great work and services!

Dr. C Armendariz-Maxwell @CArmendarizMxwl
Sep 22

Fabulous Book Club tonight 💖📚 @TogetherBstrong @balibrary @PTOofSunnyHill @SunnyHill220 Club de lectura fabuloso esta noche #JenniferEvaNoraCenaidaKyle