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**DATE:** November 7, 2024

**TO:** Library Board, Pima County Public Library

Pima County Board of Supervisors  
Pima County Administration  
Friends of the Pima County Public Library, Board of Directors  
Friends of the Arivaca Library, Board of Directors  
Friends of the W. Anne Gibson-Esmond Station Library, Board of Directors  
Friends of the Kirk-Bear Canyon Library, Board of Directors  
Friends of the Oro Valley Public Library, Board of Directors  
Friends of the Pima-Green Valley Library, Board of Directors  
Pima Library Foundation, Board of Directors

**FROM:** Holly Schaffer, Community Relations Manager  
Reneé Bibby, Library Services Manager  
*Communications and Systems Office*

**SUBJECT: Communications & Systems Office Report, October 2024**

It's time for One Seed 2024! Our Seed Library Team announced this year's selected seed... Nasturtium. Dig in and start growing! But first, [check out this blog post](#) about how to participate.

News to know – Beginning January 2, 2025, the Library will no longer carry music on CD except what is offered in our local collection at two libraries: Valencia and Nanini. [Read this press release](#) for more information, including factors that went into this decision.

This month's InfoIntegrity blog post focused on Pink Slime Journalism, a phrase that describes low cost and poor-quality online local news. Want to learn more? [Here's a link!](#)

Members of the Synapse Team continue to curate articles and websites of interest regarding mental health challenges and mental wellness, including [Tips for talking with a health care provider](#) (National Institute of Mental Health), [National strategy for suicide prevention](#) (U.S. Department of Health and Human Services), and [Even on Instagram, teens mostly feel bored](#) (University of Washington).

Joyner-Green Valley Library celebrated 50 years as a library! The [article in Green Valley News](#) features some beautiful quotes from long-time staff member, Maria Esparza about her commitment to libraries.

Design is quieter in October as big projects are moving to the forefront, specifically the 2023-2024 Annual Report and Southwest Books of the Year.

Victoria Manriquez, social media librarian, Hassael Cazesuz, Library Latinx Program Manager, and Reneé Bibby, Library Services Manager did a three hour presentation about social media at the [Arizona Library Association \(AzLA\) 2024 pre-conference](#). The team traveled to We-Ka-Po Resort to share with other libraries about effective ways to build community through digital platforms. AzLA specifically requested the presentation after recognizing Victoria's impact on Facebook and TikTok.



## We Recommend: Books by Filipino authors for Filipino American History Month

Ravenous Readers / PCPL      *Arizona Daily Star*      10/13/2024

## This Tucson librarian is working to put a spotlight on Arizona musicians

Lauren Gilger      *KJZZ 91.5 Phoenix*      10/15/2024

## Young artists display work downtown for 'Worlds of Imagination'

Eddie Celaya      *KGUN 9 News*      10/16/2024

## It's time for One Seed 2024!

Mia Kortright      *Pima County eScoop*      10/18/2024

## The library at 50: Longtime staff member looks back on five decades of progress

Jorge Encinas      *Green Valley News*      10/18/2024

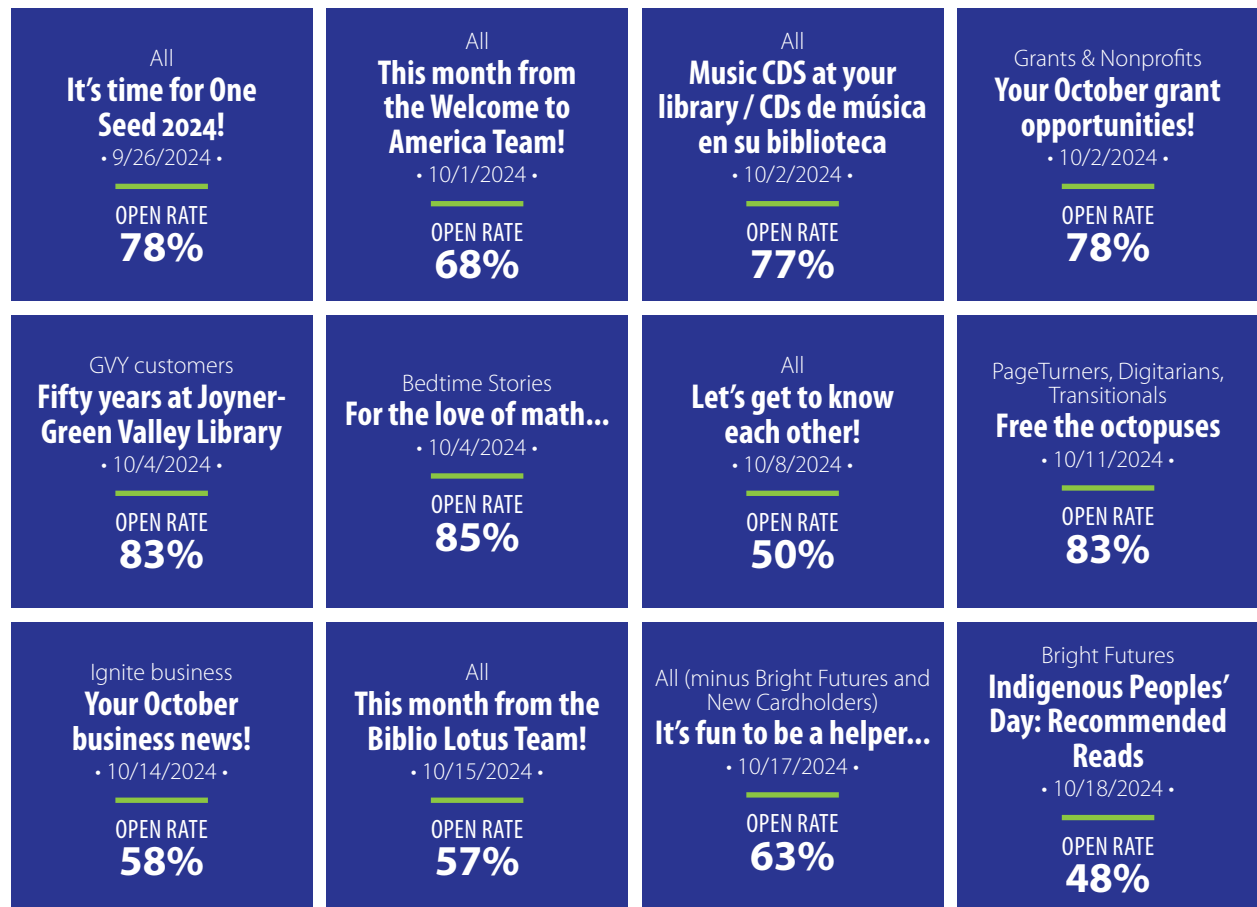
## We Recommend: Satisfy your pumpkin craving with these library books

Ravenous Readers/PCPL      *Arizona Daily Star*      10/19/2024

## Spreading library love from Ajo

Daniela Buchberger      *Arizona Daily Star*      10/20/2024

## SAVANNAH MESSAGES SENT TO PCPL CUSTOMERS



NAN  
**Begins tomorrow...**  
**paving project at**  
**Nanini Library**  
 • 10/20/2024 •

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OPEN RATE  
**61%**

Open rates vary from industry to industry, but according to current 2022 digital marketing stats, the average open rate for arts/culture/entertainment (the most comparable to library services) is 17.79%.



**GRAPHIC DESIGN**

- 1**  
Big Poster
- 1**  
Flyer
- 1**  
Logo
- 1**  
Small Posters
- 2**  
Special Projects

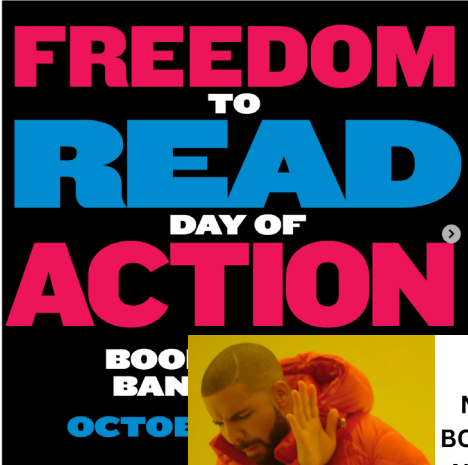
**6**  
Total

**9**  
print orders  
**5,195**  
pieces

**SOCIAL MEDIA HIGHLIGHTS**



Click the photo above to view the TikTok



NEEDING A NEW BOOK TO READ BUT NOT WANTING TO LEAVE THE HOUSE



REMEMBERING THE LIBRARY HAS A TON OF DIGITAL OFFERINGS

PERFORMANCE

**FACEBOOK**

26

NUMBER OF POSTS

17.4K

OVERALL REACH

1.5K

CONTENT INTERACTIONS

5.9K

HIGHEST REACH

**TIKTOK**

4

NUMBER OF POSTS

12K

VIDEO VIEWS

653

TOTAL LIKES

1.5K

HIGHEST VIEWED

181

MOST LIKED

**INSTAGRAM**

27

NUMBER OF POSTS

20.6K

OVERALL REACH

3.7K

CONTENT INTERACTIONS

8.5K

HIGHEST REACH

WEBSITE

**WEBSITE CARDS**

85 Staff Lists Cards  
31 Event Cards

**BLOGS**

22 Blogs  
[It's time for One Seed 2024](#)

**MESSAGE BEE**

61,033 Messages Sent  
98.15% Open Rate

**BOOKLISTS**

6.29% Booklist Clickthrough  
*A top book list* [In Focus: Louis Carlos Bernal's Barrios](#)

**EVENTS**

1,222 Hosted Events  
37,427 Event Pageviews  
8.47% Event Clickthroughs

**WEBSITE FEEDBACK**

19 Customer Support Interactions