

Public Information Report

December 2011

Highlighted News Links:

- Weekend To-Do List emails: <http://bit.ly/zEsKvc> • <http://bit.ly/sCkr4z> • <http://bit.ly/wlWk4B> • <http://bit.ly/sdqOaM>
- Sprilhill Suites by Marriott EPL description <http://bit.ly/yY2UDS>
- Nook Publicity <http://bit.ly/x9Ysvg> • <http://bit.ly/z1LeT9> • <http://bit.ly/yNOQjL>
- Real Estate Blog Brags about Library <http://bit.ly/yaXX86>
- Yellow Ribbons for Soliders <http://bit.ly/t9po8W>
- Former EPL Employee Interview <http://inalj.com/?p=928>
- Oak Park/River Forest TribLocal 4-Star Coverage of EPL <http://bit.ly/tdVlod>
- EPL Kindle E-Books <http://bit.ly/zAsdXH>
- Library History Picture <http://bit.ly/ygJPYA>

**PR Requests
Completed in
December: 40**

Social Media Statistics:

	Sept 2011	Oct 2011	Nov 2011	December 2011
Facebook likes:	828	841	863	877
Twitter followers:	342	353	362	380
Yelp views:	18	85	49	77
stars (out of 5)	4.5	4.5	4.5	4.5
Bookletters visits:	3,329	2,510	894	1077

Most Popular Social Media Posts:

- **Dec. 13:** Vote for your favorite! Staff Festive Holidaywear
- **Dec. 13:** Nooks are on the shelves at EPL! Reserve a Nook online <http://bit.ly/EPLnook> or in person at a service desk.
- **Dec. 11:** Avoid overdue fines! You can renew your items online & keep track of what you have checked out on EPL's website. <http://ow.ly/7QB7D>
- **Dec. 9:** Snow's here! Time to dust off the boots: <http://ow.ly/7Ujt2>
- **Dec. 6:** Join us for this holiday favorite: A Christmas Carol - One man theatrical performance. Tonight 7 PM.

Highlights:

1. The Nook e-Readers were released to the public, and a massive advertising campaign was hugely successful. "Book a Nook at EPL" graphics were in every newspaper, as well as reposted online via Facebook, twitter, and other social media outlets. Currently, there are zero Nooks left on the shelf. Every single one is either on hold or checked out!
2. The **Kids' Winter Reading Program** began in late December. The Ice Cream display in the lobby is the most popular display in the past 3.5 years. Both kids and adults are in awe of it. The entire Winter Reading program was shaped around this display, and it is already a huge success. The Kids' Library report has the exact numbers, but there is a 27% increase in registration over last year's record participation of 922.

