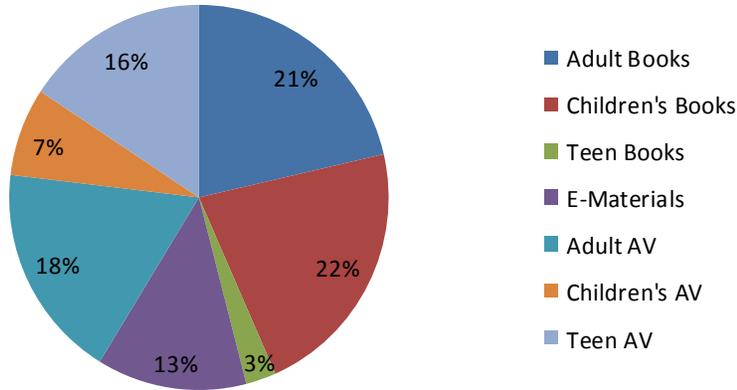




SHREVE MEMORIAL LIBRARY

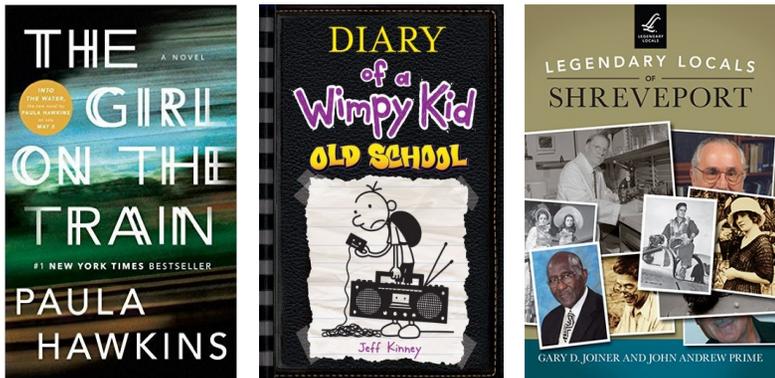
# Board of Control Statistical Report - 4th Quarter of 2016

## Materials Loaned By Material Type



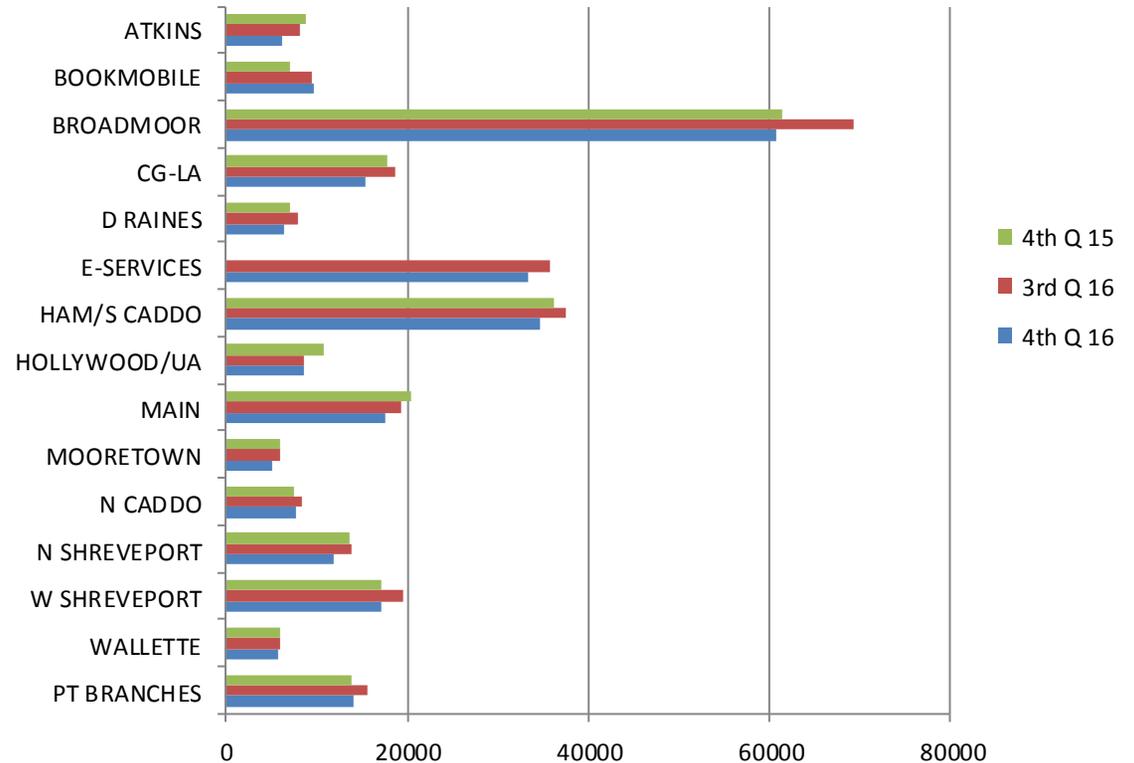
Overall physical items loaned decreased **5.7%** compared to this time last year, and decreased **10.3%** compared to last quarter.

Quartz Media (qz.com) released a list of the most popular books at US public libraries in 2016. It is no surprise that many of the same titles popular across the country were also popular in Caddo Parish. Below are some of our most popular titles in 2016.



## Materials Loaned

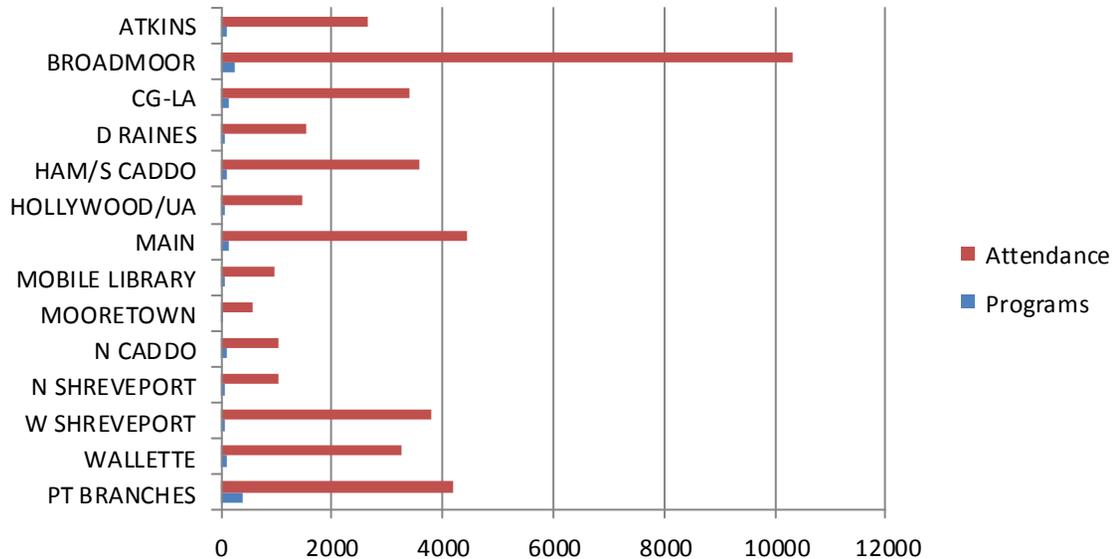
Branch Comparisons – Total for the Quarter: **253,211**



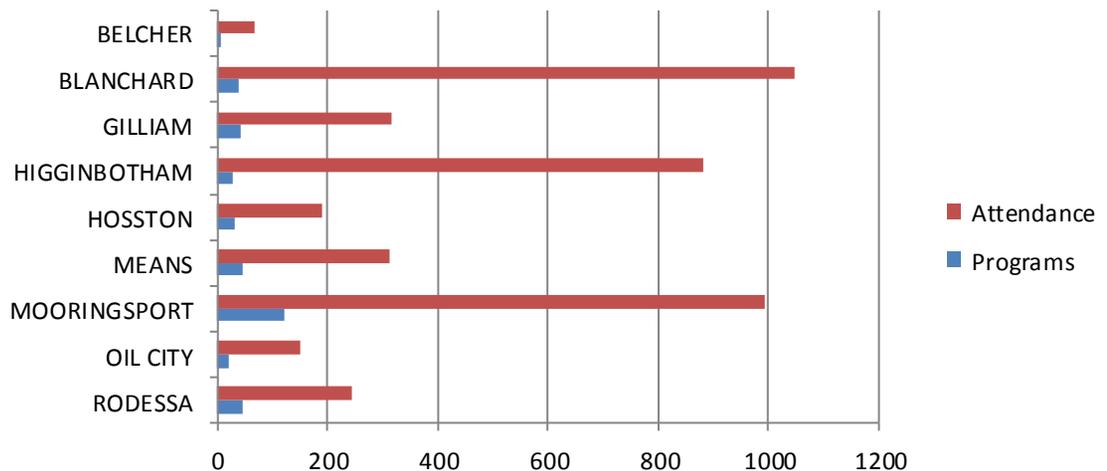


## Classes, Seminars, Workshops & Events

Total: **1,768** with **42,309** attendees



## Part-Time Branches Breakout



## #MannequinChallenge!

Mooringsport staff and patrons joined in the Mannequin Challenge, a popular Internet fad where people remain frozen in action



like mannequins while a moving camera films them. Children, teens and adults acted in the video. The post was one of the Library's most popular on both Facebook (1,628 reach; 783 views) and Instagram (221 views and 36 likes).



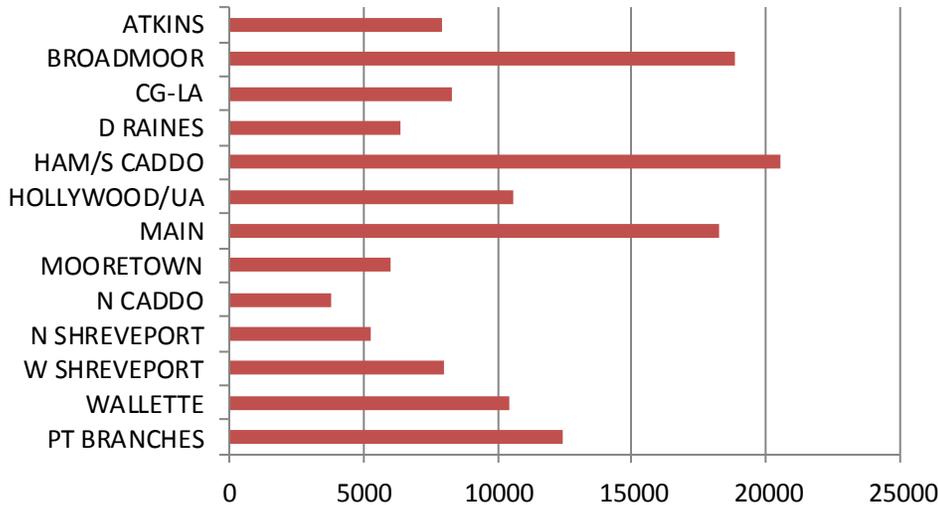


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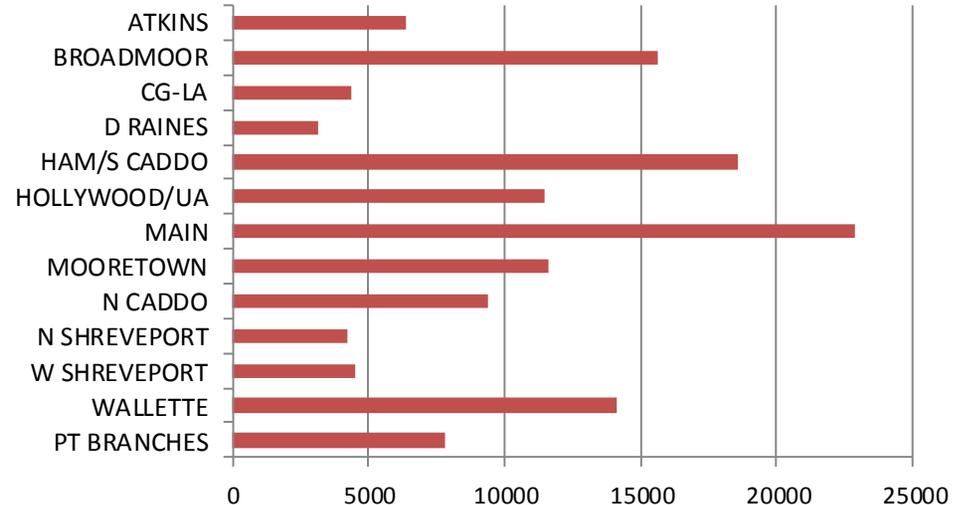
## Computer Usage

Branch Comparisons – Total Sessions: **136,751**



## Research & Instruction

Branch Comparisons – Total Transactions: **134,052**



## E-Branch Usage

Webpage Hits: **57,215**

Facebook Post Reach: **48,161**

Twitter Followers: **1,242**

Instagram Followers: **1,043**

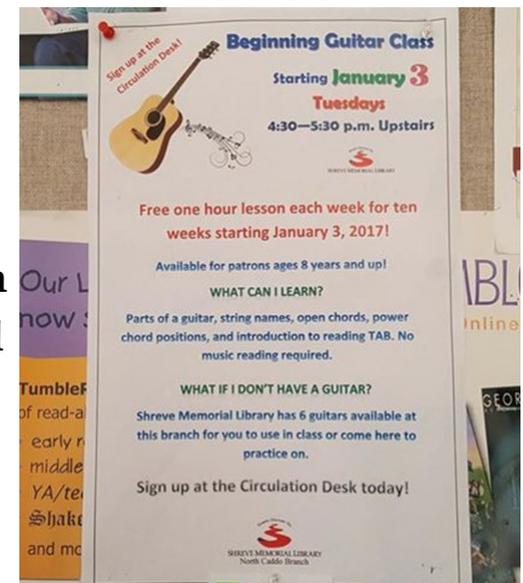
Pinterest Followers: **184**

Wi-Fi Sessions: **142,311**



## Supporting the Arts!

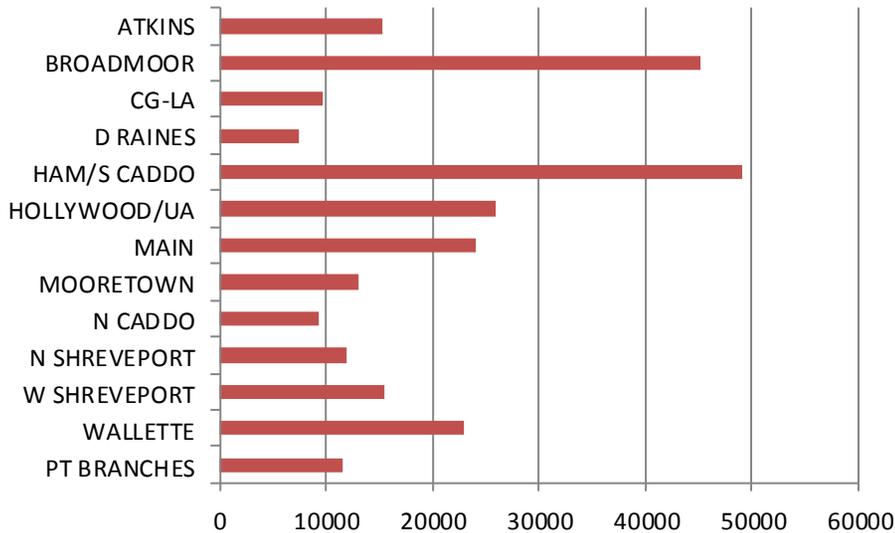
Our most popular post on Facebook was about beginning guitar classes that started at our North Caddo Branch in January. Many patrons were excited about the program, but didn't know if they would be able to travel to North Caddo.



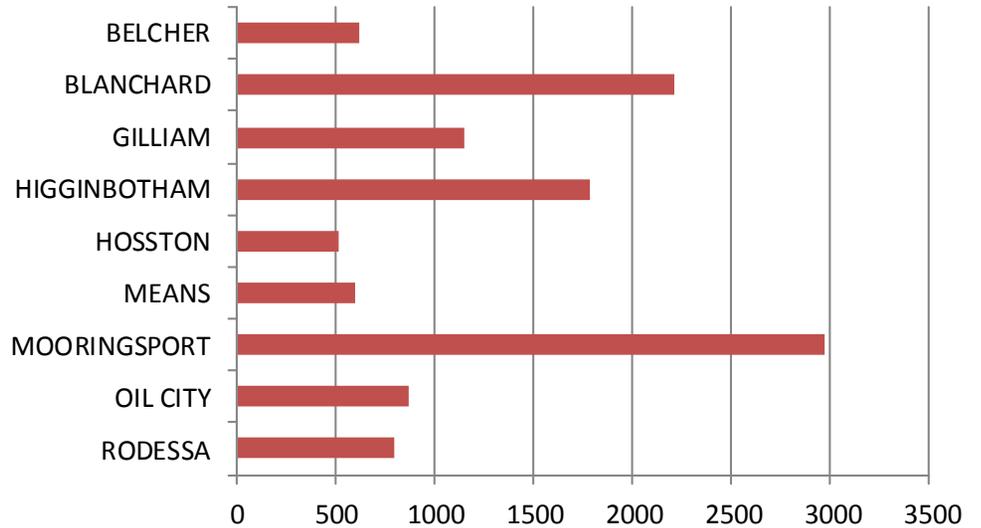


## Customer Visits

Branch Comparisons – Total: **261,380**



## Part-Time Branches Breakout



### ★ Meeting Rooms

**Reserved: 2,212 Attendees: 15,375**

### ★ Mobile Library

**Stops: 157 Visitors: 2,171 Items Loaned: 9,702**

### ★ Community Engagement

**Events: 34 Engaged: 17,489**

## Digital Literacy!

Karon Grisham and her granddaughter Brynlee visited our Blanchard Branch looking for Kids Songs. Three seasons of the TV show are available in Hoopla, so they were able to watch an episode instantly in the library! This was a great opportunity for a grandparent to teach her grandchild about digital literacy.

