Communications Department Report

February – March

On Feb. 18, 19, and 20, Kathy Coffta and Cara Luddy represented OCPL at the American Heart Association’s “Growing Healthy Hearts” lunch program. Each day at a different elementary school, a delicious lunch of vegetarian chili, fresh fruit and bread was provided at no cost to Syracuse City School students and their families. After they ate, families took home everything they needed to cook the chili on their own in a brand new reusable Wegmans bag. We provided a rebus recipe to make the recipe easy to follow, as well as a detailed recipe with suggested cookbooks on the back.

Kathy and Cara interacted with 70 parents and children over the course of the three-day program. One woman told Cara that she moved to Syracuse from Hawaii about five years ago and had made a point to visit every library in the county. She stressed how much she loves our library system.
Social Media Success

Facebook Ad 1: Storywalk at the zoo

$150 spent over 7 days (Feb. 15 – 21)

25,657 people reached (78% women and 22% men, $0.06 cost per engagement)

2,378 engagements on post (1,620 photo clicks, 1 page like, 14 comments, 46 shares)

Total stats (with nonpaid reach included):

32,010 people reached

788 total reactions, comments, and shares

3,856 post clicks
Facebook Ad 2: KidSpace page on website

$149.81 spent over 7 days (Feb. 22 – 28)
1,050 link clicks ($0.14 cost per link click)
18,453 people reached (91% women and 8.95% men)
1,171 engagements on post (1,050 link clicks, 63 comments, 58 shares)

Total stats (with nonpaid reach included):
477 total reactions, comments, and shares

On Wednesday, Feb. 26, a patron came up to Kim Lighton at the first floor desk with her five children and asked where KidSpace was. The woman said, “The Facebook ad worked.” Before seeing the ad, she had no idea that KidSpace at Central Library existed. Pat Pederson has also noticed a definite increase in traffic to KidSpace.
Cara Luddy designed and created a height chart in KidSpace. Using the illustrations from the height chart, Luddy also created a billboard design that will be displayed on a digital billboard at West Fayette and Geddes streets Syracuse and as a printed billboard on 690 East at Midler Avenue. The billboard highlights our partnership with the Early Childhood Alliance, Talking is Teaching, and Imagination Library. It was paid for using grant funds from New York State.