

# Library Director Report

July 2020

	<b>Lifetime Total watches at 95%</b>	<b>Lifetime Total 60-Second Video Views</b>	<b>Number of videos</b>
	Lifetime: The number of times your video was watched at 95% of its length, including watches that skipped to this point. (Total Count)	Lifetime: The number of people who viewed your video for at least 60 seconds, given that the video is at least 60 seconds long. (Total Count)	
Apr-20	170	649	20
20-May	164	463	16
Jun-20	330	442	32
Jul-20	97	445	34
	<b>Lifetime Engaged Users</b>	<b>Lifetime Negative Feedback from Users</b>	<b>Lifetime Post Impressions by people who have liked your Page</b>
	The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post. (Unique Users)	Lifetime: The number of people who have given negative feedback to your post. (Unique Users)	Lifetime Impressions: The number of times a post from your Facebook Page is displayed.
Apr-20	8,312	20	123,884
May-20	7,273	27	126,064
Jun-20	7,453	*462	194,592
Jul-20	**191,238	*752	**2,552,920

## KEY:

**Impressions:** People may see multiple impressions of the same post. Impressions give you a clear

understanding of how many times our content has been exposed in the News Feeds of our page's fans.

**Engaged users:** are people who have clicked on this content from anywhere.

\*Negative feedback was users responding to one individual on a single day regarding a post that went viral. This is an anomaly.

\*\*Viral post carried into July. This is an anomaly.

Month	Physical checkouts			Physical check-ins	
April 2020	NA			NA	
May 2020	3,932			5,514	
June 2020	6,355			6,646	
July 2020	2,561			6,098	Stopped July 8
eResource use	March 2020	April 2020	May 2020	June 2020	July 2020
	15,984	18,579	30,329	41,050	27,146



"It's OK, You Can Talk To God" written by Lillian Neuls.



### Art Explained: The American Flag in Contemporary Art

On July 2<sup>nd</sup>, Participants learned how artists have manipulated and reinterpreted the American Flag as creative symbolism, occasionally garnering praise but more often criticism. The presentation was given by artist Michelle Stoeffler, who holds an A.A.S. in Display and Exhibit Design from New York's Fashion Institute of Technology, a B.S. in Visual Arts from the State University of New York and an M.A. in Art Education from Adelphi University. She is the illustrator of the children's book titled

### Barrio Writers Online Summer Workshop

July 6<sup>th</sup> through 10<sup>th</sup>, the library hosted this online Barrio Writers workshop is for teens ages 13-18 in the Pflugerville area. The Barrio Writers Summer Workshop is sponsored by the Friends of the Pflugerville Library.

## Writing Class: Writing Your Story & Keeping a Journal

### Writing Your Story & Keeping a Journal

A Virtual Writing Class with author Tracey Lander-Garrett

Watch on the library's Youtube channel beginning July 23. Registration is required to obtain class materials.



Pflugerville Public Library  [library.pflugervilletx.gov](http://library.pflugervilletx.gov)

Tracey Lander-Garrett taught a virtual writing class on July 23. Tracey holds an MFA in Poetry from Brooklyn College and a BA in Creative Writing from the University of Connecticut. She has had poetry and prose published in Mid-America Poetry Review, Brooklyn Review, Connotation Press, among others, and released her debut novel *A SHADE IN THE MIRROR* in 2019. After thirteen years in NYC, teaching at eight different colleges during that time, Tracey relocated to Central Texas in 2016.