



Strategic Operations Report: December 2021

Igniting Community Dialogue, Discovery and Debate

- New Overdrive users: 60
- New Hoopla users: 54
- Kanopy: 2471 plays and 525 site visits

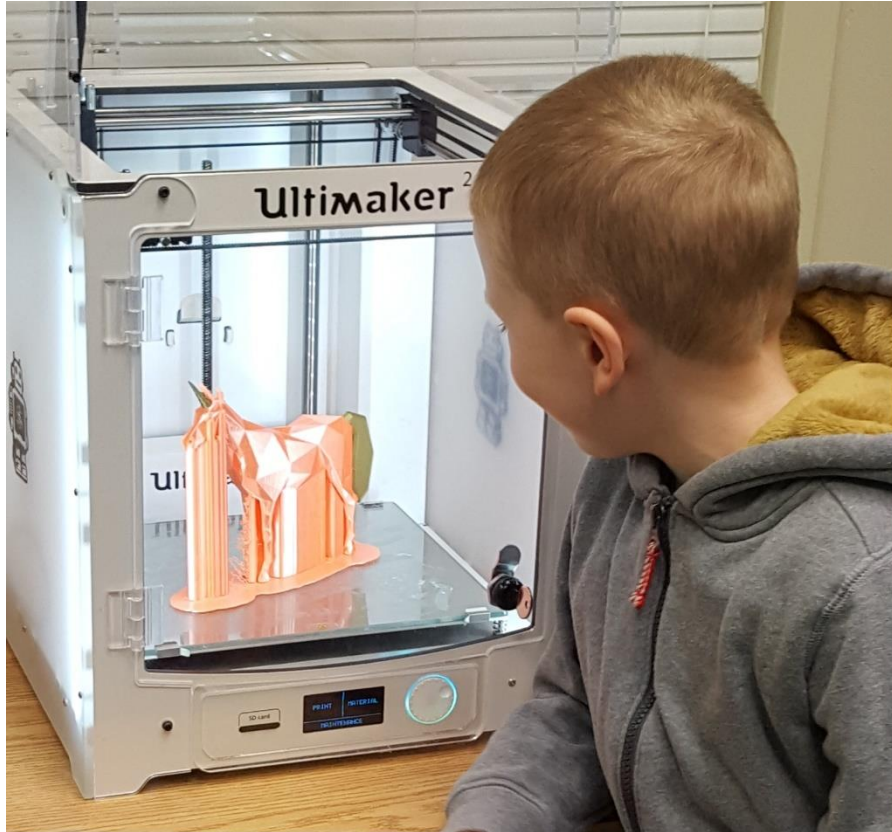
Leading a Learning Community

- Head of Children's Services supervised two Seneca student placements. Students conducted a social media audit, created a social media calendar for the year, and researched trends across popular social media platforms. The students gained workplace experience in research, communication, and report writing skills, and the library gained valuable information to guide the direction of social media marketing.

Readying our Capabilities

- Library programs moved to exclusively virtual due to the rising cases of COVID-19 and to ensure the safety of staff and participants.
- The Management Team completed the Municipal LEAN Yellow Belt Training.
- Banners on the Library's exterior facing the parking lot were updated for a fresh look, and to let the community know we are open.
- New technology was set up to replace outdated laptops and desktops for staff use. Some laptops will also be used in the Library's Laptop Lending program.
- The Library started a TikTok account: @newmarketlibrary. There are 101 followers to date.
- Top Social Media Reach for December 2021
 - Create a Cuff Bracelet
 - 2,525 people reached & 127 engagements
 - Ancestral Voices with Author Adwoa
 - 1,791 people reached & 50 engagements

- Shadowpath Theatre: The Adventures of Venice
 - 1,749 people reached & 114 engagements
- Employee Workplace Rights with Anatoly Dvorkin
 - 1,617 people reached & 188 engagements



Child learning about 3D printing during MakerHub drop in hours.

**Customer Feedback after a Book Club meeting:
"Great meeting. It lifted my spirit. Nice group of women. Thanks for being there for us!"**