• **Summer Experience Wraps Up**
  o It was so exciting to bring back in-person events at the library this year. It was a big moment when the Play Expo launched in Kalispell in late June and we had such a great turnout. Not only was it a fantastic way to remind the community that ImagineIF is still a resource for learning and discovery, it was good for staff morale to see children explore, laugh and play inside (and outside) the library. The live video “reel” I posted on Instagram and Facebook advertising the Play Expo received a lot of engagement. In fact, it was our highest viewed reel on Instagram, receiving 158 likes, 7 comments and over 4K video views! On Facebook the video reached 1.3K people, had 45 reactions, comments and shares, and received 635 video views.
  o Throughout the summer, I gathered photos of kids and teens participating in our programming and shared those stories on social media. The community responded and continued to show up to events and participate in our Summer Experience programs. All-in-all, I feel it was a very successful season after taking a pause for two years!

• **Teens back in the Library**
  o This summer teens began using our new Teen Zone on the 2nd floor in Kalispell. This new space is light and open, featuring gadgets, toys and other aesthetics teens would enjoy. The teen team did a fabulous job on the makeover and it showed this summer as youth participated in weekly workshops. I had the pleasure of capturing many photos of these events and sharing them on social media. The word is getting out that ImagineIF is a cool, safe space for teens in the Flathead Valley. Looking forward to seeing what the Teen Team will do with the space in Columbia Falls. After a few more updates to the teen spaces, I will be putting together a press release about them to ensure that word gets out to the community this fall.

• **Policy Updates on Website**
  o I’ve completed another round of policy updates to the website. We should up-to-date with current changes.

• **New Gallery for Website**
  o The new photo gallery created for online photo contests has been installed on the website. I have done a test run and I’m pleased with the capabilities it has, such as advanced controls to monitor photos before being uploaded to the gallery, scheduling contest entry periods, limiting entries and files size, and advanced voting methods. The layout is easy to use and anyone can enter as long as they have access to the internet. I am designing a staff contest about pets so staff can see how it works. Plus, it will be great to boost staff morale. Everyone loves sharing photos of their pets! Our first official contest will launch in December, and will be designed for teens age 13-18.

• **New Art in Library**
  o It’s almost fall which means it’s time for new art exhibits at the library. Starting in September Tom Roberts will return with a new oil painting show in Kalispell, and local artist Keri Keefe will feature a watercolor show in Columbia Falls.

• **Social Media Snapshot**
  - We saw increases on all social media platforms this month. Our Instagram and Facebook stories continue to be a great channel to reach people. We also received a tremendous response to a post about winning the Intellectual Freedom award. On Facebook that post reached over 9K people, had 237 reactions, 27 comments and 43 shares! In addition, a post featuring sticky notes with messages of
encouragement to the library was also very popular on both Facebook and Instagram. On Facebook it reached nearly 6K people, had 78 reactions, 4 comments and 14 shares!

**Social Media Stats:**
- **Facebook:**
  - 63 Page Likes this period (1% increase in the last 30 days)
- **Instagram:**
  - 13 new followers this period (1% increase in the last 30 days)
- **Website**
  - 18,785 Pageviews this period (3% decrease in the last 30 days)
- **IG Story Reach:**
  - 3362 IG Story views this month (26% increase in the last 30 days)
- **FB Story:**
  - 801 Unique Opens this month (21% increase in the last 30 days)