



**MORTON GROVE
PUBLIC LIBRARY**

LIBRARIAN'S REPORT

December 2021

Pam Leffler, Executive Director

Administration

As expected, the rapid surge of COVID cases began making itself known at the Library during the month of December. Due to the holidays several staff were already off for vacations, etc. but, by the end of the month, we decided to cancel or make virtual all of our programs and staff meetings in both Adult and Youth Services through at least the month of January. We also started to see an uptick in staff who needed to quarantine due to potential exposure and have begun to allow more staff to work from home, if possible, unless they have a shift at a public service desk. So far, we haven't had to curtail any other services. The Computer Room and Study Rooms remain open, and people are welcome to come in browse the collection and check out material. We added language to our signage on masking requirements indicating that failure to comply with the Use of Face Coverings policy could result in a 90-day banning period. Fortunately, most of our patrons are wearing masks with no prompting from staff. I know I speak for all of us when I say I cannot wait for this to be over!

Personnel

- I assisted Youth Services Manager Courtney Schroeder with interviews to fill a Youth Services Associate position. This position has been empty since March 2020 when the person who had filled it needed to resign due to COVID in her family. Only recently did we start to see the need to fill it once again. I am happy to report that Morton Grove resident and avid MGPL user Stephanie Klamm will be joining our staff in January.
- Department Managers began meeting with their staff for annual evaluations. Pay increases went into effect on December 19, the first day of the first pay period of 2022.

Automation & Technology

- I met with Bryan Jones from OSG for our quarterly update meeting and to discuss our 2022 technology needs. We will be replacing several computers in the first quarter of 2022 as per our lifecycle replacement plan. While already planned for in the 2022 budget, I will be asking the Board to specifically approve the purchase of the new computers (quote included in your packets).
- OSG continues routine and general maintenance of our computers and other automation systems.

Legal/Financial/Policy

- We began audit fieldwork in earnest in December. So far, this process has been extremely easy given that we have had a full year of accounting assistance from Sikich accounting personnel. Much of the information has been kept 'cleaner' throughout this year and Bridget from Sikich has been able to access and forward much of what is needed to the audit side of Sikich.

- I have begun end of year payroll processes.
- I began work on the annual Per Capita Grant Application and Expenditure Reports. These are normally due to the Illinois State Library on January 15 of each year, though this year the deadline has been extended until February 15. However, the PCG application was completed and sent in on January 6 (copy in your packets).

Facilities

- With the first major snow fall of the year coming in December, Maintenance staff have done their usual great job of keeping the sidewalks and porches clear of snow and ice. The Village continues to plow the east and north alleys around the library for us at no additional cost to us.
- Additional information on the building and grounds can be found in the report from Facilities Manager, Ed Tamras.

Events/Programs/Meetings

CCS Executive Committee	December 8
Department Manager meetings	December 1, 15
Library Board of Trustees Regular Mtg	December 9
OSG Quarterly Meeting	December 9
Youth Services Associate interviews	December 14, 15, 17

Besides meetings listed above, I had several meetings throughout the month with Department Managers and other staff on a variety of personnel, collection, and building related issues.

MGPL Adult Services Dec 2021 Report

Melissa Mayberry, Adult Services Manager

With it being the last month of the year, we turned our focus to our favorite books of 2021. At both book discussion groups led by Rebecca, attendees had the opportunity to share what they enjoyed reading over the past year. AS staff also contributed to the guide, 2021 Books You Might Have Missed. The guide was available online or at the Info Desk and gave patrons a curated list of titles they may have missed.

Programming

For December, we had a total of 19 programs with 278 attendees. Over 40 patrons attended the virtual program 'Tis the Season, where radio host Steve Darnall discussed classic seasonal traditions from Radio's Golden Age.

Our ongoing program, Crafting for Charity, has been meeting in person since early summer. First meeting outside, and now in the Baxter room, we have a dedicated group of attendees that meet to make various knitted creations, which get donated to charities.



In addition to programming, staff continued to put books out at the Metra station and the MG Village Little Free Library, assemble ESL and Senior Activity kits and Teen LitLoot Boxes. We conducted one Book a Librarian, made 17 homebound deliveries, and managed a busy month of study room usage.

We also continued with our converting VHS home movies service. This month we converted 6 tapes. Patrons have been ecstatic to watch their old movies, in many instances for the first time in decades.

Book Picks Forms

- 2 Adult- 13 titles

Book/Media Displays

- The Dog Days of Winter
- Staff Picks: Best of 2021
- Happy New Year
- Read Away Your Winter Blues
- Dvd Staff Picks

Book Rivers and Record Sets

- 2021 History You Might Have Missed
- 2021 in Books
- ALA Teens Top Ten
- New YA Releases
- Best Books of 2021

Library Aware Newsletters

- Best Seller Preview
- New Fiction
- New Non-Fiction
- New AV

Continuing Education/Meetings/Webinars

Marlene attended: *Burnout & Stress: In case 2021 is as bad as 2020* presented by Ryan Dowd

MGPL Circulation Services
December 2021 Report
Jeffrey Ray, Circulation Services Manager

Patrons:

- 69 New Library Cards Registered

Staff:

- 12/9/21 met with LACONI Governing Board
- 12/21/21 met with LACONI Circulation Services Section to discuss our January program.

MGPL Facilities
December 2021 Report
Edmon Tamras, Facilities Manager

- Started working on the “book sale wall” near the east entrance. Removed the old shelves and the slat walls, patched, and sanded many holes, painted, added small strips of carpet tile to fill in the gap along the wall, and put new cove base. Installed the newer shelves along the wall.
- Ordered and replaced water filter in the staff lounge fridge, purged to release air that’s trapped in the system.
- Lubricated our sump/ejector pumps.
- YS info chair seat adjustment handle needed to be refastened after handle and screw fell.
- Urinal flushing system in the bathroom across Circulation stopped working, went to supply shop and purchased a new module and installed.
- HRSS continues trying to correct the “ground fault” issue on our fire panel.
- Weekly draining of the fire sprinkler auxiliary drain/drip tubes.
- Manage day to day operations.

MGPL Technical Services
Nov / Dec 2021 Report
Helga Scherer, Technical Services Manager

Staff Projects:

- Currently staff is not involved in any special projects.

Department Head Projects:

- Training of new Technical Services staff member in Acquisitions module
- Updating TS Wiki page and training materials
- Creating and editing serial patterns for 2022 magazine subscriptions
- Taking part in self-guided training of the Serials module

- The Specialized Statewide Cataloging support system returned three fully cataloged items to us. The pilot program went and in the next month or so the program should be fully implemented allowing us to submit additional titles.
- End of year fiscal clean-up in preparation for January 4th rollover

Meetings

- Manager meetings
- CAMM 11/17/2021
- Martin Saganski attended CAMM meeting 11/7/2021

MGPL Marketing & Engagement
December 2021 Report
Chad Comello, Marketing & Engagement Manager

Web

- Uploaded and promoted videos for Brain Bytes and various program recordings
- Updated the Winter Reading Program webpage
- Published blog posts:
 - A Special StoryWalk Message & Recipe

Design

- Began work on the February/March newsletter issue
- Karina and Bettina created many graphics for social media and print
- Karina started collecting data for the 2021 annual report
- Bettina continued creating and printing Winter Break Reading Program material, including 300+ bookplates, information sheets, challenge sheets, card games booklets, and bag labels,
- Bettina helped create and install the January StoryWalk
- Bettina created monthly community flyers for posting at our Metra station shelf

Promotion/Other

- Chad sent weekly e-news and promotional emails through Savannah
- Karina photographed distribution of Cards of Kindness at the Homestead and the YS dept for the ILA Reporter renovations feature
- Staff Appreciation Committee hosted an appreciation lunch of Jimmy John's: Karina managed placing orders and distributing sandwiches
- Chad posted on social media accounts daily
- Bettina posted select events to Patch and Tribune Things to Do online calendars

Meetings/Training/Etc.

- Regular meetings for the Marketing department and managers
- December 2: Bettina attended the webinar "Inspiring Literary Activism"
- December 16: Chad attended Coming Together planning meeting

MGPL Youth Services December 2021 Report

Courtney Schroeder, Youth Services Manager

Programming

In December, we provided 32 programs for 1228 people in addition to the 373 people we had sign up for the Winter Break Reading Program.

This year's **Winter Break Reading Program** was a huge success. We had more than 100 people over last year's participation and were able to send out bags of participation materials (and prize books) to 174 families. I am incredibly glad we decided to continue last year's at-home program and gave families tons of activities to fill their school break with.

Our in-person storytimes continue to be successful, but this month's huge success was Natalie's virtual **Noon Year's Eve Storytime**. 73 people tuned in to count down to Noon on New Year's Eve with us.

Jess's **Family Engineering Night** continues to be a monthly favorite. This month's nasty weather and holiday eve-eve date didn't deter 15 people from attending – and they had a BLAST.

As always, the **STEMonade Stand** continues to be a popular attraction on the front porch. Families visited even while we were closed for the holidays to pick up their kits.

Outreach

In December, the outreach team visited with 10 groups (149 kids/teachers) in the schools and daycares and facilitated one booktalk of 20 kids from Jerusalem Lutheran. The YS Team also provided 2 book bags of 30 books for area classrooms.

Professional Development/Training/Meetings

In December, the Youth Services staff virtually attended the following professional development and training meetings in addition to the YS Staff Meeting:

- Debbie attended a steering committee meeting of the ECA (Early Childhood Alliance).
- Sarah and Courtney attended the ATLAS Multi-Library Day meeting where Ryan Dowd presented more information on biases and part of his Homelessness training.
- Debbie attended a meeting of the CMN (Children's Music Network) Early Childhood Affinity Group, a presentation of Nanny Nikki (a musician who did a concert for us in early 2021).
- Debbie attended a meeting of the Niles Township ECA Coaching group.
- Courtney attended the CCS Public Access Services meeting.
- Natalie, Sarah, and Debbie attended the ALA Webinar, "Inspiring Literacy Activism: Literacy and Community at Your Library"
- Courtney attended an ALA Live webinar on Implicit Bias.



- Jess attended a meeting of the YSS LACONI board.
- Sarah attended the webinar, Harm and Healing in the Library about how libraries contribute to harmful stereotypes and how to stop.
- Jess attended a meeting of the LACONI governing board.
- Debbie attended a meeting of the ECA Steering Committee.

Programming Statistics - Dec 2021

Program Name:	# of sessions	Total Attendance
Adult Programs	19	278
Chair Yoga (Zoom)	3	90
Tai Chi (Zoom)	2	28
Crafting for Charity	1	8
Tuesday Movies	2	16
Social Seniors: Bingo	1	5
Social Seniors: Coloring & Brain Puzzles	1	1
Social Seniors: Wits Workout	1	2
Book a Librarian	1	3
Between the Lines (Zoom)	1	8
Book Chat (Zoom)	1	3
LitLounge (Zoom)	1	11
Senior Activity Kits	1	35
ESL Kits	1	7
Pearl Harbor: A Day of Infamy (Zoom)	1	19
Tis the Season: Holiday Traditions from Radio's Golden Age Zoom)	1	42
Teen Programs	2	16
LitLoot	1	8
Finals Study Block	1	8
Youth Programs	33	1601
Bedtime Stories & More (Facebook)	1	41
Brain Bytes (Facebook/Instagram/YouTube)	1	73
Chess Academy (Zoom)	1	12
Craftin' Around	1	2
Crafty Saturday	1	32
David Kovac Magic (Zoom)	1	26
DIY Sharpie Mugs	1	2
Escape Room (Zoom)	1	2
Family Engineering Night	1	15
Jr. Escape Room (Zoom)	1	15
Lego Builders (Zoom)	1	7
Listen Up (Facebook)	4	140
Mini Masterpieces	1	9
Noon Year's Eve (Zoom)	1	73
Preschool Storytime	6	49
STEMonade Stand	5	513
Toddler Time	1	59
Wee Read (Facebook)	3	158
Winter Break Reading Program	1	373
Library-Wide Programs	0	0
Talks/Tours inside the Library		
Youth Services	1	20
Jerusalem Lutheran	1	20
Adult/Teen Services	0	0
Talks/Tours outside the Library		
Youth Services	10	149
Gemini Middle School	3	35
Jerusalem Lutheran	1	16
Melzer	3	54
Morton Grove Park District	1	14
Park View	2	30
Adult/Teen Services	0	0

01/01/2022

**Morton Grove Public Library
Monthly Statistics
For 12/2021**

The Checkout numbers and Renewal numbers exclude in-house cards as well as test cards

The line that reads "Number Of Items Currently Out" counts items with these Item Statuses :

'Checked Out', 'On loan to another library', 'Awaiting Pickup', 'In transit to another library', 'In-Transit to Home Library'

For More Information: <https://www.learning.ccslib.org>

Transaction Type	Transaction SubType	NUMBER OF PATRONS ITEMS TRANSACTIONS
Checkins at your stations	Leap Check in	11480
Checkins at your stations	Checkin Leap In Hous	797
Checkins at your stations	Quick Check in	24
Checkins at your stations	Self Check in	5
Checkins at your stations	Normal	2
	Total Checkins	12308
Checkouts at your stations	Leap Checkout and Renewal	5424
Checkouts at your stations	Self check Check out	6007
Checkouts at your stations	Circ Checkout and Renewal	10
	Total Checkouts	11441
Renewals at your stations	Auto-renewal	8461
Renewals at your stations	Leap Checkout and Renewal	272
Renewals at your stations	Self check Check out	58
Renewals at your stations	Power PAC Renewal	164
	Total Renewals	8955
Number of your Library's items checked out system-wide		11624
Number of your Library's unique items checked out system-wide		10576

Holds Placed through your interface		2779
Holds placed for/by your patrons		2834
Holds Held		2765
Holds Located		0
Holds Checkedout		2429
Holds Expired		0
Holds Cancelled		465
Holds Unclaimed		300
Number Of Items Currently Out		11367
Existing "MortonGrove" patron received new barcode		28
Patron Expiration Date Extended More Than 30 Days:		18
Count of physical patron records at beginning of 12/2021		9531
Minus Patron records physically deleted		91
Minus Patron library was changed from "MortonGrove" to some other CCS librar		3
Plus Patron records physically added		69
Plus Patron library was changed from some CCS library to "MortonGrove"		2
Count of physical patron records at end of 12/2021		9508
Minus In-House and Test Cards		15
Minus Expired Cards		727
Unexpired Patrons on file		8766
Leap Registration	Patron Lib=MortonGrove	69
Leap Registration	Patron Lib=CCSL	5
Pac Registrations from 12/2020 thru 11/2021 - All		0
Pac Registrations from 12/2020 thru 11/2021 - Converted		0
Pac Registrations from 12/2020 thru 11/2021 - Conversion Rate		0%

Morton Grove Public Library
MONTHLY CCS INTERLIBRARY LOAN ACTIVITY
12/2021 - 12/2021

*Circulation between a library's branches is excluded from these numbers.
For example, circulation of an Algonquin Main item at Algonquin Branch is excluded.*

The columns are labeled as follows:

1. Lending Library
2. Intra-CCS - To CCS Libraries
3. Other Ill. - To Other Libraries or Systems in Illinois
4. Outside Ill. - To Libraries Outside of Illinois
5. Total - Total Sent by Lending Library
6. Percent Held - Lending Library Holdings to System Wide Holdings
7. Percent Intra-CCS - Lending Library Intra-CCS ILL to System Wide Total Intra-CCS ILL

Lending Library	Intra-CCS	Other Ill.	Outside Ill.	Total	Percent Held	Percent Intra-CCS
Algonquin	2,494	161	16	2,671	3.29	3.95
Cary	1,156	53	15	1,224	3.05	1.83
CCSL	2	0	0	2	0.00	0.00
Crystal Lake	1,128	126	20	1,274	3.06	1.79
Des Plaines	5,160	303	305	5,768	5.48	8.17
Ela	3,067	110	0	3,177	3.27	4.86
Evanston	2,467	135	83	2,685	7.13	3.91
Fox River Valley	2,685	21	8	2,714	2.83	4.25
Fremont	2,048	50	17	2,115	1.85	3.24
Glencoe	1,111	42	12	1,165	2.31	1.76
Glenview	2,944	149	79	3,172	5.00	4.66
Grayslake	2,983	86	49	3,118	3.43	4.72
Highland Park	2,372	97	31	2,500	4.17	3.76
Huntley	1,376	51	6	1,433	2.83	2.18
Indian Trails Public Library	2,481	114	88	2,683	3.43	3.93
Lake Forest	1,285	5	0	1,290	3.01	2.03
Lake Villa	2,207	87	14	2,308	2.84	3.49
Lincolnwood	826	11	4	841	2.04	1.31
McHenry	1,722	54	18	1,794	2.67	2.73
Morton Grove	1,540	37	15	1,592	3.55	2.44
Niles	4,156	117	69	4,342	4.93	6.58
Northbrook	2,447	171	147	2,765	4.92	3.87
Palatine Public Library	4,769	102	0	4,871	4.28	7.55
Park Ridge	2,101	67	52	2,220	3.45	3.33
Prospect Heights	1,667	25	9	1,701	2.59	2.64
Round Lake	1,625	27	44	1,696	3.26	2.57
Wilmette	3,078	86	30	3,194	5.02	4.87
Winnetka-Northfield	1,207	34	15	1,256	2.92	1.91
Zion-Benton	1,050	70	43	1,163	3.39	1.66
Total	63,154	2,391	1,189	66,734	100.00	100.00

2021 Statistics -- Morton Grove Public Library

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD Total	Prev YTD	Prev YrMo
CIRCULATION															
														2020	Dec-20
Total Checkouts (physical material)	6,689	5,857	9,034	9,070	9,208	12,043	10,439	11,982	11,713	12,170	11,490	11,441	121,136	96,568	6,197
Total Renewals (physical material)	5,237	5,532	5,220	7426	6941	7,575	8495	7977	8798	9,708	9212	8955	91,076	78,237	9,699
Downloads/Streaming															
ebooks	2,197	2,129	2,255	2,076	2,050	2,116	1,954	1,942	1,916	1,950	1,842	1,940	24,367	29,236	2,215
eAudiobooks	1,320	1267	1,326	1,216	1,240	1390	1,336	1,387	1,260	1,289	1,309	1,344	15,684	14,883	1,276
Movies	868	802	753	707	656	680	735	683	564	576	609	635	8,268	10,352	803
Music	127	98	86	73	90	91	132	114	104	149	115	135	1,314	1,412	113
Magazines	222	300	301	146	161	179	111	207	195	185	200	165	2,372	2,113	262
TOTAL	16,660	15,985	18,975	20,714	20,346	24,074	23,202	24,292	24,550	26,027	24,777	24,615	264,217	232,801	20,565
In House Use	80	0	109	86	201	299	341	633	658	573	661	797	4,438	6,189	88
COLLECTIONS															
Adult/Teen Collection															
Books	52,649	52,409	52,912	52,472	52,197	51,915	51,663	51,663	51,660	49,737	51,009	51685			53,225
CDs (music)	4,847	4,525	4,561	4,575	4,579	4,588	4,285	4,285	4,296	3,999	4,006	3,929			5,304
Audiobooks	2,018	2,024	2,032	1,948	1,988	2,001	1,951	1,951	1,952	1,952	1,976	2,000			2,045
DVDs/Blu-ray	9,948	9,900	9,930	9,886	9,853	9,878	9,947	9,947	9,978	9,755	9,818	9,872			9,784
Videogames	647	651	574	529	534	552	560	560	564	574	581	593			631
Laptops	7	7	7	7	7	7	7	7	7	7	7	7			7
Hotspots	20	20	20	20	20	20	20	20	20	20	20	20			20
Serials (Title count)	185	185	185	185	185	185	185	185	185	147	147	147			186
Microforms	209	209	209	209	209	209	209	209	209	209	209	209			209
Library of Things	55	55	59	61	61	67	68	68	72	92	93	93			65
Youth Collection															
Books	41,745	42,126	42,303	42,078	42,462	42,448	43,042	43,042	42,078	41,714	42,419	42,454			41,675
CDs (music)	848	848	847	847	847	847	847	847	847	847	786	787			848
Audiobooks	593	593	593	601	603	605	605	605	605	605	605	614			593
DVDs/Blu-Ray	4,440	4,451	4,451	4,154	4,286	4,185	4,005	4,005	3,856	3,848	3,864	3,894			4,131
Videogames	533	531	531	530	532	547	564	564	570	577	584	592			529
Serials (Title count)	23	23	23	23	23	23	23	23	23	23	23	23			26
Multimedia Kits (STEM kits)	39	39	39	39	39	39	39	39	39	39	39	39			38
Laptops	1	1	1	1	1	1	1	1	1	1	1	1			1
Tablets	4	4	4	4	4	4	4	4	4	4	4	4			4
TOTAL	118,811	118,601	119,281	118,169	118,430	118,121	118,025	118,025	116,966	114,150	116,191	116,963	0		119,321

2021 Statistics -- Morton Grove Public Library

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD Total	Prev YTD	Prev YrMo
PATRONS															
Gate Count				5,888	5,364	7,260	7,522	8,045	8,474	7,896	7,775	7,582	65,806	46,608	3,089
Curbside Appointments	1,648	1,554	932	248	235	218	93	142	30	14	25	30	5,169	3,932	543
Active Cards	9,863	9,822	9,118	8,800	8,243	8,285	8,300	8,338	8,490	8,653	8,757	8,766			9,832
Other (NR Fee, Org, etc)	0												0		0
% of MG pop w/active cards	44%	44%	40%	39%	38%	38%	38%	38%	38%	38%	39%	39%	n/a		38%
REFERENCE															
Adult															
Technology and Reference	573	443	672	836	867	1,050	1,024	1,182	878	907	830	845	10,107	9,422	539
Directional/General Library Info	655	558	704	806	784	882	814	923	885	754	594	555	8,914	10,826	631
Reading Program	3	0	0	0	0	29	18	1	0	0	0	0	51	21	3
Youth															
Technology and Reference	325	234	416	460	442	577	632	649	578	753	482	513	6,061	3,645	273
Directional/General Library Info	64	105	256	308	268	634	372	486	420	434	421	395	4,163	2,148	165
Reading Program	3	0	0	0	6	1385	188	74	14	9	23	654	2,356	1,688	346
Circulation															
General Info	0	0	58	67	71	68	71	82	95	88	81	84	765	400	25
Directional	0	0	69	55	63	67	85	91	106	79	73	69	757	358	21
TOTAL	1,623	1,340	2,175	2,532	2,501	4,692	3,204	3,488	2,976	3,024	2,504	3,115	33,174	28,508	2,003
OUTREACH															
Offsite Visits	23	14	29	6	10	3	3	4	10	13	13	10	138	119	6
Audience	374	280	825	94	997	60	77	117	155	635	181	149	3,944	3,120	152
In Library Visits	0	0	0	0	1	0	0	0	0	1	3	1	6	9	0
Audience	0	0	0	0	12	0	0	0	0	8	56	20	96	196	0
School Deliveries	3	1	0	2	0	6	4	3	10	6	6	2	43	24	1
Items	93	27	0	58	0	87	58	87	248	71	181	30	940	442	20
Homebound Deliveries	0	15	19	21	19	17	25	23	30	22	19	17	227	133	0
Items	0	153	135	165	155	133	177	168	189	163	135	123	1,696	977	0
TECHNOLOGY/INTERNET USE															
Public Access computers															
Sessions	0	0	169	268	305	404	502	643	548	543	593	574	4,549	4,307	0
Total time (hrs)	0	0	69	128	172	362	447	444	411	444	512	484	3,473	3,914	0

2021 Statistics -- Morton Grove Public Library

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD Total	Prev YTD	Prev YrMo	
Baxter Room																
Library	0	0	0	0	0	0	0	0	0	0	11	13	10	34	54	0
Outside Use	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0
Cooperman Room																
Library Use	0	0	0	0	0	0	0	0	0	0	0	0	0	0	48	0
Outside Use	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0
<u>STUDY ROOM USAGE</u>																
Reservations	0	0	0	0	0	0	0	70	138	164	147	165	684	995	0	0
Total time	0	0	0	0	0	0	0	158.5	232.5	326.5	312.5	336	1366	2135	0	0
<u>OTHER/MISCELLANEOUS</u>																
Volunteer Hours																
Adult	0	0	0	0	0	0	4.5	52.17	50.21	78.51	53.04	32	270.43	385.5	0	0
Teen	0	0	0	10	1.5	0.5	1	11.22	13.37	26.46	13.02	14.5	91.57	40.5	0	0
<u>SOCIAL MEDIA</u>																
Facebook																
posts	67	66	81	73	72	77	69	77	68	70	59	39	818	703	76	
total page likes as of 1st of the month	1990	2005	2023	2037	2043	2034	2041	2033	2068	2077	2089	2085	n/a		1,981	
post likes/shares/comments	1816	1684	3084	1561	976	1247	1557	2357	1834	1169	1309	584	19,178	10,325	1,241	
Twitter																
posts	65	47	68	66	63	79	66	51	54	69	57	39	724	540	67	
total followers as of the 1st of the month	704	712	721	725	719	726	730	734	741	743	742	744	n/a		700	
profile visits	564	244	491	362	260	492	335	541	562	495	643	553	5542	971	204	
mentions	12	4	15	13	3	4	3	1	6	9	12	2	84	92	9	
Instagram																
posts	36	21	35	37	32	44	37	34	39	44	34	22	415	304	40	
total followers as of the 1st of the month	926	948	962	966	970	979	989	1017	1035	1036	1035	1035	n/a		922	
likes/comments	645	437	622	612	421	938	680	559	627	769	421	266	6997	5005	532	
YouTube																
videos	6	5	7	11	14	5	6	5	7	3	3	1	73	71	8	
views	100	119	205	263	181	94	93	77	596	24	49	10	1,811	1,639	114	