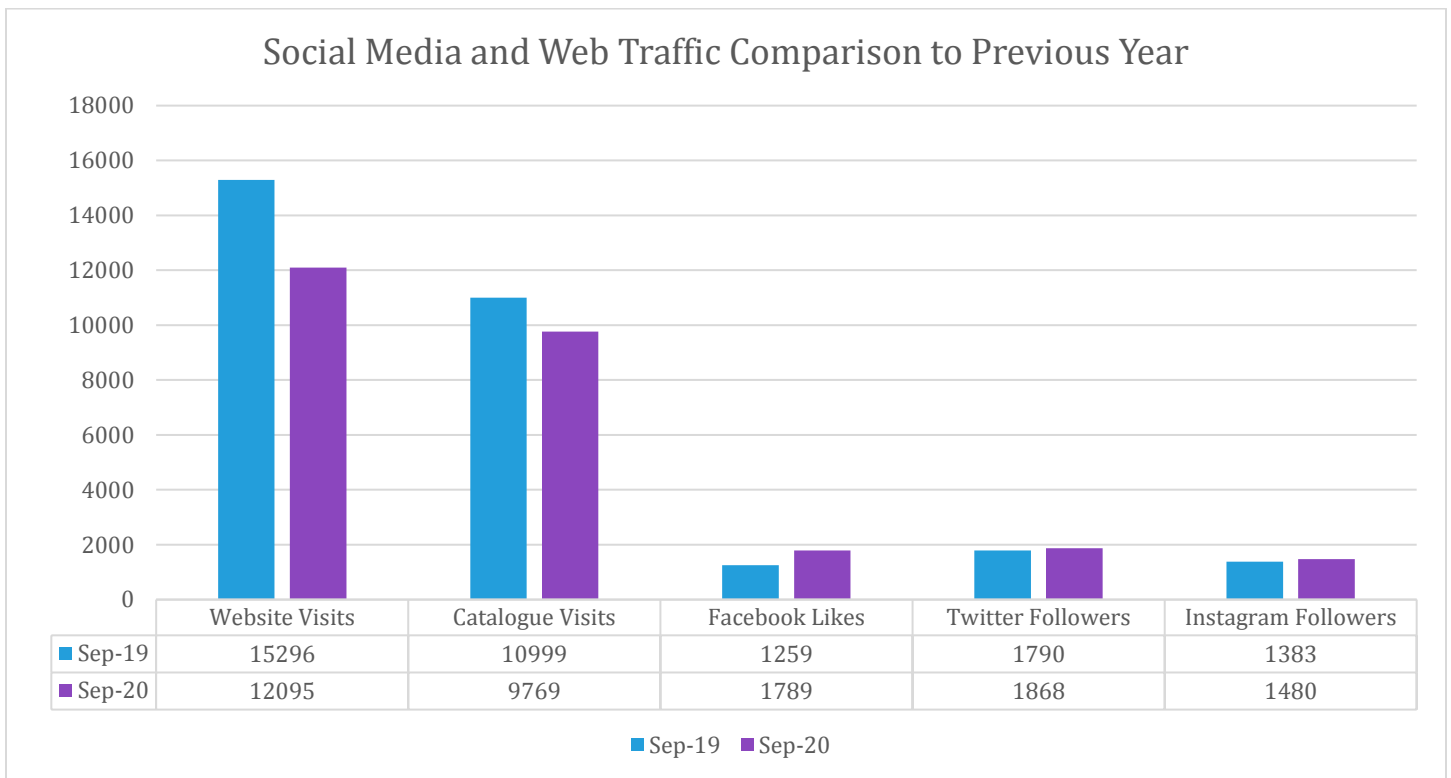


## Branch Services Report October 2020

### 1. STATISTICAL REPORTS

- a. Stephen Wood, Communications Coordinator, provides web and social media statistics.



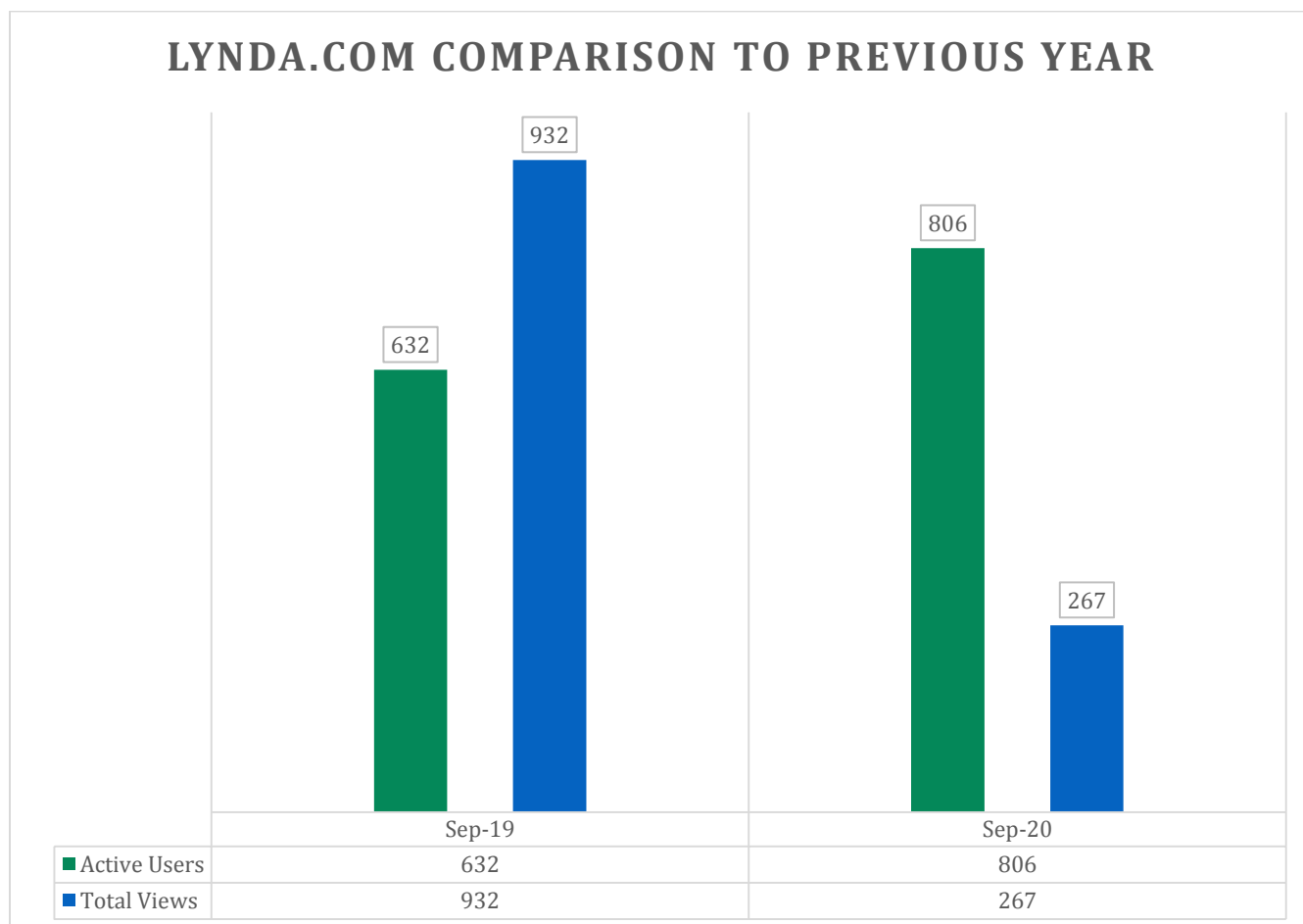
**Additional Facebook Statistics:** With programming occurring online, some additional metrics are included.

For **September**, there was a total of:

2. 3,526 video views by unique users
3. 1,111 post engagements
4. 36,006 lifetime total post reach

## b. Lynda.com

Lynda.com is the library's online training database. It offers our members the ability to acquire skills in design, business, photography, and more.



For **September**, a total of:

- Just over 13 hours of video were viewed
- 1 course has been completed
- 5% of registered users have logged in

The top 5 courses combined for **September**:

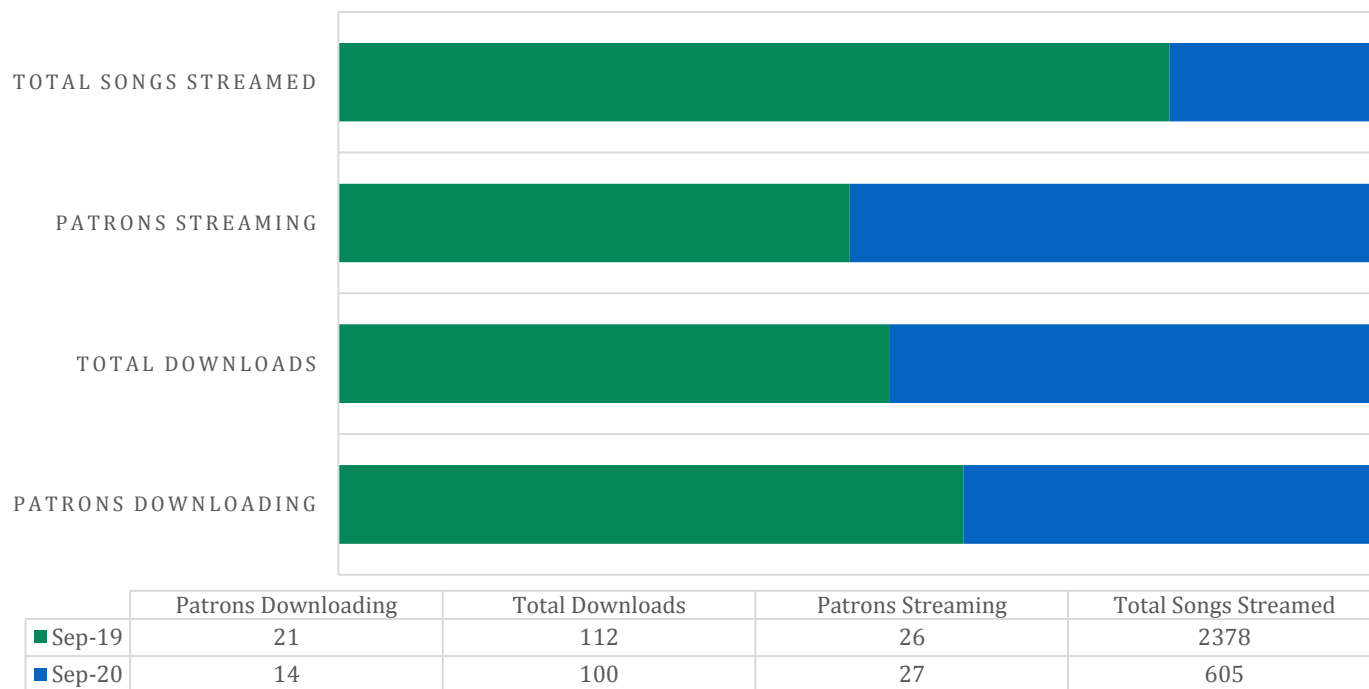
1. Creating Accessible PDFs
2. 20 Questions to Help You Start a Business
3. Excel 2019 Essential Training
4. Inkscape Essential Training
5. Choosing an eCommerce Platform



### c. Freegal

In January 2018, Bruce County Public Library started offering a music streaming/download service called Freegal.

## FREEGAL COMPARISON TO PREVIOUS YEAR



### Top 3 Downloaded Genres in September:

1. Rock - 33 songs downloaded
2. Country - 17 songs downloaded
3. Pop, R&B, and Electronic - 6 songs downloaded for all

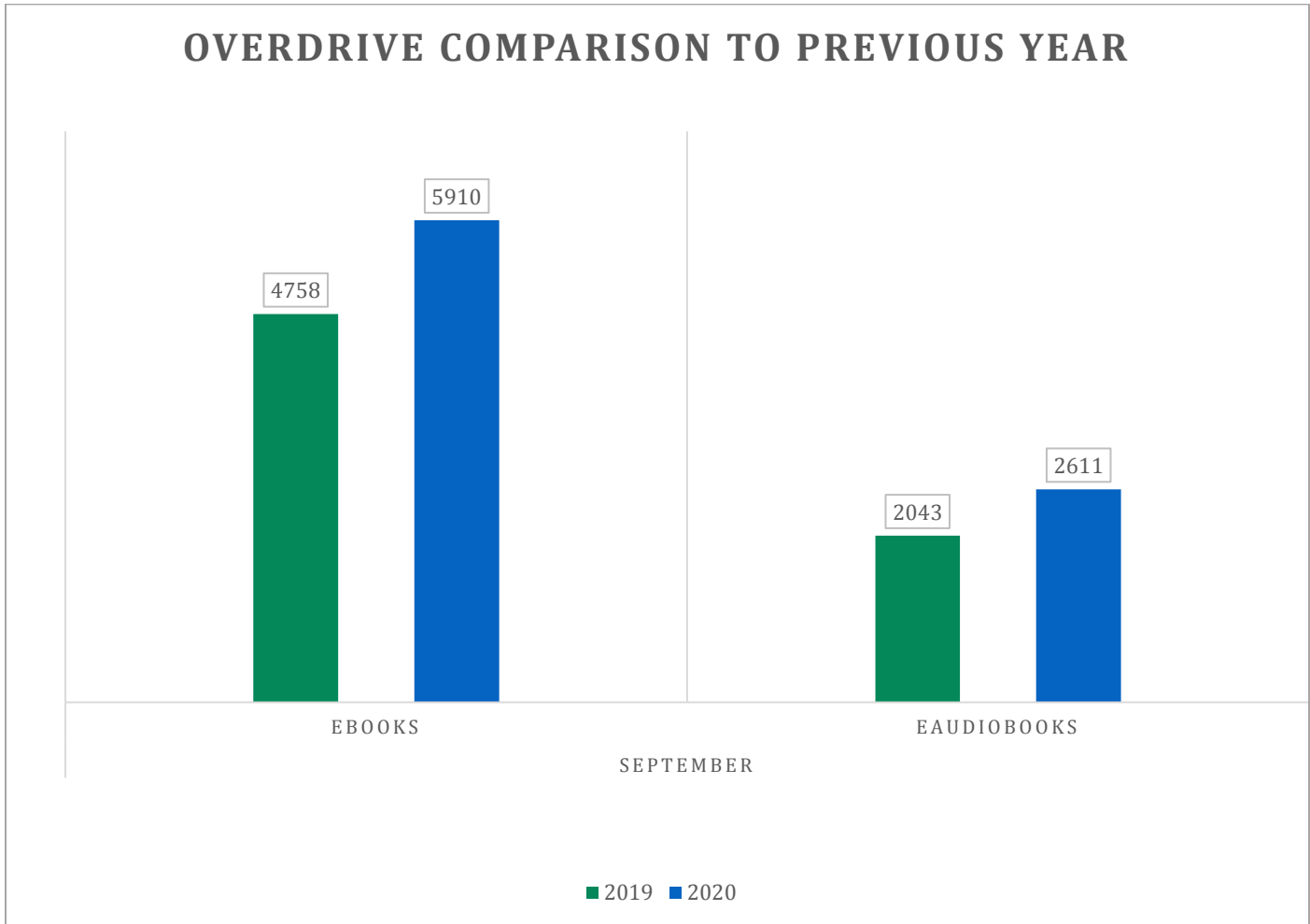
### Top 3 Streamed Genres in August:

1. Pop - 125 songs streamed
2. Country - 98 songs streamed
3. Rock - 62 songs streamed



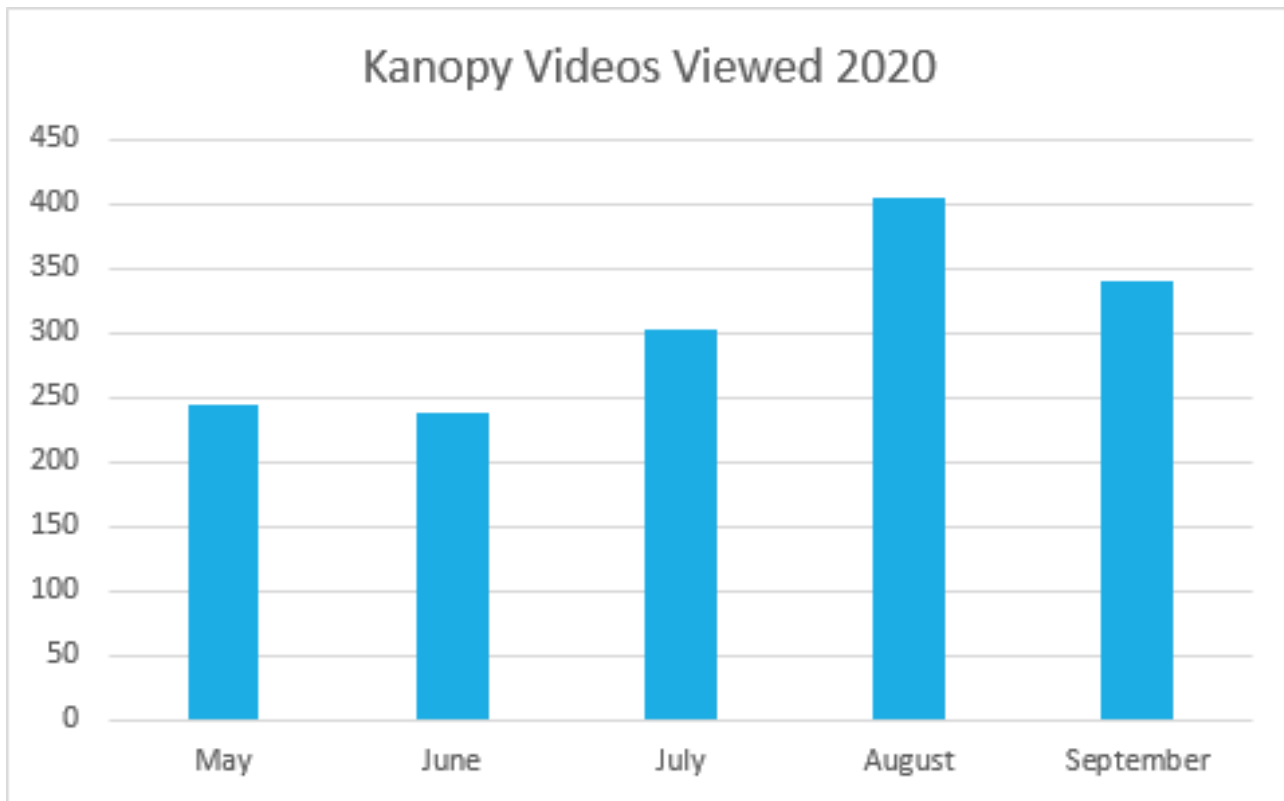
**d. Overdrive**

Bruce County Public Library provides access to eBooks and eAudiobooks through Overdrive.



**e. Kanopy**

In May 2020, Bruce County Public Library added Kanopy to our online resources. Kanopy is a streaming film service showcasing over 30,000 of the world's best films including award-winning documentaries, rare and hard-to-find titles, indie and classic films, and world cinema. It is a diverse collection, with an array of foreign language films and films on race and current affairs.



The Top Five Kanopy videos viewed to date are:

1. A Street Cat Named Bob
2. To the Stars
3. Edie
4. Sweet Bean
5. Sorry We Missed You

**f. 2020 Circulation to date**

Branch	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total 2020	Total 2019
Cargill	514	508	300	0	109	328	345	424	511	3039	4151
Chesley	1832	1676	930	21	143	510	723	720	1028	7583	19189
Kincardine	5093	4696	2996	128	266	1570	3277	3005	3130	24161	59918
Lion's Head	1569	1172	662	11	81	461	600	894	1155	6605	21758
Lucknow	1242	1157	589	26	88	346	452	622	916	5438	12263
Mildmay	825	803	547	27	83	418	332	417	496	3948	10786
Paisley	769	638	362	1	56	137	202	337	361	2863	8425
Port Elgin	4530	4048	2593	67	287	1165	1161	2312	2624	18787	56473
Ripley	621	535	285	1	25	179	199	305	361	2511	6096
Sauble Beach	1248	1183	715	10	102	354	760	915	954	6241	24685
Southampton	3080	2370	1564	16	238	885	1594	2121	2427	14295	44472
Tara	1053	831	487	0	128	607	537	489	541	4673	10005
Teeswater	882	869	476	43	59	291	308	553	661	4142	9612
Tiverton	589	461	341	0	71	445	694	386	524	3511	7356
Tobermory	870	948	447	2	106	320	603	529	657	4482	12781
Walkerton	3461	3292	1977	61	370	1313	2287	2181	2423	17365	41469
Wiarton	3326	3465	1998	42	113	878	1321	1759	1618	14520	44030
<b>Total</b>	<b>32449</b>	<b>29151</b>	<b>17830</b>	<b>564</b>	<b>2334</b>	<b>10315</b>	<b>16442</b>	<b>18693</b>	<b>20779</b>	<b>148557</b>	<b>401146</b>