



<b>Digital FY 2022-2023</b>	<b>FY 22-23 YTD</b>	<b>FY 21-22 YTD</b>	<b>August 2022</b>	<b>August 2021</b>
<b>APL Website Visits</b>	<b>22,786</b>	10,029	<b>12,757</b>	18,864
<b>APL Website visits from mobile devices</b>	<b>12,009</b>	5,977	<b>6,032</b>	6,077
<b>Digital Users</b>	<b>3,656</b>	3,270	<b>1,873</b>	1,660
<b>Digital Circulation</b>				
<i>Digital Book Checkouts</i>	<b>10,289</b>	13,183	<b>5,015</b>	6,724
<i>Digital Audio Checkouts</i>	<b>8,601</b>	6,855	<b>4,099</b>	3,479
<i>Digital Consortia Checkouts</i>	<b>12,143</b>	11,035	<b>6,111</b>	5,617
<b>Digital Circulation Total</b>	<b>31,033</b>	31,073	<b>15,225</b>	15,820
<b>Online Resources</b>				
<i>ABCmouse.com (free)</i>	<b>58</b>	87	<b>27</b>	45
<i>Brainfuse</i>	<b>919</b>	270	<b>768</b>	135
<i>Britannica (CSL Grant funded)</i>	<b>34</b>	10	<b>30</b>	4
<i>Facts on File</i>	<b>28</b>	25	<b>18</b>	15
<i>Gale</i>	<b>881</b>	626	<b>398</b>	320
<i>Mitchell</i>	<b>29</b>	60	<b>14</b>	20
<i>Newsbank</i>	<b>247</b>	315	<b>116</b>	165
<i>Pronunciator</i>	<b>88</b>	240	<b>34</b>	119
<i>Reference USA</i>	<b>78</b>	147	<b>40</b>	87
<i>TumbleBooks</i>	<b>118</b>	46	<b>37</b>	19
<b>Online Resources Total</b>	<b>4,155</b>	4,778	<b>2,848</b>	2,463



**Digital FY 2021-2022**

FY 22-23 YTD

FY 21-22 YTD

August 2022

August 2021

Digital FY 2021-2022					FY 22-23 YTD	FY 21-22 YTD	August 2022	August 2021
<b>Wi-Fi Sessions</b>	Waiting on response from IT vendor on this statistic							
<b>Wireless printing pages</b>	3,215	2,322	2,177	1,167				
<b>Wireless printing users</b>	349	221	203	119				
<b>Online Registrations</b>	179	244	96	129				
<b>Online Renewals</b>								
<i>Adult Print</i>	661	548	347	247				
<i>Adult Free Media</i>	25	20	22	10				
<i>Total Adult</i>	686	568	369	257				
<i>Juvenile Print</i>	716	1,035	374	444				
<i>Juvenile Free Media</i>	1	2	0	0				
<i>Total Juvenile</i>	717	1,037	374	444				
<i>Total Teen</i>	101	210	54	72				
<b>Online Renewals Total</b>	1,504	1,815	797	773				
<b>Digital Marketing</b>								
<i>Author Check</i>	2,883	2,587	1,489	1,121				
<i>New Book Alerts</i>	8,121	4,457	4,191	2,359				
<i>Email Newsletter (Patron Point)*</i>	16,173	7,420	9,137	4,549				
<i>Email Campaign (Patron Point)*</i>	9,655	5,020	4,635	14,189				
<i>Paid Ads (Social Media)</i>								
<i>Impressions</i>	0	103,530	0	85,507				
<i>Engagement</i>	0	9,143	0	6,471				
<i>Social Media Presence</i>								
<i>Organic Impressions</i>	114,441	122,491	68,343	69,117				
<i>Engagement</i>	89,797	134,862	55,105	65,568				
<b>Digital Marketing Total</b>	241,070	401,230	142,900	248,881				

<b><u>KEY</u></b>
<b>FY 21-22</b>
<b>Vendor has not shared stats yet</b>
<b>Cannot report due to closure</b>
<i>Paid Ads: Impressions</i>
<i>Paid Ads: Engagement</i>
<i>Social Media: Organic Impressions</i>
<i>Social Media: Engagement</i>

The number of times your ads were on screen. If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression. If an ad is on screen for someone 2 different times a day, that counts as 2 impressions.

The total number of actions that people take involving your ads. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.

This total includes Facebook, Instagram and Twitter impressions. The number of times your Page's posts entered a person's screen through unpaid distribution.

The number of unique people who engaged in certain ways with your Page post. Engagement is liking, sharing, commenting, clicking or viewing a video post.