

MEDIA REPORT



Report June 19 to July 16, 2015.

SECTION 1: OUTLINE OF NEWS MEDIA COVERAGE

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| 1. Photo: Summer Stories | North Shore News | July 15, 2015 | Pg. 2 |
| 2. Article: The Summer Scoop on Summer Reading Clubs | Deep Cove Crier | June 2015 | Pg. 3 |

SECTION 2: SOCIAL MEDIA STATISTICS

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SECTION 1: OUTLINE OF MEDIA COVERAGE

1. Photo: Summer Stories

Type: photo

Outlet: North Shore News

Date: Wednesday, July 15

Link: <http://issuu.com/north-shore-news/docs/nsnwed20150715>

Description: A photo promoting the launch of the Summer Reading Club at all Libraries. Pg. A22.

Image:



Image Text:

Olivia and Baden Glithero flip through a storybook with North Vancouver District Public Library's Anna Redman at the launch of the 2015 Build It! Summer Reading Club at Capilano Library last month. All three NVDPL branches are running the annual kids' reading club, in addition to summer programs for teens and adults. Visit nvdpl.ca for more information. PHOTO PAUL MCGRATH.

2. Article: Making it Easy—Reading Recommendations from your NVDPL Librarians

Type: Article

Outlet: Deep Cove Crier

Date: July 2015

Link: No link available. Deep Cove Crier exists only in print in the Deep Cove/Seymour area newspaper online)

Description: The Library has a regular article in the Deep Cove Crier, a monthly newspaper circulated in the Deep Cove/Seymour area. The newspaper is mainly real-estate focused, with regular articles contributed by the Library, North Vancouver District Mayor Richard Walton, North Vancouver-Seymour MLA Jane Thornthwaite and others.

Below is the text from the Library's July's article, highlighting the expertise and suggestions from our knowledgeable staff.

At Your Library

Making it Easy—Reading Recommendations from your NVDPL Librarians

By Meghan Crowe

Deep Cover Crier—July 2015

It's a hot day in July and you're heading out to sit under a shady tree at your local park. You need a book!

There are aisles and aisles of choices and you want to make sure you pick a good one. Summer relaxation has set in and you're staring blankly at a book shelf. Where to start? What to read? What's good these days? You start thinking about those times you walked aimlessly through the video store to discover your selection was all out, and you start second guessing the armful of movies you're lugging around. The NVDPL Librarians know how it can be sometimes, selecting a book. We're making it easy by providing you with a few Summer Reading Recommendations to help you ease into your summer reading.

Recommended by an NVDPL Librarian

Light Between Oceans by M.L Stedman Euphoria by Lily King

Sweetland by Michael Crummey

The Lowland by Jumpha Lahiri

The Invention of Wings by Sue Monk Kidd

Longbourn by Jo Baker

Station Eleven by Emily St. John Mandel

Another Great Day at Sea by Geoff Dyer

How to Build a Girl by Caitlin Moran

Etta and Otto and Russell and James by Emma Hooper

Adapted to the Big Screen

Still Alice by Lisa Genova

Far From the Madding Crowd by Thomas Hardy
The Hundred Foot Journey by Richard Morais
Rebecca by Daphne DuMaurier
The Double by Fyodor Dostoevsky
Stardust by Neil Gaiman
The Martian by Andy Weir
The Danish Girl by David Ebershoff
The French Lieutenant's Woman by John Fowles
The Longest Ride by Nicholas Sparks

A Book Originally Written in Another Language

Ru by Kim Thuy
A Brief Stop on the Road from Auschwitz by Goran Rosenberg
The Marco Effect by Jussi Adler-Olsen
The Infatuations by Javier Marias
Those Who Leave and Those Who Stay by Elena Ferrante
Dancing in the Dark by Karl Ove Knausgarrd
1Q84 by Haruki Murakami
The Alchemist by Paulo Coelho
Hector and the Search for Happiness by Francois Lelord
The 100 Year old Man who climbed out the window and disappeared by Jonas Jonasson

Books Written by Local Authors

Sing A Worried Song by William Deverell
The Confabulist by Steven Galloway
The World Before Us by Aislinn Hunter
The November Optimist by David Zieroth
Muse by Mary Novik
Arthur Erickson: an Architect's Life by David Stouck
Vancouver Confidential by John Douglas Beshaw
The World by Bill Gaston
Floating Like the Dead by Yasuko Thanh
The Stolen Ones by Owen Laukkanen

Oh, and it's definitely no coincidence that the above listings are also categories in our Adult Summer Reading Club Bingo. Now all you need to do is grab a book, grab a bingo card, and take your spot, rightly under that shady tree in that nearby park.

Make it extra easy on yourself by visiting nvdpl.ca and placing a hold!

Want to recommend something to us or let us know what you thought about a particular book? Join the conversation and follow us on Facebook and Twitter (@nvdpl) for more recommendations, information on events, and more!

SECTION 2: SOCIAL MEDIA STATISTICS AND HIGHLIGHTS

1. Facebook Statistics

For June 19- July 16

Total Likes: 694 (+6)

Total page visits: 233


Total post impressions: 9,708

Total Likes, Comments and Shares: 138


Post Clicks: 387

Top Facebook Post for June 19-July 16

Post Details Reported stats may be delayed from what appears on posts X

 **North Vancouver District Public Library**
Published by Hootsuite [+] · July 8 at 12:30pm · 🌐

Popular photography presentation the Wild Birds of North Vancouver returns to Parkgate tomorrow evening at 7:00pm. Join us! <http://ow.ly/P9ZII>



323 people reached Boost Post

Like · Comment · Share · 🍷 4 🔄 2

323 People Reached

37 Likes, Comments & Shares

26 Likes	4 On Post	22 On Shares
7 Comments	0 On Post	7 On Shares
4 Shares	2 On Post	2 On Shares

32 Post Clicks

3 Photo Views	4 Link Clicks	25 Other Clicks 📌
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Organic reach: 323, with 4 Likes and 2 Re-shares

2. Twitter Statistics

For June 19- July 16

Tweets: 67

Profile Visits: 402

Mentions: 17

Followers: 1764 (+ 18)

Total Impressions: 11,200

Top Tweet earned 302 impressions

Fun Fact: In just 15 days, we signed up a whopping 2813 kids for the [@BC_SRC](#). Wow! If you're not in on the fun yet, come see us to sign up!

3 RTs

2 Favourites

Top mention earned 28 engagements



NWPLibrary@NWPLibrary We can't thank [@nvdpl](#) enough for loaning us all these Legos for our Build It Lego Fun program today! [instagram.com/p/47bnE8PVyX/](https://www.instagram.com/p/47bnE8PVyX/)

1 RT

2 Favourites