



HAYWARD
LIBRARY

Marketing & Outreach

Library Commission Meeting
June 22, 2026



Bookmobile & Techmobile

Curbie and Mobie are
On a break!



Mobie

Curbie

Outreach Stats

January 2026 – May 2026

We serviced a total of:

205 people

Children: 69
Adults: 136

Class Visits:

Around 2 offsite visits a month (not including in-library class visits) with ~30 children per visit.



Marketing Stats

January 2026 – May 2026

Highlights

Current Followers: 14.5k

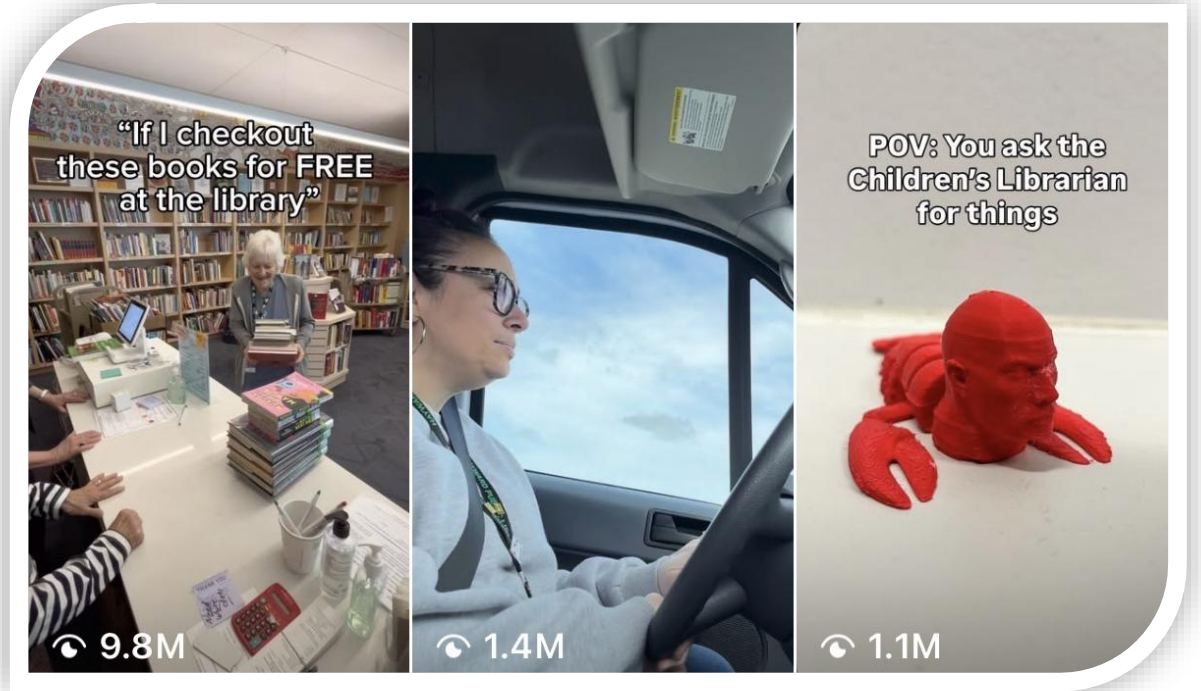


Gained 3,590 new followers
Reached 1,899,554 more people
Engaged 191,134 more people

Current Followers: 7.8k



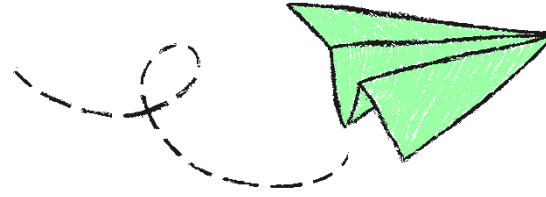
Gained 1,965 new followers
Reached 2,443,019 more people
Engaged 73,739 more people



The Hayward Library makes me so proud to live here.

Newsletter Stats

January 2026 – June 2026



28,532 email addresses

Adult Mailing List

Since January, we've sent out: 7 newsletters
Total Opens: 43,284

16,724 email addresses

Children Mailing List

Since January, we've sent out: 4 newsletters
Total Opens: 14,309

224 email addresses

Teen Mailing List

Since February, we've sent out: 3 newsletters
Total Opens: 401

Q&A



Thank you!