



HAYWARD  
LIBRARY

# Marketing & Outreach

Library Commission Meeting  
April 21, 2025



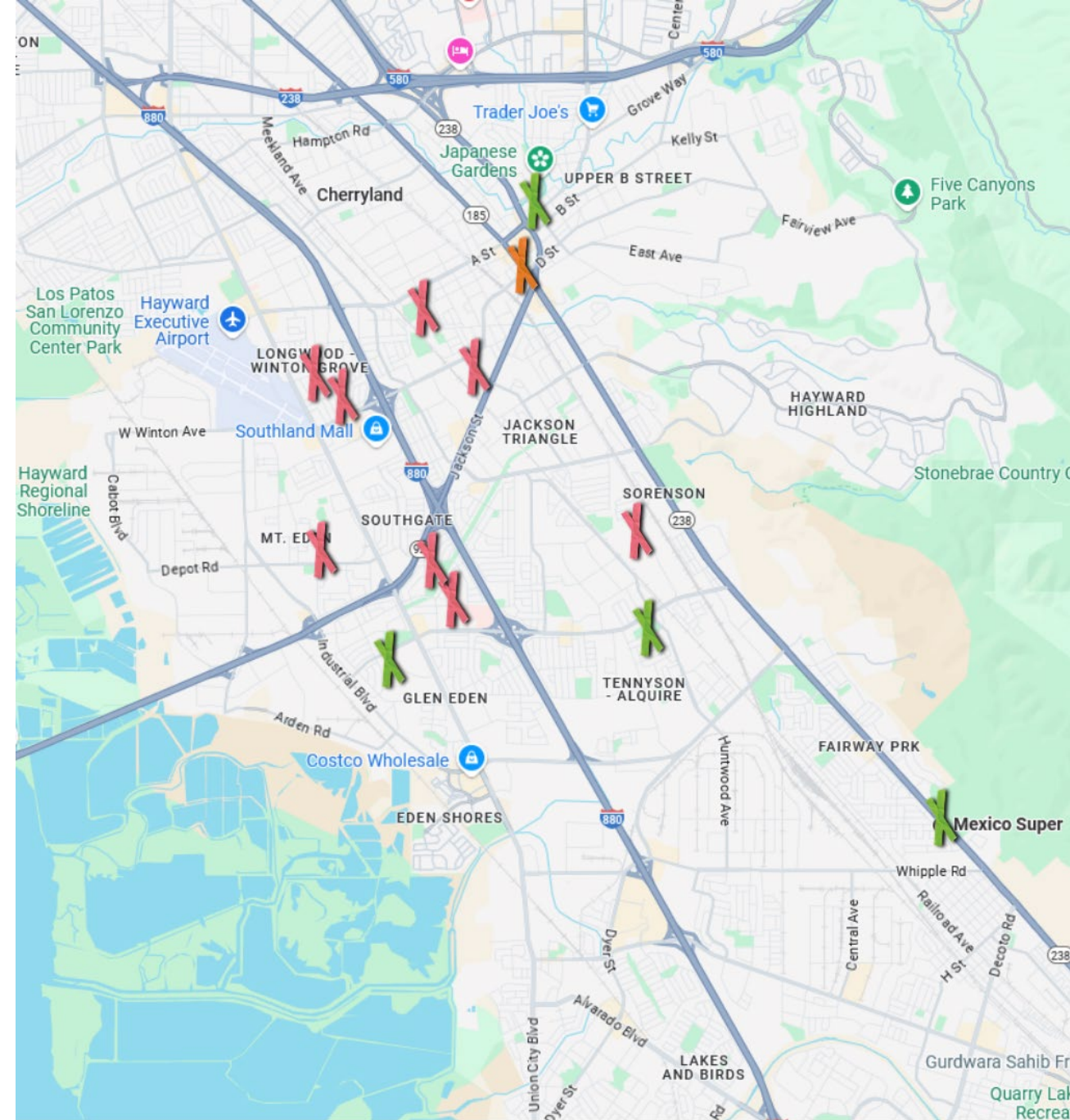
# Curbie and Outreach

## X Community Sites:

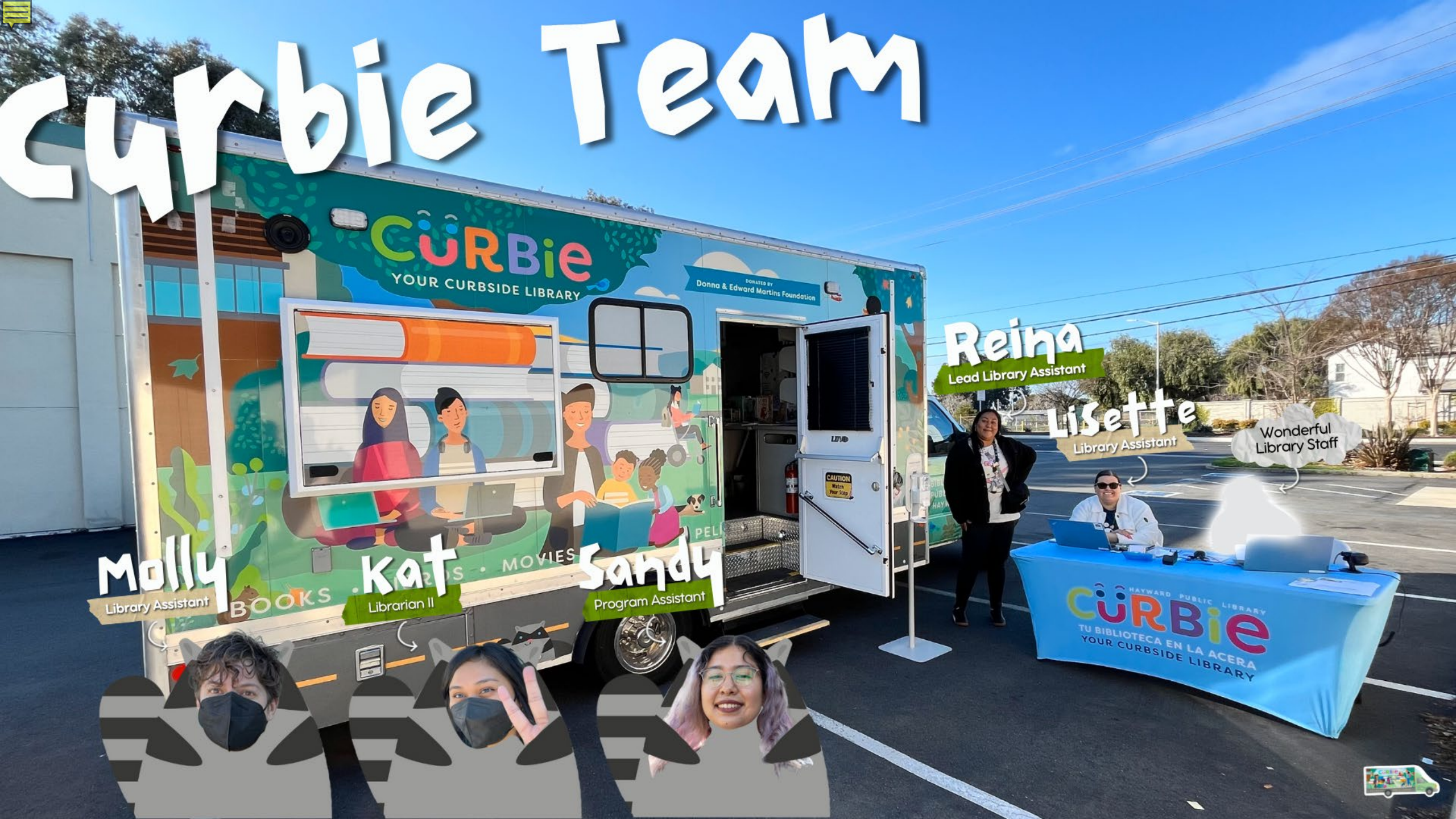
- Mia's Playground
- Morningstar
- Behind Mexico Super
- Josephine Lum Lodge

## X School Sites:

- Helen Turner Preschool
- Southgate Elementary
- Longwood Elementary
- Burbank Elementary
- Winton Middle School
- Tennyson High School
- MLKing Middle School
- Ochoa Middle School



# Curbie Team



**Reina**  
Lead Library Assistant

**Lisette**  
Library Assistant

Wonderful  
Library Staff

**Molly**  
Library Assistant

**Kat**  
Librarian II

**Sandy**  
Program Assistant



# Curbie Stats

July 2024 - March 2025

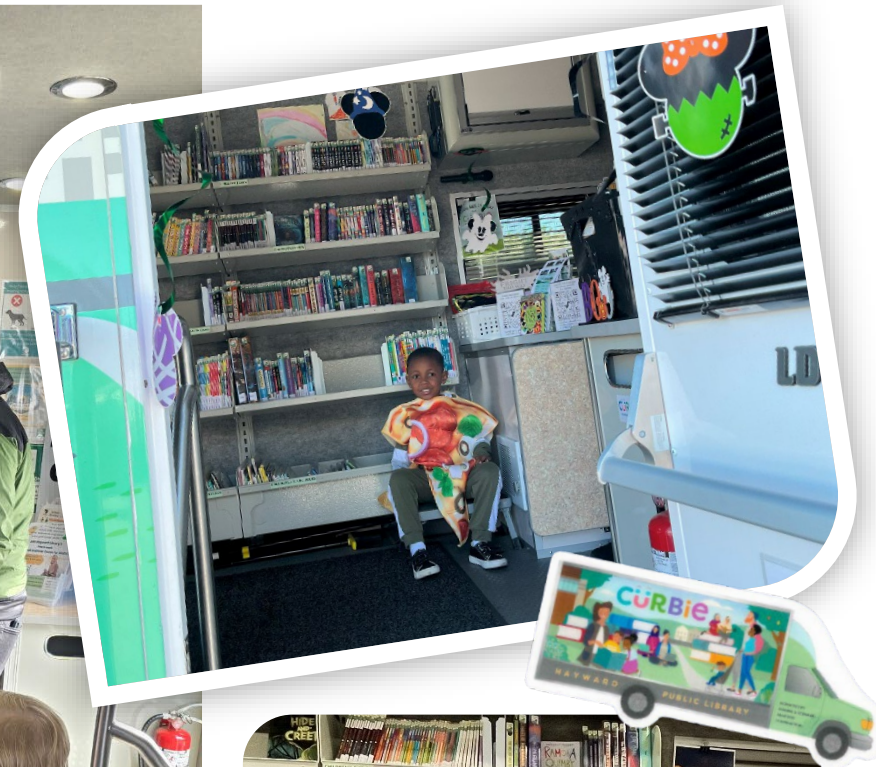
Curbie serviced a total of:

**10,352 people**

**Materials checked out: 2,418**

**Library cards created: 130**

**Upcoming Events: 20+ confirmed**





Burbank Elementary School



Fearless Path Trunk-or-Treat

Stack Ctr Ribbon Cutting



Winton Middle School

# Outreach Stats

February 2024 - March 2025

We serviced a total of:

**13,488 people**

**Children: 367**

**Teens: 170**

**Adults: 951**

**Trunk-or-Treat: 12,000\***

## Class Visits:

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



Job & Resource Fair



Southland Mall Storytime

Tiburcio-Vasquez Holiday Health Fair



Veterans Outreach



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SF Giants Library Day



Las Positas Library Card Drive: 92 library cards



Trunk-or-Treat



# Marketing Stats

October-December 2024

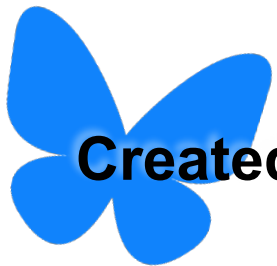
## Highlights



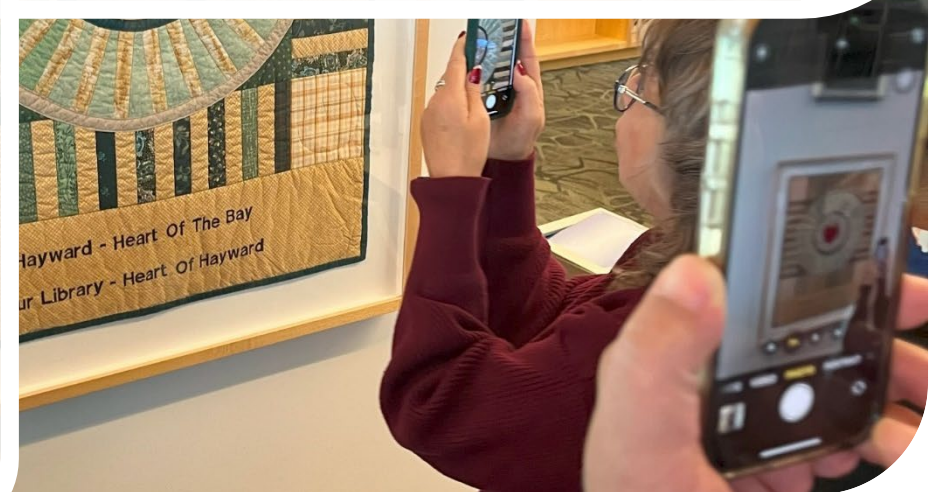
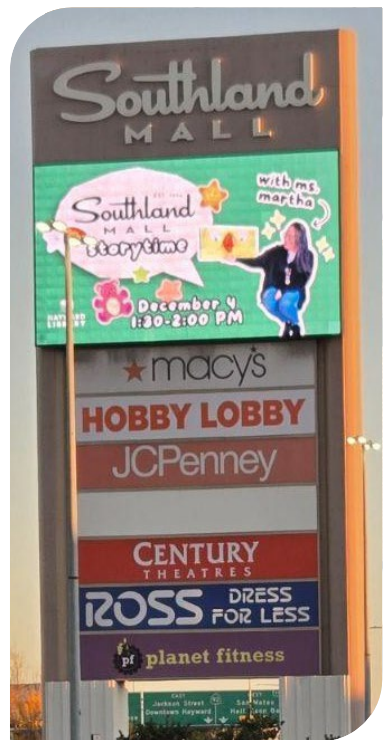
**Gained 4,195 new followers**  
**Reached 4,426,811 more people**  
**Engaged 772,254 more people**



**Gained 168 new followers**  
**Reached 209,530 more people**  
**Engaged 11,885 more people**



**Created a BlueSky Account**



# Instagram



9.3M 644K 550 88K 31K

The top 3 fandoms that contributed to this video's rise to fame: Gravity Falls, Tita Rosie's Kitchen Mystery (Manansala), and People Who Love Older Adults.



219 3 24 4

People love the relevant Wicked display that Ari put together in the Teen Room.

Our top audiences are Gen Z and Millennial users. Our top followers are from Hayward, Oakland, Castro Valley, SF, and San Leandro.

# Facebook



To whoever left us this note: The library love...

Tue Dec 24, 10:00am

48.8K 1.9K 37 99

Our top audiences are Millennial and Gen X users.

Like Instagram, our top followers are from the same cities, but instead of SF, it's Fremont.



# Newsletter Stats

July 2024 - March 2025

**25,833 email addresses**

Adult Mailing List

**Since July, we've sent out:** 12 newsletters

**Total Opens:** 82,582

**Unique Link Clicks:** 2,249

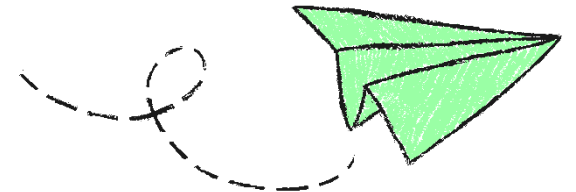
**15,243 email addresses**

Youth Mailing List

**Since July, we've sent out:** 8 newsletters

**Total Opens:** 30,767

**Unique Link Clicks:** 472



# Q&A



# Thank you!

**Kat Kong**  
Librarian II – Marketing and Outreach  
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