

## Strengthening Libraries in Oklahoma through Friends of Libraries

### FOLIO Officers

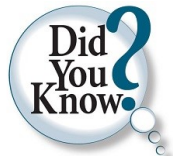
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### Libraries Are Constantly Evolving

Libraries have accepted the challenges of the pandemic and are responding to community needs with digital resources, virtual programs, and much more.

“Ensuring that libraries get the resources they need is important as the scope of digitization in the United States widens, making digital literacy an ever-shifting target that will require training and retraining for the expanding needs for digital skills.”

- **Libraries are digital community centers**, providing Internet access, WiFi, Internet skills, and software training.
- **Libraries provide educational opportunities.**
- **Libraries are career hubs.**
- **Libraries are expanding services through partnerships**, working with technology centers, businesses, Grow with Google, nonprofits, schools, etc.

“As libraries are investing in new technologies and digital services, patrons are increasingly seeing them as go-to hubs for personal and professional development.” *(continued on p. 3)*



**Question** - My Friends group is inactive during this pandemic. What can we do to keep connected?

**Answer** - Friends members are just like everyone else – at home hibernating or cautiously doing what they have to do. Keeping in touch in some way is important to keep them “in the know”

*(continued on p.3)*

### Public Libraries Serve Democracy

What David Tyckoson said about libraries in 2000 is still true today. Libraries “promote and preserve the concept of democracy everyday. The three basic elements of democracy - that power is derived from the people, that the majority rules, and that the rights of individuals and the principles of social equality should be respected - are part of daily practice in the public library, which is often the single most democratic institution in the community.” *(American Libraries, April 2000: 40-41)*

“A Library, like the Constitution, is not static but changes and grows to meet the needs of its citizenry,” Tyckoson continues. Libraries began as reading rooms, became subscription libraries and then free public libraries. Libraries adapt to community needs, such as, children’s services, Internet access, new technologies, and new formats and support intellectual freedom to permit patrons to read what they want, “preserving the rights of the minority and ensuring the rights of all. The public library is truly a remarkable institution.”

Franklin Roosevelt reiterated during WWII, “Libraries are directly...involved in the conflict which divides our world,...because they are essential to the functioning of a democratic society...” And “because the contemporary conflict touches on the integrity of scholarship, the freedom of the mind, and even the survival of culture, and libraries are the great tools of scholarship, the great repositories of culture, and the great symbols of the freedom of the mind.”

### FOLIO Annual Meeting Date Changed - July 28

The FOLIO Annual Meeting is moved to Wednesday, July 28, at the Embassy Suites Hotel in Norman. Watch for details in the spring issue of the *FOLIO Newsletter*.



## From the President. . .



I keep a list of the books I read during the year. At the end of the year, I post an annotated list of the best of those books on Facebook. If best seller lists were based on what I read, and especially the books I consider exceptionally good, they would be quite different from what they typically are now. I have little interest in popular fiction, and I have pretty much lost my long-time interest in mysteries. I am an eclectic reader of nonfiction, which means Amazon's algorithms for recommending books

are nearly always unsuccessful with me.

Why am I telling you this? Because one of the big challenges facing libraries is trying to offer what will appeal to their readers. Even in a very small town, there is inevitably a wide range of reader interests. They have to provide books for all ages, from 2 to 102. That includes both best sellers and a solid collection of older standard titles. And they need to have a reasonably up-to-date nonfiction collection, covering everything from cooking and crafts to science, law, psychology, health, history, etc. They need supplies for all their different programs. They need computers and other electronic equipment. The need is great enough to stretch any library budget.

So here we are starting a new year after one of the most frustrating years on record. Instead of subsiding, the COVID-19 virus is spiking. My county shattered their previous record number of active cases this past week, and the post-Christmas and post-New Year's spikes are yet to come. What is a library to do? What can the Friends of the Library do?

We had some encouraging answers in October, when FOLIO's highlight of National Friends of Libraries Week was the virtual town hall meeting of Oklahoma Friends, "Friends of Libraries in a Pandemic World", via Zoom on October 20. We heard Friends and librarians from diverse communities across the state tell about ways they were coping. Online story times, curbside delivery to customers, increased use of e-books, and pre-sorted bags of sale books were a few of the strategies we heard about.

But we also heard about frustrations. Many libraries suffered budget cuts. Electronic equipment isn't cheap, and it can break or become obsolete before you would like it to. Online story times run into copyright issues. Fund raising during an economic slump and a pandemic requires some very imaginative thinking. Having Friends group meetings and recruiting new Friends members is harder.

All of this points to the great need for excellent communication and teamwork between the Friends group, the library director, the library staff, and the library's board, as well as with the library's customers, the community, governing officials, legislators, and the news media.

Tell everyone about what your Friends group and what the library is doing. Ask for ideas. Ask for help. And remember to show your appreciation

One other thing: keep your sense of humor and try to have some fun. Maybe you could have a contest to see who can come up with the funniest or most original ways to do social distancing. Have a masks contest, with prizes for the most artistic mask, the ugliest mask, and the weirdest mask. Put masks on unexpected places, like a book return or a clock face. I recently saw a mask on a Christmas tree. And I saw a cartoon of a snowman whose mask was so tight it had pushed his carrot nose right through the back of his head.

Keep smiling and keep serving. 2021 will be a better year, with your help.

*Wayne Hanway, President*

## FOLIO Board Actions

At the January 2021 FOLIO Board discussion:

- Confirmed Bridgette Shelton from Dill City as a new FOLIO Board member.
- Approved the application for a \$425 Seed grant from the Healdton Community Library Friends.
- Reviewed all of the ongoing activities, i.e., Ambassador contacts, Facebook activity, membership, and upcoming Awards.
- Approved applying for a matching grant from the Kirkpatrick Family Fund for the 2021 Endowment Campaign goal - \$6,000.

## New FOLIO Board Member



Bridgette Shelton was elected to the FOLIO Board at the January meeting. Judy Haight, FOLIO Board Secretary, nominated Bridgette, saying she is "professional, enthusiastic, and civic minded."

Bridgette currently serves as the secretary of the Elk City Friends of the Library (FOL) and is a third grade teacher at Elk City Elementary

School. Bridgette says that being a part of the FOL "I am able to share this passion with more than just my students as well as support the local library in its efforts to bring resources to our community."

The Oklahoma Alumni Chapter of Mu Phi Epsilon, in which Bridgette serves as historian, was part of collecting, organizing and distributing books to students last summer. The Elk City FOL set up a table outside and gave books to each student who came for a food packet. "The joy of the students and parents was the best reward!" Bridgette said.

"By allowing access to books, technology, STEM programs, author visits, book gifts, and many other things, our Elk City library is a great source of pride."

**Welcome, Bridgette!!**

## Ask a Friend (continued from p. 1)

about what's happening at the library, what services are available, and how the fundraising they have done in the past is still positively impacting library services. Here's some ideas.



- Send an email about what's going on at the library – delineating services. (Online audiobooks and ebooks have become extremely popular during the pandemic.)
- Distribute an electronic newsletter. This doesn't have to be pretty. Include a photograph or report on a Friends' gift to the Library that's making a difference. Make sure Friends know about online programs – storytimes, health, cooking, how-to, book discussions and more. Explain how they can find information – databases, how to email or chat with staff, etc.
- Let them know that their continuing membership is vital to the health of the Friends and the Library. Say “thank you” when they renew their membership.
- Call Friends members. Touching base with Friends makes a difference. Some Libraries and Friends are calling patrons, especially seniors.
- Ask Library staff what they need. Friends are a nonprofit to serve the Library. Many Friends are supporting Make and Take crafts, online programs, such as virtual author visits, Summer Reading, book giveaways and more.
- Create a Facebook page – or other social media page that you feel your members utilize. You do not have to do all platforms. Do what you can. Some Friends share the Library's Facebook page.
- Hold an online meeting. (Friends have held meetings in large rooms for social distancing.) Seeing each other and checking in provides a great activity and permits Friends to continue to conduct business. One Friends group had those attending share briefly about a recent book they had read and would recommend.
- Have a Friends virtual program. Some Friends have continued to have community leaders talk about services or tell briefly about their favorite book. Some Friends have book discussions and invite others to participate. Research what your group might like.
- Explore continuing book sales. Friends are having book sales and being very creative – book shelves in library, online listings for books, limited attendance for an in-person sale with spread out books, one way aisles in the book sale, book sack sales by genre for curbside pick up, sale relocation to a larger empty building.
- Encourage library staff. They are under extreme stress to provide quality service, to be safe and keep patrons safe, to keep their jobs for some, to plan for upcoming events flexibly, to provide new materials in whatever format their patrons want.

## Libraries Are Constantly Evolving (continued from p. 1)

A recent study by Common Sense and Boston Consulting Group found that many families with children K-12 did not have adequate connectivity or adequate devices.

### Without Adequate Connectivity

#### By Geography

Urban (US) 21%  
Suburban (US) 25%  
Rural (US) 37%  
Oklahoma 41%

#### By Race/Ethnicity

White 18%  
Latinx 26%  
Black 30%  
Native American 35%

Libraries are offering access to computers, WiFi, hotspots for check out, software training (84%), and assistance with Internet skills (90%). For Oklahomans, libraries are not just information warehouses, they are “the singular educational institutions that teach the skills people need to fully participate in modern work, school, and life,” according to “America Has a Digital Skills Gap” in *The Atlantic.com/IOMLibraries*.

Friends of Libraries are leading the way in providing supportive resources to address community needs - hotspots, computer equipment, supplies, and more. “Thank you, Friends” for your leadership.

## Thanking Donors

Timely, personal thank yous make a difference in donor retention. Friends definitely need to acknowledge the great donors who have given during this difficult past year.

### Reasons donors have given for not giving again include—

- The previous gift was not acknowledged.
- Donor was not asked to give again.
- The donor received no communication about their gift's results.

### To increase donor retention—

- Send a timely and meaningful acknowledgment of their gift.
- Show donors that the Friends are good stewards of their funds and may be trusted to support the library.
- Delineate the impact of their gift and what it will help accomplish.

### In your acknowledgment—

- Give the donor credit for the Friends' accomplishments. “Your gift will help serve \_\_ people.”
- Insert an emotional reaction with an excited and grateful tone. “I can't thank you enough.”

### Ways to extend the thanks—

- On social media, show donors the impact they have had, featuring the funded service, additional materials, programming, or person they have assisted to find a job, etc.
- Create some gratitude posts on social media or texts, featuring donors and why they give to the Friends.
- At a virtual meeting invite the library director or staff to thank donors personally and briefly discuss the impact of the gifts.
- Acknowledge donors on their one-year anniversary of giving or on the number of years they have supported the Friends.
- Send donors regular communications about the Friends' impact in library services by text, email or e-newsletter. Donors need contact more than just when they are being asked for money.
- Send a thank you to those who did not donate. You can thank them for other activities – being a Friends member, supporting the book sale, following on Facebook, etc. with a P.S. at the end reminding them that it's not too late to support the Friends.

Making our donors feel valued will help retain Friends supporters. Carl Bloom Associates, “Thank Your Donors” and MobileCause, “5 Ways to Create a More Personal Donor Thank You”



## News from Friends Groups Around the State

### Healdton Receives Seed Grant

The Friends of the Healdton Community Library is officially forming and has received a \$425 Seed Grant from FOLIO.

They started organizing last August and have great plans. The group has already sponsored two painting classes, a fundraising dinner, and a book sale during Oil Field Days. Their plans include assisting the library with paper supplies, prizes, summer reading prizes, and more.

### Take and Make Craft Kits at Claremore



Among the programs funded by Friends of the Will Rogers Library are the monthly craft club programs. Due to the pandemic, the programs are now in the form of Take & Make Craft Kits. Each month the library does two kits. The first is a fun family craft for all ages, and the second is a creative upcycled Bonus Book Craft.

Each kit contains instructions and supplies for making the craft at home. There have been Dragon Eggs, Halloween Cheesecloth Ghosts and Pine Cone Gnomes & Fairies, as well as folded book Hedgehogs, and Pumpkins. In November the kit was for an elaborate folded book Turkey. Library patrons have snapped up these kits as soon as they become available.

"We're giving out about 60 craft kits per month," said Library Director Sherry Beach. "We had no idea these would be as popular as they are, but people love them! We'll very likely continue offering these even after we return to in-person programming."

### Stilwell Friends Begin Landscaping Project

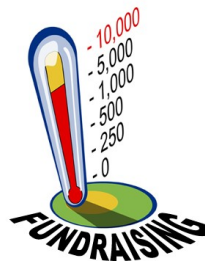
Working closely with Indian Capital Technology Center instructor Jimmy Gilstrap and his students, the Stilwell Public Library Friends Society (SPLFS) is changing the appearance of the Stilwell Library. After meeting both in the classroom and on the library grounds to discuss landscaping ideas, Gilstrap and a group of his students removed most of the plants in front of the library. A few days before Christmas, he returned with two of his students, Tyler Terrapin and Davontre Colston, to till the ground to ready the flower beds for planting.



That same day SPLFS President Grace Ferris and Secretary Regina McLemore planted pansies in one area of the grounds and will plant more pansies in the near future. After Christmas break, the students and SPLFS members will meet again to finalize plans for the landscaping project. By the time Stilwell residents are enjoying the warm days of spring, the Stilwell Library will be aglow with beautiful, healthy plants in a well-ordered landscape. —Regina McLemore, SPLFS Secretary

## Fundraising Ideas

**Souper Friday** was held by the Erie City (KS) Public Library. Volunteers brought their favorite soup in a crock-pot or a dessert (cookies/cake). For in-house eating, the Friends furnished the crackers, bottled/canned drinks, bowls and spoons. Each person got a sample of three soups with crackers, dessert and drink for \$6. To-go orders (included delivery) for chili, potato soup, or veggie soup (\$5 for pint and \$10 for quart).



**Friends Book Sales at Coffee Shops** are going well, coordinated by the Friends of the York County (SC) Library. The coffee shops provide a shelf for the books with revenue going to the Friends. It's a mutually beneficial partnership. The book sales give the shops a way to contribute to the community while enhancing the cozy, welcoming atmosphere," according to Jim Beamguard. Interesting books give them another reason to stop by for their favorite drink and food for thought at great prices.

The books are \$5 each. The group is exploring having books in retail shops in the downtown historic district. Different volunteers are in charge of delivering to different shops. They raised an extra \$1,000 during 2020 and met another goal of encouraging reading.

Shoppers never know what delights they might find.

## Virtual Book Sales: Tips from the Friends of the Metropolitan Library System for Moving Book Sales Online



*Karen Littlefield (left) and Anna Favor (right), MLS Volunteers, are pictured at the MLS Amazon sort site.*

The Friends of the Metropolitan Library System (MLS) launched their online used book sales with Amazon in July, 2012. In their first month, sales were \$460. In August, 2020, gross sales were just over \$10,000 – a near-record high - and evidence of a steady revenue stream that helps provide grant funds for the 19 library locations in Oklahoma County.

One of the benefits of an online storefront such as Amazon, Ebay, or Abe's is that your customer base is expanded beyond your local library community. A book that was withdrawn from your library could be appealing and quite valuable to someone thousands of miles away or next door.

Starting an online operation does take an investment of research and resources. When the Friends of the Metropolitan Library System started their program, they looked at successful examples from the Johnson County Library System in Kansas, as well as other systems throughout the country. To start, they needed computers, internet service, a printer, and mailing supplies. As the operation has grown, volunteers have added scanners and software to help determine which books are better for online sales or in-person sales. "We like to make sure we have valuable 'treasures' for our members and customers to find at our book sales, too," says Joe McReynolds, volunteer manager of book sorting operations.

Here are five top tips for getting started with an online storefront:

- List quality items – make sure your books are in top condition and accurately described in your listing.
- Offer great customer service – while you are not likely to get repeat customers, you ARE likely to get a rating on your sales platforms. Customers are more likely to buy from a seller with a high rating.
- Source inexpensive supplies – try to utilize free used boxes and shipping materials (labels removed!) from your library or a community business.
- Follow the rules – make sure you understand what is expected of you as an online vendor. For example, it is not allowed on Amazon to have a customer pick up an item locally. They must fully purchase the item and have it shipped through Amazon.

- Gather your team – a successful operation will take a team of volunteers to ensure that you maintain a solid online inventory as well as the ability to maintain quick shipping and customer service – especially around holidays and vacations.

The Friends of the Metropolitan Library System have temporarily closed their 4,000 item online storefront to protect the volunteers who manage the operation. They look forward to reopening soon. If you'd like to speak to a volunteer to learn more about getting an online storefront going with your Friends group, email the Friends of the Metropolitan Library System at [friends@metrolibrary.org](mailto:friends@metrolibrary.org).

—Heather Zeoli, Director of Development and Volunteer Services, Metropolitan Library System

## Need Help?

### Call your FOLIO Ambassador

FOLIO has Outreach Ambassadors who are ready and willing to talk or consult with your Friends' group or your officers. We want to help you be successful and strengthen your library. Let us know how we can assist you.



#### Northeast

- Jon and Sharon Douthitt  
douthittsharon60@gmail.com

#### Northwest

- Karen Neurohr  
karen.neurohr@okstate.edu

#### Southeast

- Dr. Bill Hagen  
whagen41@gmail.com
- Teresia Harrison  
teresiamharrison@gmail.com

#### Southwest

- Judy Haught  
haughtjc@gmail.com
- Carla Garrison  
cgarrison@cableone.net



The FOLIO Endowment Fundraiser this year was dedicated to honoring the deserving people who work and volunteer in our libraries. While libraries were closed in 2020, staff and Friends groups found extraordinary ways to continue to serve the public. They were indeed our “frontline workers.”

Friends groups held book sales with strict protocol in vacant buildings rather than libraries. Summer Reading, book reviews, and story times were held online. Friends gifted books to children with their school lunches during the summer. Bags with “Make and Take” crafts were handed out for participants to do at home. Deliveries were made to patrons’ cars. Returned books were quarantined for several days before being shelved. The number of masked patrons allowed in open libraries was restricted. Every effort was made to safely continue the vital work of allowing people access to the information and services that our libraries provide.

Gracias, Mahalo, Merci Beaucoup,  
Danke Schoen, Thanks!

Those words of appreciation  
can never be used too often.

*Thank you for caring  
and Thank You for giving. .*

The following Friends made a contribution to the 2020 Endowment campaign. Some have designated a special person or library to be honored or remembered. Thanks!

Friends of Tulsa City-County Library

Friends of Will Rogers Library, Claremore in Honor of  
**The Will Rogers Library staff**

Candace Baird  
Kim Bishop  
Patrick Brennen  
Cecelia Brown—in Honor of **Cyinda Richarson-Martin**  
Jane Bryant—in Honor of **All Librarians**  
Judy Burton  
Helen Clements  
Margaret Collins  
Peggy Cook  
Beverly Dieterlen—in Memory of **Kay Boies**  
Jon & Sharon Douthitt—in Memory of **Rodgers Spencer**  
Jon & Sharon Douthitt—in Honor of **Claremore Library Staff**  
R. Eugene Earsom—in Memory of **Rodgers Spencer**  
R. Eugene Earsom—in Honor of **Sharon Saulmon**  
R. Eugene Earsom—in Honor of **Jon and Sharon Douthitt**  
Dana Flora—in Honor of **Gerry Hendon**  
Carla Garrison  
Susan Gilley - in Honor of **Ms Alma, Warr Acres Library,**  
for Story Hour Excellence  
Joshua Gillman  
Bill Hagen  
Wayne Hanway  
Teresia Harrison  
Judy Haught—in Memory of **Pat Sprowls**  
Gerry Hendon—in Memory of **Rodgers Spencer**  
Barry Hensley  
Barbara Hogan  
Brenda and Larry Johnson

Kim Johnson - in Recognition of **Tulsa City-County Library employees** for their innovative service to the citizens of Tulsa County during the COVID-19 Pandemic

Melody Kellogg  
Chris Kennedy  
Carol Kidder—in Honor of **Gerry Hendon**  
Valerie Kimble  
Cletta Kinnear  
Angie Lewis—in Honor of **Lillie Huckaby**, Library Director,  
Chickasha Public Library  
Angie Lewis—in Honor of **Chickasha Public Library staff**  
Ruth Males  
Wayne Moore  
Katherine Myers  
Karen and George Neurohr  
—in Honor of **Cleo Brown and Ruth McCurdy**  
Richard and Gayle Parry  
Diane Pennington  
Barbara Pickthorn  
Kitty Pittman  
Marcy Robinowitz  
Anneva Sander  
Sharon Saulmon—in Honor of **South OKC Library**  
Paula Smith—in Memory of **Bob Fort**  
Jeannine Spencer in Memory of **Rev. John Rodgers Spencer**  
John & Barbara Stafira—in Honor of **Jon & Sharon Douthitt**  
Laurie Sundborg  
Tom Terry—in Honor of **Gerry Hendon**  
Dorothy S. Turnaukas—in Honor of **Wayne Hanway**  
Pat Weaver-Meyers  
Irene and Gary Wickham  
Patricia Woodrum



# Thank you for Your Generous Gifts

The Oklahoma City Community Foundation recently made a generous contribution of \$300 to the FOLIO Endowment Fund, which represents a grant from the OCCF Employee Gift Fund. This was recommended by Jennifer Meckling who is the Director of the Charitable Organization Endowment Program for OCCF.

Thank YOU to the OCCF Employee Gift Fund for the cash and Thank YOU to Jennifer for the recommendation!

The FOLIO Endowment Fund was established in 2009 with \$12,000 in donations by FOLIO Board members and friends and members of FOLIO. Kirkpatrick Family Fund made a matching grant of \$8,000 to help establish the Fund.

Since that time individuals, libraries, Friends of Library groups in the state, and Oklahoma City Community Foundation have continued to support FOLIO in efforts to grow the Endowment Fund. Kirkpatrick Family Fund has continued to be supportive with matching grants through the years. With the help of the stock market, the fund is now valued at over \$130,000. The annual dividend is used to help fund scholarships and other projects.

We are deeply grateful to all our members and supporters for recognizing the valuable contributions that FOLIO makes to the libraries in the state. We want you to know that we thank and appreciate you. THANK YOU!



Friends, Tell libraries that you love them. Especially in February we recognize the value of libraries to work to assure that libraries will continue to be funded and serve the community.

- Write a note to the library telling what you like best.
- Write a letter to the Library Board, sharing your positive library experiences.
- Write a letter to the editor, asserting how much you appreciate the library and encouraging ongoing support.
- Share your favorite library memory on social media.
- Find more ideas at <http://www.librarysupport.net/librarylovers/>.

## National Reading Month and Read Across America Month - March

With a reading emphasis in March, Friends can plan anything from a virtual "mystery reader" to updating the StoryWalk. Look for ideas at the National Head Start Association and National Education Association.



It's Not too Late. . .  
Gifts to the Endowment  
Fund are being accepted. .

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Amount of Contribution \_\_\_\_\_

This contribution is made

( ) In Honor of : OR ( ) In Memory of:

Name \_\_\_\_\_

Please send an acknowledgment to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

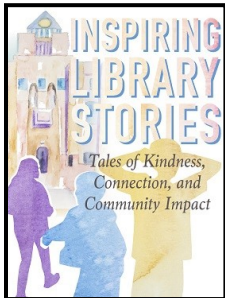
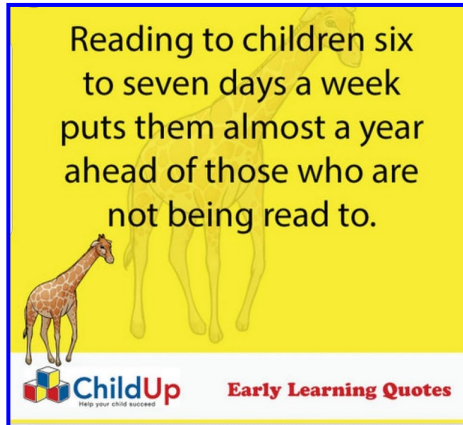
Your entire contribution is tax deductible. Please make your check to FOLIO Endowment and send it with this card to: FOLIO, P.O. Box 702585, Tulsa, OK 74170 Or you can make your gift on our web page: <http://www.okfriends.net/support.html>.



- Freedom of Information Day, March 16, 2021
- National Library Week, April 4-10, 2021 (ideas at ALA.org)
- National Library Workers Day, April 6, 2021
- National Bookmobile Day, April 7, 2021
- Money Smart Week, April 10-17, 2021
- Children's Book Week, May 3-9, 2021
- Oklahoma Library Association Conference, July 26-28, 2021
- Friends of Libraries in Oklahoma Annual Meeting, July 28, 2021

P. O. Box 702585  
Tulsa, OK 74170

**Return Service Requested**



***Inspiring Library Stories:  
Tales of Kindness, Connection,  
and Community Impact***  
Oleg Kagan, editor

This book contains 43 moving and insightful stories from librarians, patrons and volunteers that show why libraries are important community hubs. Kagan includes some inspiring essays on the value

of libraries in the digital age. This book will remind library lovers why we treasure the heart of our community—the library.

The stories include how libraries change lives:

- A 70-year-old man gets his first library card to celebrate that he's learned to read.
- A young boy's hunt for knowledge was satisfied by his grandmother's daily trips to the library for 10 books.
- A student met a kind librarian who inspired her to study library science.
- A library patron recalls the library of her childhood as a magical place for a lonely child.

EveryLibrary, a group that supports local library initiatives at election time, is raising money to send a copy to each Congressperson for Valentine's Day. The book is available from Hinchas Press, [hinchaspres.com](http://hinchaspres.com).

**Facebook - What's the Impact?**

Many Friends groups in Oklahoma have their own Facebook or other social media pages. It is difficult to judge the impact of your postings and the time you put into it. It is hard to predict what will be popular - programs, resources, quotations, jokes, articles, or reading recommendations.

As you may have noticed, FOLIO regularly posts reminders to read aloud to children. It is so important in their language development and love of reading. On January 13, 2020 the photo above was posted. (FOLIO tracks statistics for three months.) FOLIO FB coordinators received word that the posting, as of January 15, 2021, had reached 3.8 million people with 322,848 engagements, 485 reactions, 230 comments and 42,000 shares.

This is such a great message to go "viral" and keep spreading around the world. Comments included:

- We need to start this.
- Such great memories on my father's lap.
- You need to be doing this, \_\_\_\_\_.
- Grandparents, too.

Do you Follow FOLIO's Facebook? We'd love to have you. Many Friends and Libraries share our relevant postings.

Does your Friends group have a social media presence? You can impact people's lives and share the library's resources, programs, activities, etc. Look to other Friends' groups in the state for great examples.