



# 20 | YEAR IN 20 | REVIEW

## IN 2020, FULTON COUNTY LIBRARY SERVED



**Curbside  
CHECKOUTS**  
**189,834**



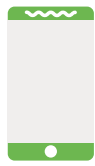
**Curbside  
VISITS**  
**154,591**



**Website  
VISITS**  
**2,265,646**



**VIRTUAL  
BOOK CLUBS**  
**10**



**ASK-A-LIBRARIAN  
ENGAGEMENTS**  
**8,194**



**OUTREACH  
PROGRAMS (375)  
ATTENDEES (135,601)**



**FACEBOOK  
LIKES (8,317)  
+44.76%**



**INSTAGRAM  
FOLLOWERS (3,489)  
+38.23%**



**TWITTER  
FOLLOWERS (2,382)  
+21.28%**



**YOUTUBE  
SUBSCRIBERS (185)  
+185%**



**NEWSLETTER  
SUBSCRIBERS (5.5 mil emails sent)  
134,200**



**RENOVATIONS  
COMPLETED  
10**

## VIRTUAL PROGRAMS

### KIDS

# of Programs: **194**  
Attendees: **2,715**

### YOUTH

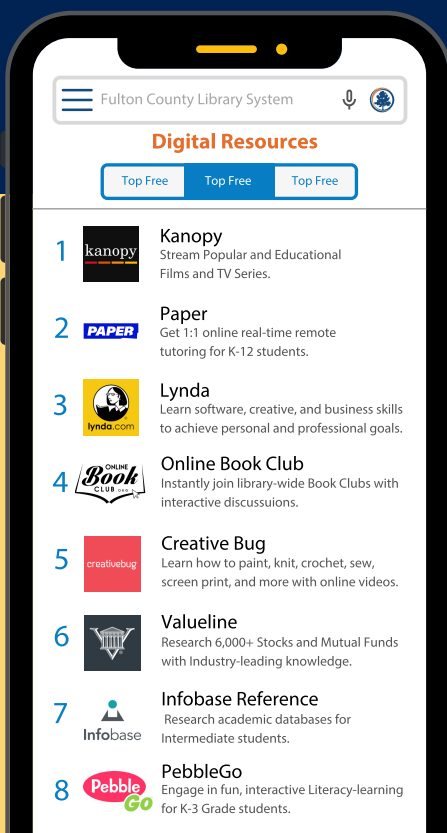
# of Programs: **60**  
Attendees: **1,291**

### ADULTS

# of Programs: **86**  
Attendees: **1,983**

### ALL AGES

# of Programs: **90**  
Attendees: **2,181**



## DIGITAL RESOURCES



**Hoopla  
USERS**  
**48,903**



**Circulation  
TOTAL**  
**973,423**



**OverDrive  
USERS**  
**191,009**



**Database  
USERS**  
**267,322**



**Kanopy  
STREAMS**  
**12,826**



**Database  
CHECKOUTS**  
**1,309,442**

(Jul - Dec 20)

## NEW IN 2020

Fulton County Library launched 6 new digital library services.

**Kanopy**

**Creative Bug**

**Paper.co**

**Valueline**

**Lynda**

**PebbleGO**

## NOVEL DELIVERIES

**86**

**personal  
recommendations**

Novel Deliveries offers personalized reading recommendations, a new program started November 2020. Answer a few questions about what you like and/or want and get suggestions in only a few days.

[fulcolibrary.com/novel-deliveries](http://fulcolibrary.com/novel-deliveries)



## Auburn Avenue African American Research Library

### Virtual Programs

# of Programs: **141**

Attendees: **6,536**

Social Media Interactions: **8,035**

### Research

Unique Reference Requests: **67**

Items sent to researchers for remote access: **3,000**

### Support Services

Virtual Interactions: **2,241**  
(phone, email, social media, etc.)

Research Support Hours: **1,160**  
(Research services consultations)

Programming Support Hours: **1,040**  
(Includes both programming and outreach)



**Customer Satisfaction**  
**97.8%**



[/fulcolibrary](https://www.fulcolibrary.org)