RAILS
REACHING ACROSS ILLINOIS LIBRARY SYSTEM

15 November 2019

TO: RAILS Board of Directors

FROM: Deirdre Brennan

SUBJECT: Executive Director Report – October, 2019

> **Promote, support, and expand resource sharing to optimize use of tax dollars and other funding and help libraries share resources to the fullest extent possible**

Census grant update: We are gradually getting the information we need from the Illinois Department of Human Services (IDHS) to proceed with this project. Amy de la Fuente started work as our project manager on November 1 and she has been doing a great job from the beginning. On her first day we had a call with representatives of the other 4 Regional Intermediaries in the Collar County region, and we submitted a budget revision. We expect to have received orientation from IDHS by the time of the board meeting and can give more details on that, as well as a general progress report.

Statewide database proposal: RAILS staff developed a proposal to establish statewide funding of online databases for all library system members in Illinois. We wrote this document as part of the ILA legislative agenda for FY 2021. You have a copy of the proposal in your packet, and it is an agenda item for the board meeting.

> **Work with libraries of all types to tell the library story**

Elders of the Internet: We are very excited to announce that shooting for our next video is scheduled for November 29, the day after Thanksgiving. The plot, very loosely, is set in the future where the "elders of the internet" are meeting to discuss what to do about the growing effect that libraries are having on the use of the internet.

I visited Halle Cox at her library, the Kane County Law Library and Self-Help Legal Center. We had a good discussion about the needs of special libraries, and how they are indeed special but also similar to all libraries in the need for training on core issues like budgets and human resources. It gave me some ideas about how we can better market our services and programs to special libraries.

Help libraries be the best they can be

At the PPC and Advocacy committee meetings on Monday, November 4, we continued our discussions of legislation and ideas for the ILA legislative agenda.

The ILA board meets on November 21 and will be voting on the legislative agenda. As I reported above, we have submitted a proposal for funding statewide database access to be part of the legislative agenda. A new proposal was presented at the meeting; it came from CARLI (Consortium of Academic and Research Libraries in Illinois) for $4 million in annual funding to CARLI libraries to support the development of and access to Open Education Resources. (OERs).

The ILA legislative agenda will be the key advocacy areas for ILA at the legislative meet-ups and at other advocacy events.

Prepare libraries for the future

I met with John Bracken, Executive Director of the Digital Public Library of American (DPLA) to find out about their status and future plans. We discussed the situation with publishers and ebook access in libraries. I encouraged him that DPLA can be a great advocacy voice for libraries. We also discussed the development plan for SimplyE.

Adoption of SimplyE in libraries is progressing very slowly because of the refusal of some publishers and vendors to deliver content through SimplyE (Sounds familiar!). Overdrive is not willing to supply audio books through SimplyE which is causing libraries to hold back on implementation.

Aim to be the best library system in the country

Policy committee update: The policy committee met on November 14 and completed an initial review of the policy manual. They have made several excellent suggestions and also asked a number of questions. They are meeting again on December 12 to review feedback from our attorneys and changes to the handbook in response to their suggestions.

New hires: I am very excited to announce that Monica Harris, currently Executive Director of the Schaumburg Township District Library, will join RAILS as Associative Executive Director in January.

Wayne Dixon started as our new Applications Developer in the IT Department on November 18.

We waved farewell to Jane at a celebratory luncheon on November 12. Her last day was November 15.

This Month at RAILS – November 2019

Promoting/Supporting/Expanding Resource Sharing

Leading/Working with Libraries to Expand Resource Sharing

Cambridge Public Library District, an RSA member, is scheduled to go live on Find More Illinois on November 15.

Jane Plass completed the fall 2019 series of six Find More Illinois presentations on November 6. With Jane's retirement, Anne Slaughter will lead the project going forward, and Leila Heath will assist with marketing and promotion. Eric Bain remains the primary contact person for Find More Illinois implementation, support, and training.

Providing Access to Digital Content/E-Resources/Other Innovative Projects

E-Content
Anna Behm staffed the RAILS table at the Illinois Heartland Library System's (IHLS) annual member day on November 7. Approximately 200 IHLS members attended the event. There was a lot of interest in RAILS' statewide initiatives, including inkie.org, Explore More Illinois, Find More Illinois, and the My Library Is… campaign.

Anna also attended a collection development networking group meeting at Gail Borden Public Library on November 8, and presented information about recent e-content restrictions by publishers and what RAILS is doing to help. Several group members expressed interest in RAILS' new Library Pulse page on E-Content Publisher and Pricing Issues, as well as in inkie.org.

BiblioBoard Update
RAILS co-hosted a webinar with BiblioBoard on November 14 about inkie.org.

Sugar Grove Public Library invited RAILS to give a presentation on inkie.org at their annual Indie Author Day on November 16.

eRead Illinois Update

A new version of the Axis 360 app was released last month, representing a major update with improvements to functionality and design. Baker & Taylor is planning more frequent updates to the app to continually improve performance and fix bugs. While there have been some reports of bugs, we have received positive feedback about the update from eRead Illinois members.

Explore More Illinois Update

As of November 4, 225 libraries are live on Explore More Illinois and there are 24 attractions. Two previous attractions were one-time events that occurred in October, and the Viking Ship in Geneva closed for the season at the end of last month.

Our newest attraction is Harris Theater for Music and Dance in Chicago. They are offering up to two free tickets for selected shows for the 2019-2020 season. We are also working with three other attractions to add additional offers in November.

NISO Participation

The National Information Standards Organization has released the draft of the Flexible API Standard for E-content NISO (FASTEN) Recommended Practice. The goal is to make technical interoperability easier between libraries/library consortia and e-content vendors, which in turn would reduce technical barriers that patrons face when accessing e-books. Jane Plass has served on the FASTEN working group since it formed in late 2016 and will continue to participate until the group's work is done. Public comments on the draft will be accepted through November 30.

Providing Greater Purchasing Power

Webinars on New RAILS Deals & Discounts

RAILS held webinars in November for members interested in learning more about two of our newest deals and discounts: RBdigital Unlimited Audiobooks and Hoonuit/Universal Class video-based education products. The webinars can be viewed on the RAILS Deals & Discounts page.

SWANK Movie Licensing USA

Swank Movie Licensing USA offers RAILS public libraries a special, discounted rate for the annual public performance license. Swank recorded a demo that is available on the RAILS website in November.

Leila Heath attended an AVID (Audiovisual Information & Discussion) networking group meeting at Northbrook Public Library to discuss the Swank Movie Licensing Deal and RAILS e-content programs. RAILS staff also set up a new order/renewal process for Swank, which will serve as a template for future deals.

Building Collaborative Relationships & Fostering Networking

RAILS Hosted Networking Event at AASL
RAILS hosted an event at the American Association of School Librarians (AASL) conference in Louisville, Kentucky in November. Staff from all Illinois libraries were invited to enjoy after-hours networking with complimentary appetizers from RAILS. At the time of this writing (November 13), 35 school library staff members were registered.

RAILS Participates in Chicago Research Summit
In October, Dan Bostrom and Margae Schmidt represented RAILS at the first-ever Chicago Research Summit at North Park University in Chicago. RAILS sponsored this event through a Continuing Education Event Grant. It was geared towards universities and archives in the Chicago region. About 80 people participated and 15 people visited the RAILS table.

Telling the Library Story

Helping Members Tell Their Story

My Library Is… Campaign Takes Center Stage at RAILS' ILA Booth
Approximately 592 library staff and trustees from across Illinois visited the RAILS booth at the Illinois Library Association conference, a new record for ILA booth engagement!

Our My Library Is… campaign provided the central theme for the booth. As you can see from the photos below, people lined up in the aisles for a chance to spin our famous wheel. They were then asked to speak positively and briefly about their library and the topic they landed on, including library staff, programs, e-resources, collections, and more. Even with a double booth, there was not room for all of our visitors!

Other topics of interest at the booth included inkie.org and other BiblioBoard services, Explore More Illinois, Find More Illinois, and other RAILS programs/ services.

My Library Is… Program at ILA Conference

Over 50 people attended RAILS' "Telling Our Story: Articulating Library Value Across Type" program at the ILA conference. A multitype panel, moderated by Dan Bostrom, shared tips for telling the library story.

Panelists: Thomas Hill, Matteson/Richton Park School District #159; Joel Shoemaker, Illinois Prairie District Public Library; Emily Gilbert, School of Health Sciences, Rasmussen College; Zoe Magierek, Forefront Library

ILA Reporter to Feature Article on My Library Is… Campaign

The Illinois Library Association's bimonthly magazine will feature an article about the My Library Is… campaign in the December 2019 issue. Dan Bostrom and Mary Witt co-authored the article, which highlights successful strategies RAILS member libraries have used to tell their stories.

Campaign-Related Continuing Education (CE)

Nearly 50 people attended RAILS in-person workshops on video marketing and copywriting held in late October at various locations in the RAILS service area.

At "Lights, Camera, Action," participants learned the elements of a marketing video and how to outline a script, and viewed examples of affordable, easy-to-use video gear, tools, and apps. One director noted that a staff member attendee was ready to brainstorm ways to promote programs as soon as she returned to work.

At "Creating Compelling Copy," attendees learned about having a CTA (Call to Action) in marketing messages and applied that knowledge by critiquing case studies and creating original copy in small-group exercises. One attendee made changes to his library newsletter during the workshop.

Jennifer Burke, a former advertising executive and co-founder of the national Library Marketing and Communications Conference, presented the workshops. Jennifer will offer additional webinars in the months ahead.

Upcoming CE opportunities include a workshop for school librarians on December 6 in Burr Ridge titled "Communicate to Educate" as well as a webinar on public and media relations on December 10.

My Library Is… Grant Applications Due November 22
The RAILS' My Library Is... Grant program provides an opportunity for libraries to focus on projects that help tell the library story and that increase visibility and support for all types of libraries. Libraries, working alone or with partner organizations, can apply for up to $5,000. Applications are due Friday, November 22.

RAILS and IACRL Hold My Library Is… Online Roundtable
RAILS and the Illinois Association of College & Research Libraries recently co-hosted an academic library networking event on articulating the academic library's value. Fifty-two people registered and 30 attended live. The roundtable included short presentations from RAILS academic library staff. A recorded version is available on the RAILS YouTube page.

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Helping All Libraries Provide the Best Possible Service

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RAILS Chooses Aten Design Group to Work on L2 Project
RAILS is partnering with Aten Design Group to provide the design and development of the new L2 (librarylearning.info) platform. L2 is the statewide continuing education calendar and library directory. The new platform will modernize and improve on the current L2, and will be released in summer 2020.

Founded in 2000, Aten has extensive experience working with libraries and library systems, and is the technology partner behind Intercept, an event management system made by libraries for libraries.

Preparing Libraries for the Future

<div style="background-color:#F0B323; text-align:center; font-weight:bold;">

Helping Libraries Respond to Change

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New Library Pulse Page on Minimum Wage
As mentioned last month, we've added a new section on the RAILS homepage, called The Library Pulse, to help libraries stay current on the latest issues/challenges affecting them. We recently added a page to this section on the new Illinois minimum wage.

The page includes information on the seven scheduled adjustments to the minimum wage, answers to frequently asked questions from library staff, details on what RAILS is doing to help members adjust to the new wage, and talking points library directors and others can use to gain support for the new minimum wage from library funders and decision makers.

New RAILS EDI Mailing List

In response to member requests, RAILS created an Equity, Diversity, and Inclusion (EDI) email list for libraries to share plans and policies related to racial equity, intersectionality, and discrimination. To subscribe:

- Log into the RAILS homepage with your L2 username/password
- Click on your name (upper right) and choose "My Email Lists"
- Click on "Change your subscriptions or join additional email lists"
- Scroll down to the Equity, Diversity, and Inclusion list option
- Choose "Subscribe for all mail (normal delivery)"
- Scroll to the bottom and click "Save"

Aiming to Be the Best Library System

Member Communication/Engagement

ILA Reception and Soon To Be Famous Winners

In addition to our very popular exhibit booth at ILA (see above), RAILS hosted a reception sponsored by Baker & Taylor and BiblioBoard. Approximately 150 people attended.

As part of the festivities, Mitchell Davis, BiblioBoard CEO, announced the Soon to Be Famous Illinois Author winners, including the award for adult fiction and new this year, an award for young adult fiction.

The adult winner, *The Bone Shroud* by Jean Rabe, features a group of archaeologists who will do anything to keep their secrets from being revealed. This fast-paced adventure details a desperate race through the streets under modern Rome to find the truth. *The Remedy Files: Illusion* by Lauren Eckhardt, describes the community of Impetus—a society that relies wholly on logic, and entrusts Impetus to make all the decisions for its people. The inevitable conflict between logic and emotion leads to a compelling dystopian tale.

Both winners will receive a cash prize courtesy of BiblioBoard, statewide recognition, and increased exposure through BiblioBoard's online platform. They will also be entered in the international contest run by BiblioBoard's' Indie Author Project.

The Soon to Be Famous Illinois Author Project, an initiative created and run by Illinois library staff, is in its sixth year of identifying, recognizing and promoting the work of Illinois indie authors. Through the Indie Author Project, 12 other states and at least one Canadian province have also adopted this model.

STBF winners Lauren Eckhardt and Jean Rabe, and BiblioBoard CEO Mitchell Davis at the RAILS reception.

Save the Date for Next RAILS Member Update

The next RAILS Member Update will be Thursday, January 16, from 10 a.m. – noon. These quarterly sessions allow RAILS to update members on our latest news and also provide an opportunity for members to share news from their libraries. RAILS Board members are welcome to attend at an in-person videoconference location or via Zoom.

Social Media Success Stories

Earlier this year, the RAILS Social Media team launched a three-month campaign to promote individual titles from BiblioBoard via the RAILS Facebook account. Eight ads were created and each one promoted a different title. The total amount spent on ads was $932.40. RAILS considers this "experiment" a success and we would like to strategically purchase additional ads in the future. A report from the team with more specifics on the campaign is attached.
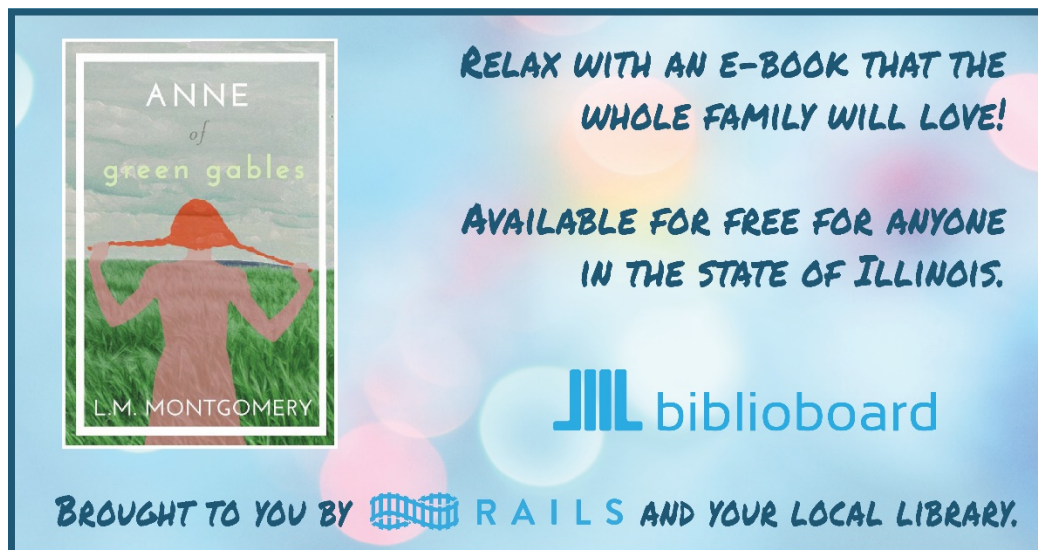
RAILS BiblioBoard Social Media Campaign Report

Created October 2019 by the RAILS Social Media Team:

Anna Behm

Brian Smith

Dan Bostrom

Diana Rusch

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Example Facebook ad for *Anne of Green Gables* on BiblioBoard

Introduction

In spring 2019, RAILS launched a three-month campaign to promote individual titles from BiblioBoard via the RAILS Facebook account. This is the first time that RAILS has attempted a social media campaign of this magnitude. This report is an examination of the efficacy of that campaign.

Purpose

There were two main aspects of this campaign:

Purpose	Explanation
Primary	The promotion of BiblioBoard as a free and convenient tool for Illinois readers
Secondary	The expansion of followers for the RAILS Facebook account

Audience, Budget, and Timeline

The messaging of this campaign was directed at library staff from libraries in Illinois including the Chicago Public Library System, and member libraries from RAILS and IHLS.

The total budget for this project was $1,000. The length of this campaign was approximately three months, April 1-June 30, 2019.

Ads

Eight ads were created, each promoting a different title. Titles were chosen to reflect specific categories including:

- Books for youth and families
- Classic works of literature
- Homeschool guides/Open Educational Resources
- Books by local authors

Below is a table showing the eight ads that were purchased. Each of these represents a single ad representing a specific title in BiblioBoard. The total spent was $932.40.

Initial Post Date	Title Promoted	Total Spent
4/2/2019	The Skin You Live In	$87.46
4/8/2019	Anne of Green Gables	$146.75
4/19/2019	Grimm's Fairy Tales	$100.00
4/29/2019	Invisible Man	$95.03
5/6/2019	Introduction to Art	$75.35
5/13/2019	Action Art	$127.97
5/30/2019	Sweetest Heartbreak	$100.00
6/10/2019	The Towers Still Stand	$199.84
	Total	*$932.40*

Figure 1. BiblioBoard Facebook campaign: individual ads and total spent

Facebook Performance

In hopes of understanding the impact of this campaign, we're breaking the performance into two distinct areas: post engagement and page performance. In most cases, data from three months before the campaign (January-March) was compared to data during the campaign (April-June).

Post Engagement

All eight posts were listed in the top ten posts in terms of reach from April-June 2019. Below is a table which illustrates those top ten posts. Non-campaign posts are also listed; for example, the top post from this time period was a post that did not have any financial support. Still, eight out of the top ten posts were campaign-related. These results indicate that more people saw these ads than would have been possible without spending money.

It is still possible to "go viral," as the example of the top post shows. But often times, what goes viral cannot be controlled by the posting organization. Using paid Facebook ads, the organization is able to ensure that more people see what is posted. If compared to six months of posts, only six campaign posts make the top ten (although all eight are in the top twenty). The blue median post shows that there is a very low baseline for impact. As the chart shows, a total reach of 380 is very low. We expect that most of these posts would have had a total reach similar to the median without ad purchasing.

Post	Lifetime Post Total Reach	Lifetime Post organic reach	Lifetime Post Paid Reach	Amount Spent
NON-CAMPAIGN	4,061	4,061	0	$0
Anne of Green Gables	3,745	1,416	2,363	$146.75
Towers Still Stand	3,094	615	2,457	$199.84
Action Art	2,803	921	1,930	$127.97
Sweetest Heartbreak	2,418	1,028	1,414	$100.00
The Skin You Live In	2,382	1,386	1,064	$87.46
NON-CAMPAIGN	2,127	2,127	0	$0
Grimm's Fairy Tales	1,912	603	1,372	$100.00
The Invisible Man	1,711	703	1,054	$95.03
Introduction to Art	1,707	669	1,091	$75.35
Median FB Post (Apr-Jun 2019)	371	371	0	$0

Figure 3. Ten most popular RAILS Facebook posts from April-June 2019.

It should also be noted that the amount spent did not necessarily correspond to the lifetime popularity of the post. For example, less money was spent on The Skin You Live In than Grimm's Fairy Tales, but The Skin You Live In ad performed better. There are a number of potential reasons for this including the number of shares, the popularity of the title, etc.

Below is a graph illustrating the top ten most shared posts from RAILS January-June 2019. Shares, likes, and comments are often an indicator of a "viral" post. It would be a stretch to say that this campaign went "viral," but specific posts performed well in terms of shares and likes. The Anne of Green Gables

and <u>Action Art</u> ads, in particular, were shared and re-shared more than 15 times each. The median RAILS Facebook post (in blue) is shared only twice, liked 15 times, and typically only has one comment.

Post Message	Shares	Likes	Comments	Amount Spent
NON-CAMPAIGN	39	242	3	$0
NON-CAMPAIGN	21	115	2	$0
Anne of Green Gables	21	82	4	$146.75
NON-CAMPAIGN	20	79	7	$0
Action Art	17	73	2	$127.97
NON-CAMPAIGN	16	202	21	$0
NON-CAMPAIGN	13	33		$0
NON-CAMPAIGN	11	88	3	$0
NON-CAMPAIGN	11	21		$0
NON-CAMPAIGN	11	102	4	$0
Median FB Post (Jan-Jun 2019)	2	15	1	n/a

Figure 4. Top ten most shared posts from RAILS, January-June 2019.

Six campaign ads made the top twenty most shared RAILS posts. All eight were in the top fifty. There is an even more important lesson here about what type of content members want. Most of the non-campaign posts that get a lot of shares are fun and whimsical. Although this was the intention for the campaign – to make ads fun and easy to re-share – it is difficult to re-create that aspect.

Page Performance

It's important to understand how the campaign overall increased (or failed to increase) interactions with the larger RAILS Facebook page. The data below demonstrates the effect that the campaign had on RAILS' presence on Facebook.

The graph below (Figure 5) shows the daily new likes for the RAILS Facebook page. We've compared the first six months of 2018 to 2019. The gray bars represent 2018. The blue bars represent 2019. In 2018, there was a slight dip between in March, with a small surge in April. In 2019, there was a larger surge in the number of people liking the RAILS Facebook page once the campaign started in April 2019. That continued in May 2019. Although June 2019 likes were similar to the rest of 2019, this shows that there was an increase in traffic to the RAILS account. If more people are aware of posts about RAILS resources, it could lead to more awareness of the benefits RAILS brings to institutions in general.

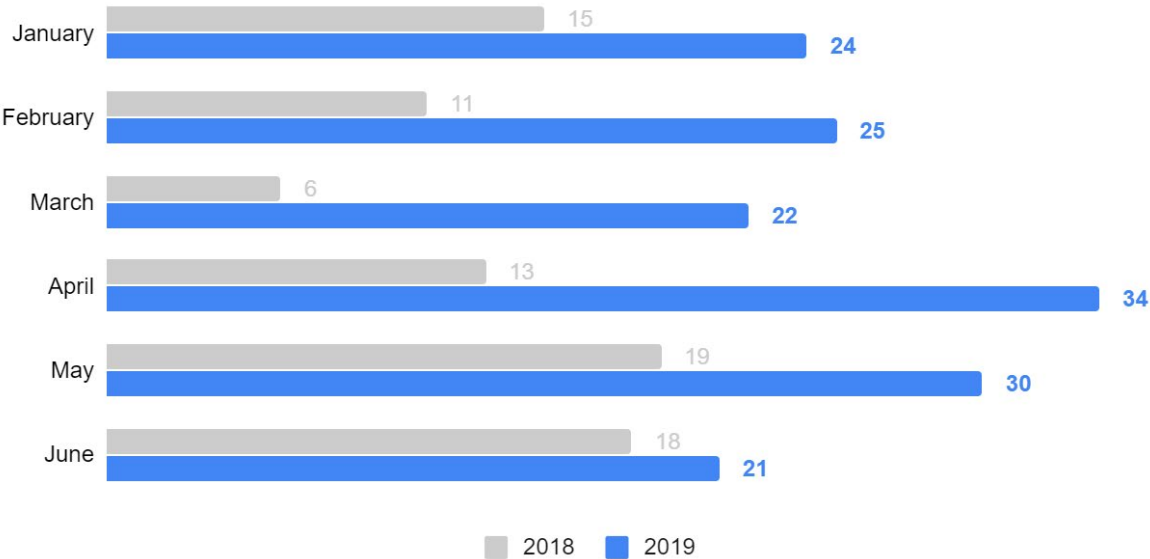## Daily New Likes Jump in April 2019

Figure 5. Daily new likes for RAILS Facebook page, January-June 2018 vs 2019.

Another important statistic to demonstrate engagement is weekly total reach. This is the number of unique individuals who have actually seen any content related to the RAILS Facebook page. Figure 6 shows a comparison between the first six months of 2018 and 2019. In 2018, the monthly statistics remained fairly constant (besides a small uptick in June 2018). In March 2019, there was a slight downturn, followed by a big increase in April 2019, when the campaign began. Although the weekly total reach returned to normal in June 2019, the big increase from March to April means that the campaign was successful in bringing people back to the RAILS Facebook account.

Big Jump in Weekly Total Reach in April 2019

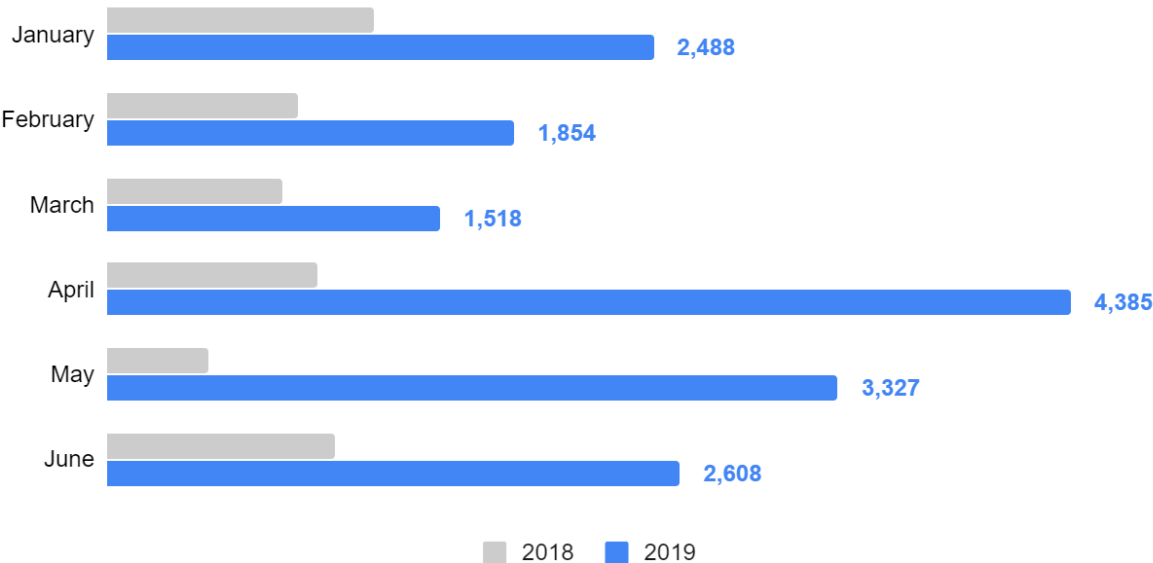| Month	2019
January	2,488
February	1,854
March	1,518
April	4,385
May	3,327
June	2,608

Legend: 2018 (gray), 2019 (blue)

Figure 6. Weekly total reach for RAILS Facebook page, January-June 2018 vs 2019.

BiblioBoard Performance

The primary purpose of this campaign was to bring more awareness of BiblioBoard. To determine whether the campaign succeeded in getting more people to view the titles we chose, we compared the views between January-March 2019 (non-campaign) to views during April-June 2019 (campaign).

Title Performance

Figure 5 demonstrates the views of those titles during the periods selected. Some titles, like The Skin You Live In saw fewer views during the campaign time than during the non-campaign time. Other titles, like Anne of Green Gables had more views. Of the eight titles chosen, five titles increased in views. Introduction to Art increased by the most (32 views). There does not seem to be a connection between the amount of money spent and any increase/decrease in the number of title views.

Although there are a number of factors likely involved, we can reasonably assume that the Facebook campaign did not uniformly increase interest in the individual titles promoted. The effect of the campaign may have acted on BiblioBoard titles in the same manner of interest in RAILS Facebook posts: the campaign did not raise the ceiling on any of our high-performing titles, but it definitely raised the floor. Consider the case of a title like Anne of Green Gables, which until April only had four total views in 2019. During the campaign, the number of views for this title rose by 19. By comparing that title against the median of the top 100 titles, we can assume that the campaign worked in drawing more attention to this particular title.

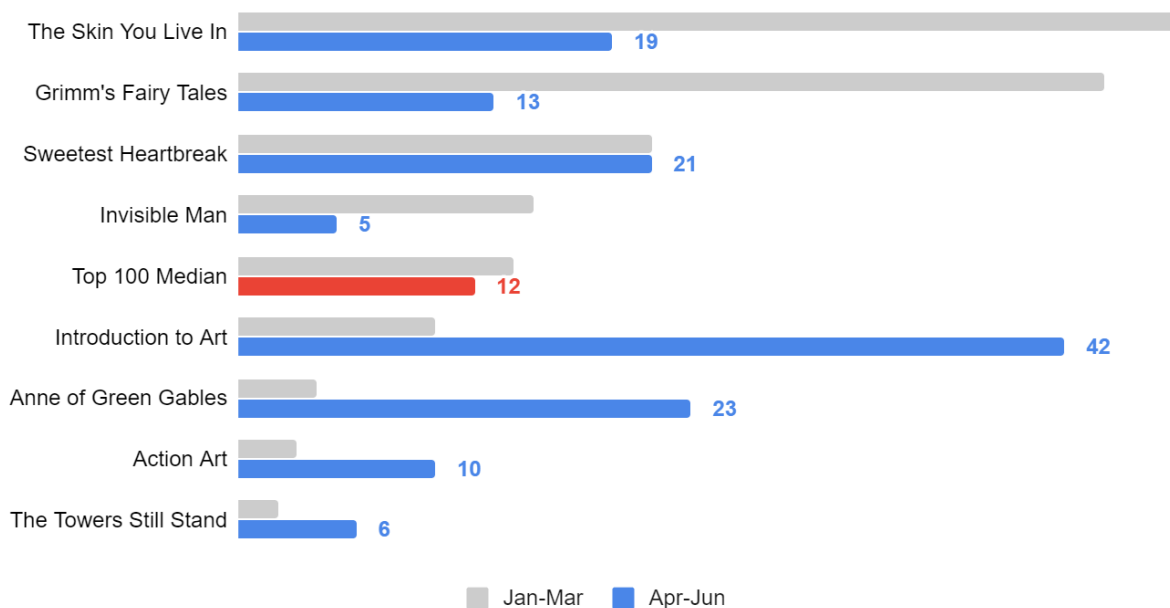## Some Titles Declined, Others Surged

Figure 7. BiblioBoard title views January-March 2019 versus April-June 2019.

Platform Performance

Although individual titles from BiblioBoard were highlighted, it should also be noted that this campaign was an opportunity to promote BiblioBoard as a free platform. Our assumption is that even though none of the titles may have appealed to everyone, this Facebook campaign may have led some to explore BiblioBoard as a whole.

Figure 8 shows monthly BiblioBoard views for the first six months of 2018 compared to the same time in 2018. The grey bars show the first six months of 2018. In 2018, there was fairly steady viewership, although there was a big increase in May 2018. In 2019, viewership declined between January and March, but show back up in April 2019. Again, this viewership remained high in May 2019, but then leveled off to normal levels in June 2019.

Big Increase in Monthly Views Starting in April 2019

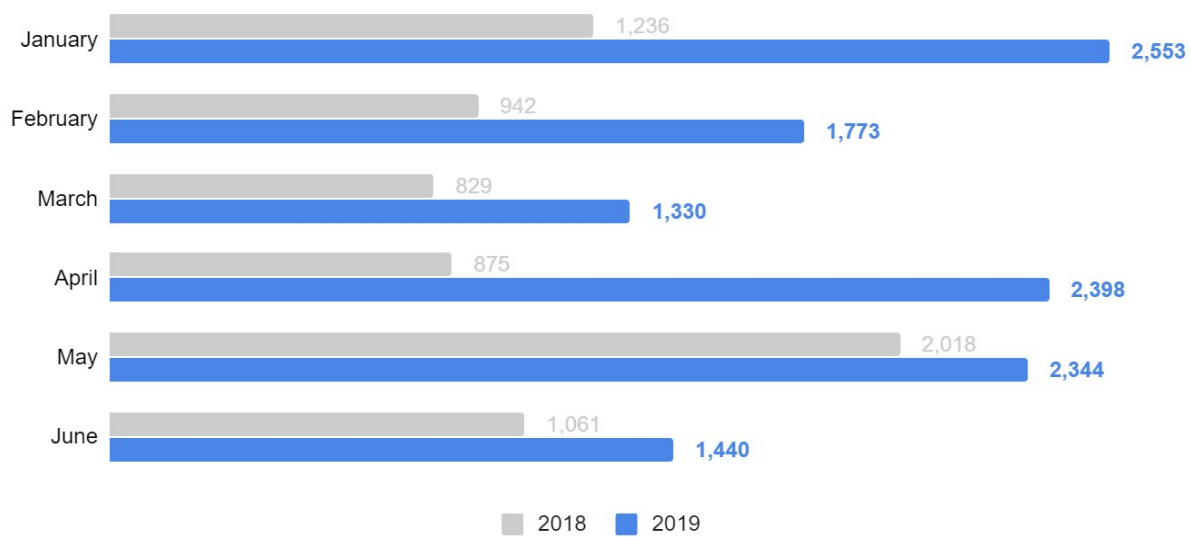| Month	2018	2019
January	1,236	2,553
February	942	1,773
March	829	1,330
April	875	2,398
May	2,018	2,344
June	1,061	1,440

Figure 8. BiblioBoard monthly views January-June 2018 vs 2019.

Conclusions and Next Steps

If asked whether this campaign was successful or not, we would definitively say "yes." But perhaps not for the reasons you would expect. In terms of outputs, the campaign disappointed in some areas. We were hoping to see more Facebook shares, likes, and comments. It would have also been exciting to see more Facebook views for individual titles and large increases in views from non-campaign months.

In terms of overall awareness, both of BiblioBoard and the RAILS Facebook account, there are some small signs of success. There were sizable jumps in terms of Facebook engagement metrics and overall BiblioBoard views from March to April 2019 that give us encouragement.

The biggest success from this campaign may be in helping us determine how to understand and examine the power of social media as well as potentially helping us structure future social media campaigns. This campaign gives us a baseline for measurement and will allow us to explore new ways of promoting RAILS resources to potential users.

In terms of next steps, RAILS has several goals and objectives to choose from. Each of the suggestions below are goals that could be achieve with more funding for social media advertising:

1. **Increase overall awareness of current programs and services** - there are many ways to do this, but the most effective to run a series of smaller promoted posts on a wider variety of topics (i.e. Inkie.org, Find More Illinois, Explore More Illinois). By purchasing a series of smaller budget ads, over a short time period, RAILS can continue to test what works and what doesn't, while also boosting overall likes and followers.

2. **Increase attendance at events** - using a small ad budget, RAILS can easily measure how Facebook impacts the action followers take. For example, RAILS could choose to promote a series of continuing education events based on geographic area and then measure registration for promoted events versus non-promoted events.

3. **Targeted increase of traffic for specific programs** - RAILS could also choose to boost awareness of one issue such as the My Library Is... campaign. By promoting ads around individual resources like videos, infographics, etc., RAILS could drive more traffic to the My Library Is... site and strengthen the overall reach of the campaign.

Glossary of Terms

The following terms are defined by Facebook:

Post reach - This is the number of people who have seen a post. A post counts as reaching someone when it's shown in their News Feed.

Organic reach - This is the number of unique individuals who saw a specific post from a Page on their News Feeds, tickers, or directly on the Page.

Paid reach - This is the number of unique individuals who saw a specific post from a Page through a paid sources like a Facebook Ad or Promoted Post.

Total reach - This is the number of unique individuals who have actually seen any content related to a Facebook Page. This includes content published on a Page as well as Facebook Ads and Promoted Posts that lead people to a Page.

Page views - This is the total number of times a Facebook Page was viewed during the time period selected.

Post views - This is the number of times a story published on a Facebook Page News Feed was viewed during the time period selected.