

125 Tower Drive Burr Ridge, IL 60527 630.734.5000 railslibraries.org

**Executive Director Report, June 2025** 

# Provides leadership in ensuring sustainable, equitable resource sharing

# Institute of Museum and Library Services (IMLS) and Other Federal Updates

Changes and developments about IMLS have continued since we last met in May. As this situation continues to change, I encourage you to visit the RAILS <u>IMLS Advocacy</u> Pulse page for the most up to date information we have to share.

On May 16 the Illinois Office of Broadband announced that the US Department of Commerce terminated funding for the Digital Equity Capacity Grant. On May 19, Governor J.B. Pritzker also released a <u>statement</u> concerning the cancellation of the program. ALA has also put out an <u>FAQ</u>.

On May 20 the Administration filed a status report confirming that IMLS staff have been returned to work in compliance with an order from a Federal judge. The Administration has filed an appeal of that order and requested a stay of the order pending appeal.

On May 23 the US Court of Appeals for the Fifth Circuit <u>removed a 30-year precedent</u> and ruled that politicians have the right to remove books from public libraries. Little v. Llano County is a book banning case first filed in April 2022 that alleged that Llano County improperly removed 17 books from the library. This case is likely to head to the Supreme Court.

On June 6, after a month-long temporary restraining order, a federal judge has <u>denied ALA's motion</u> for a preliminary injunction blocking the Trump administration's efforts to dismantle IMLS. The judge ruled that because the law and the facts were currently in flux that ALA's motion was denied without prejudice. This means that IMLS grantees in states not covered by the attorney general injunction will not have access to their IMLS funding with the case progresses.

We will continue to update you as things change. Thank you for your leadership and your voices about the importance of this agency and funding for libraries and museums.

#### RAILS Works with ILA and Attorneys to Clarify Opioid Antagonist Bill

RAILS is communicating with both the Illinois Library Association and attorneys at Ancel Glink regarding House Bill 1910, which recently passed both the House and Senate and is expected to be signed into law by the Governor. This legislation would require all public libraries to maintain a supply of opioid antagonists such as Narcan in an accessible location. However, the current legislation is only found as an amendment to the Local Library Act so at this time, we don't believe this will be applicable to Library Districts. We anticipate working with Ancel Glink to provide a memorandum on this legislation for our membership.

#### Illinois Legislative Updates

The Illinois Library Association's Public Policy Committee (PPC) met in the first week of June to review bills of interest to the Illinois library community. The Illinois Library Association has updated their <u>bill monitoring list</u> and positions available on their website, and that is the best place to check for updates and developments. The next meeting of PPC is scheduled for later this summer.

I am including for your review some bills that have now passed both houses of the state legislature. Most of these still need the Governor's signature.

<u>SB1550</u> and <u>HB2747</u>: Amends the Illinois Library System Act. In provisions concerning State grants, provides that the grants shall include, among other things, planning and construction grants to library systems and public libraries that are members of a library system (rather than planning and construction grants to public libraries and library systems) and grants to improve or enhance security of libraries. It has passed both houses.

<u>HB1062</u>: Amends the Illinois Century Network Act. Provides that the connection of anchor institutions to the Illinois Century Network shall be prioritized according to the type of anchor institution, starting with schools and libraries. This was identified by ILA PPC as a legislative priority for this year and the legislative proposal was submitted by RAILS' Anne Slaughter, IHLS, and Northbrook Public Library. This has passed both houses.

<u>SJR13</u>: Creates the University Library & Professional Librarian Access & Transparency Task Force to examine the current state of libraries and professional librarianship on Illinois public university campuses and present a recommendation to the General Assembly to ensure that public academic libraries and the educational services provided by professional librarian faculty remains a viable and healthy benefit to Illinois students. This has been adopted by both houses.

<u>HB1910</u>: Requires a library, during operating hours, to take reasonable steps to have (rather than to ensure that there is) at least one person present in the library who has completed training in how to recognize and respond to an opioid overdose, including the administration of an opioid antagonist. Provides that training may (rather than shall) be conducted by an organization recognized for providing such training or may be created by the library using free resources available on the Department of Public Health's website or the Department of Human Services' website (rather than may be conducted online or in person). Provides that a library and its authorized personnel are immune from liability for the administration of an opioid antagonist under the provisions, except for willful and wanton misconduct (rather than except for acts of gross recklessness or acts intended to cause harm). Specifies that a library may receive an opioid antagonist from any lawful source. It has passed both houses.

<u>HB42</u>: Amends the Illinois Local Library Act and the Public Library District Act of 1991. Authorizes costs paid by persons residing outside of the relevant library jurisdiction to be paid quarterly or biannually if permitted by board regulations. This bill has crossed over to the Senate and is supported by the Illinois Library Association. It has passed both houses.

# **LACONI Trustee Banquet**

I had the opportunity to attend the LACONI Trustee Banquet on Friday, May 30 in Oak Park. It was my honor to facilitate a conversation between authors Rebecca Makkai and Juan Martinez as part of the evening's events. I want to congratulate the LACONI Officers and Board representatives on a very successful event and thank them for the invitation.

#### **Netherlands Delegation Visit**

RAILS was able to host a visit from Klaas Gommers, representing the Association of Public Libraries of the Netherlands. I had a wonderful visit with Klaas, who serves as the Association Affairs Advisor for the Association, sharing the differences between libraries in Illinois and the Netherlands. Thanks to Veronda Pitchford, Assistant Director of the Califa Group, for organizing this enlightening connection.

# Models best practices in equity, diversity, accessibility, and inclusion

#### Making DEI FAIR: A Conversation with Lily Zheng

Our June 5 event with Lily Zheng, author of *Reconstructing DEI* and *DEI Deconstructed*, was a success, with 135 attendees. I was so pleased to be a part of this conversation, and I felt that Lily brought a valuable new perspective for libraries to consider. The event can now be viewed in the RAILS Continuing Education archives – I encourage you to take a look!

# Assists Members in Planning for the Future

#### New RAILS Resource Sharing Map Coming Soon

A new version of the RAILS Resource Sharing Map is nearing completion with a new home and features. Using ESRI ArcGIS, we have developed a dynamic online version of the map that offers more information and visualization capabilities for the organization and membership. The map includes member libraries who are involved in resource sharing groups and programs, such as LLSAPs and RAILS services like eRead Illinois, Find More Illinois, and Explore More Illinois. Users can filter the map to view subsets of these libraries and save those images for their own use. We plan to update the map on a regular basis as L2 information and other data sources are updated and added. The map is currently in a soft launch to gather feedback before an official announcement at the RAILS Member Update in September.

# Leads alongside member libraries to develop and strengthen Illinois library community

#### Jim Edgar State Library Reading Room Dedication

I had the opportunity to attend the Illinois State Library Reading Room Dedication to former Governor Jim Edgar on Wednesday, May 28 in Springfield. The dedication was attended by a bipartisan group of state officials, including Secretary of State Alexi Giannoulias, Governor JB Pritzker, Congresswoman Nikki Budzinski, and Governor Edgar. Edgar oversaw the construction of the Illinois State Library building, which was dedicated in June 1990. It was a wonderful day full of great respect for the power of Illinois libraries.

#### Illinois State Library Advisory Committee

The Illinois State Library's Advisory Committee met on Thursday, June 12, and I attended remotely from Burr Ridge this month. Discussed was the FY2026 Secretary of State Budget, a current update on the Institute of Museum and Library Services, legislative updates, EBSCO and OCLC FirstSearch discussions, and a discussion of ISLAC composition for next fiscal year. Funding the Systems continues to be a top priority for this group in the face of the IMLS funds, and they drafted a motion to confirm their support in June.

# Looking Ahead to July

- Seating new RAILS Board members
- July Board Development topics RAILS Financial Report and Budget
- July Board Orientation
- FY2026 Board Meeting Calendar



# This Month at RAILS – June 2025

# THE TOP THREE

In response to board member feedback, each month we provide brief talking points to help you spread the word about specific RAILS programs/services. Here are this month's top three:

# 2025 RAILS All-Staff In-Service Day a Success

The results from a follow-up survey taken by RAILS staff demonstrate the impact the day had on staff members' connections to one another. 93% of staff members reported that they had opportunities to connect with coworkers that they don't normally interact with, and 90% reported that they made new work-related connections and/or strengthened existing connections with coworkers. With our hybrid working environment and five service centers spread across the state, we succeeded in our top priority of fostering connections among staff.

# **RAILS Collaborates with IHLS and ICN on Webinar**

On Tuesday, June 3, RAILS collaborated with Illinois Heartland Library System (IHLS) and Illinois Century Network (ICN) to present a well-attended webinar for Illinois public libraries on how to participate in the upcoming bid for FY2027 internet services through ICN. After a history of shifting priorities regarding library customers and a primary focus on K-12 schools, the progress of the Illinois Connected legislation has prompted ICN to rekindle and cultivate their relationships with libraries, with a hope that they will be able to offer rates lower than current levels.

# 2025 RAILS Board Election Voter Map

Digital Marketing & Communications Specialist Ola Gronski used voter data from the board election to create a <u>2025 voter map</u>. We saw a record voter turnout with 27% of our membership casting a ballot. We also doubled the percentage of school library votes (10% from last year's 5%), signaling more engagement with this library type. Thank you to everyone who voted and made this election cycle a big success!

# Provides leadership in ensuring sustainable, equitable resource sharing

#### Enhance sharing of knowledge and best practices

#### **May RAILS Site Visits**

RAILS Member Engagement Specialist Jessica Silva conducted one site visit at a member library in May. She visited:

Newberry Library, Chicago, IL (pictured right)

To learn more about these visits, see our site visit map, or to request a visit, please visit the <u>RAILS Library Site Visits page</u>.

# **RAILS Hosts Online Roundtable on Special Events, Anniversaries, and Celebrations**

RAILS Member Engagement Specialist Jessica Silva hosted a virtual online roundtable on Thursday, May 8 about Special Events, Anniversaries, and Celebrations. This event featured presentations by library staff from the Love Libraries committee. 25 people attended. This event was recorded and is now available from the RAILS YouTube page.

#### **New RAILS Networking Group: Nature & Libraries**

Jessica Silva helped the Nature & Libraries networking group host their kickoff meeting online on May 22. This event featured Evanston Public Library staff member Martha Meyer sharing about the Blueberry Award and Winnetka-Northfield Public Library staff member Stephanie Girardi sharing about seed libraries. 45 people attended this event.

#### **RAILS Member Meetup at Bourbonnais Public Library**

Jessica Silva hosted a RAILS Member Meetup at Bourbonnais Public Library on Wednesday, May 28. 17 librarians attended from public, school, and academic libraries. This event featured a tour of the library by Kelly McCully, Bourbonnais Public Library Director.

#### **RAILS Hosts ISLWS Information Session**

Jessica Silva hosted an online information session about the Illinois School Library Workers Symposium (ISLWS) on Thursday, May 29. 9 people attended. The event covered some of the basics of the ISLWS including who should attend, what topics will be covered, and how to make the case to administrators. The 2025 ISLWS takes place on Wednesday, September 17, 2025.

#### Can't Shelve This Hits New Personal Record with Monthly Listens

In the month of May, *Can't Shelve This* reached a new record with 1,230 listens—306 more than the previous record from January. Digital Marketing & Communications Specialist Ola Gronski also unlocked new statistics via the podcast's host site, Libsyn. Though a majority of the listenership is from Illinois (68%), the podcast has a healthy amount of listeners throughout the country and a handful internationally.

#### Can't Shelve This Episode 8: An Airing of Grievances

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Instead of feeling sad, let's get mad. In "An Airing of Grievances," RAILS Data Analyst Janette Derucki and IHLS School Library Membership Coordinator Leah Gregory host a mid-year festivus, addressing the current library landscape and reading listener-submitted rants. Listen now on <u>Apple Podcasts</u>, <u>Spotify</u>, <u>YouTube</u>, and more.

# **RAILS Social Media Engagement**

See the report at the end for info on our May social media engagement efforts.

# Leverage economies of scale to provide greater purchasing power

RAILS members can find information, trial access and pricing on all deals and discounts by logging into the <u>RAILS Deals & Discounts page</u>.

# Chicago Tribune Pilot Project Update

RAILS has successfully completed the *Chicago Tribune* digital access pilot. We are grateful to the 17 libraries who participated in the pilot and assisted with testing, troubleshooting, and authentication in preparation for a wider rollout. Due to the large volume of interested libraries, Tribune's parent company MediaNews Group will accept new subscriptions through phased enrollment over the rest of the calendar year. Subscriptions will be prioritized based on authentication method, interest form submission date, and MediaNews Group's technical support capacity. Out of 47 interested libraries, 21 will be onboarded for a July 1 start date, and the remaining by the end of 2025.

# **July Renewals**

Renewals and signups continued in May for the July 1 deals, including the EBSCO Supplemental Resources, PressReader, and HR Source. The Deals & Discounts team also actively promoted and consulted with members about resource options available for the renewing subscriptions. During May RAILS Deals & Discounts team conducted over 110 phone meetings, Zoom meetings and reach outs to member libraries to answer questions about their upcoming subscription sign-ups and renewals.

# **Deals & Discounts Webinars**

RAILS Library Resource Specialist Jody Rubel hosted a LOTE4Kids and Era Books online webinar. LOTE4Kids promotes children's story time in their own language. The webinar discussed the content, which includes audio books in 90 different world languages and also how American Sign Language (ASL) can be integrated into programming. The presenter noted that book narrators are native speakers and not AI generated. The vendor then highlighted the Era Books Online product that is designed for improving reading, writing and comprehension skills. Two libraries that attended subscribed to LOTE4Kids following the presentation. The recordings are posted on the RAILS Deals & Discounts page.

# Deals & Discounts Webinar Stats May 2025

Vendor	Webinar Title	Registered	Attended
LOTE4Kids	LOTE4Kids Training and Information Session	19	13

# Online High School Programs

RAILS offers two online high school programs for libraries: Career Online High School (implemented Spring 2016) and Gale Excel (implemented Spring 2024). Stats for both programs are listed below:

# Career Online High School Stats as of May 31, 2025

Scholarships Awarded	Total Graduates	Current Number of Students in Program	RAILS Graduation Rate/National Rate
498	259	74	62%/53%

# Gale Excel Stats as of May 31, 2025

Scholarships Awarded	Total Graduates	Current Number of Students in Program	RAILS Graduation Rate/National Rate
41	13	19	<mark>93%/53</mark> %

# Seek greater efficiencies, innovations, and enhancements to delivery services

# **RAILS Addresses Bolingbrook Delays**

RAILS recently shared messaging with member libraries of SWAN and CCS regarding temporary delays in delivery out of our Bolingbrook facility. These delays can be largely attributed to staffing shortages at this delivery hub. In early June, RAILS filled some of these vacancies, and we expect this will now reduce any further delays.

# Work collaboratively to identify and support shared catalog solutions and expand resource sharing

# Find More Illinois Update

On May 1, RAILS Director of Library Resources and Programs Leila Heath and RAILS Consortial Services Supervisor Barb Miller met with representatives from the Consortium of Academic & Research Libraries in Illinois (CARLI) to discuss progress in Alma/SHAREit set up.



On Thursday, May 22, RAILS Technology Special Projects Coordinator Eric

Bain met with CARLI and Auto-Graphics to work through technical issues related to the setting up of new academic libraries. Barb Miller met with CARLI on Friday, May 23 to discuss the set-up options available for academic libraries

# Libraries Participating in Find More Illinois as of May 31, 2025

Academic	Public	School	Special	Total
1	73	12	1	87

#### Find More Illinois total transactions (loans and borrows)

Time Period	Number of transactions	
May 2025	1,263	
Fiscal Year to Date	14,031	

#### Find More Illinois catalog

Time Period	Number of items in shared catalog
May <mark>202</mark> 5	7,556,804

# eRead Illinois & Inkie.org Update

RAILS E-Content Specialist Anna Behm met with Rustin Howard on Thursday, May 8. They discussed the "Maximizing Your Digital Collection" webinar the Baker & Taylor presented on April 29. Baker & Taylor agreed to extend the discount they receive from publishers.



RAILS will get a 10% discount off content purchased for the eRead Illinois collection moving forward.

eRead Illinois renewals and new signups continued through May. As of June 3, 282 public libraries, 31 academic libraries, 5 special libraries, 562 and school library buildings have renewed their membership in eRead Illinois. The renewal period ends on June 30.

#### eRead Illinois Boundless Checkouts

Time Period	E-Books	Audiobooks	Total	
May 2025	25,347	21,209	46,556	
Fiscal Year to Date	247,813	219,2 <mark>54</mark>	467,067	

# Inkie.org Library Views

Time Period	Number of Views	
May 2025	1,964	
Fiscal Year to Date	<mark>20</mark> ,131	

# **Explore More Illinois Update**

In May 2025, 3,585 reservations were made in Explore More Illinois. The most popular downstate and suburban attractions in May 2025 were: EXPLORE MORE ILLINOIS

- Brookfield Zoo (475)
- Morton Arboretum in Lisle (452)
- Chicago Botanic Garden in Glencoe (200)
- Cantigny in Wheaton (178)
- Volo Museum (50)

The most popular Chicago attractions in May 2025 were:

- Art Institute of Chicago (600)
- Griffin Museum of Science and Industry (368)
- Peggy Notebaert Nature Museum (298)
- Field Museum (229)
- Chicago History Museum (121)

In May, the Elgin History Museum and the Cernan Earth and Space Center & Planetarium in River Grove joined Explore More Illinois.

In May, RAILS joined the Illinois Association of Park Districts as a corporate member to connect with potential Explore More Illinois attractions.

On June 3, RAILS Special Projects Librarian Jessica Barnes hosted Explore More Illinois Q&A on Zoom with 19 people attending.

# Libraries Enrolled in Explore More Illinois as of May 31, 2025

<b>RAILS Libraries</b>	IHLS Libraries	Chicago Public Library	Community Colleges	Total
353	104	1	4	462

# Attractions in Explore More Illinois as of May 31, 2025

Attractions	69
Total Attractions in 2025	78

# Reservations Made in Explore More Illinois in May 2025

Organization	April 2025
RAILS/IHLS	957
CPL	2,6 <mark>28</mark>
Total	3585

# Assist member libraries in preparing for the future

# Future-focused professional development and member engagement efforts

# 27 Library Directors to Participate in Directors University

Directors from the following libraries have confirmed their participation in the 2025 Directors University event:

- Atlanta Public Library District
- Beardstown Houston Memorial Library
- Bellwood Public Library
- Broadview Public Library District
- Bushnell Public Library District

- Chadwick Public Library
- Chillicothe Public Library District
- Clinton Township Public Library
- Des Plaines Public Library
- Dixon Public Library

- Farmer City Public Library
- Fox River Valley Public Library District
- Hanover Township Library
- Lemont Public Library District
- Maywood Public Library District
- Odell Public Library
- Park Forest Public Library
- Peotone Public Library District
- Poplar Creek Public Library District

- Reddick Public Library District
- River Grove Public Library District
- Selby Township Library District
- Streator Public Library
- Sugar Grove Public Library District
- Tremont District Library
- Winfield Public Library
- Woodridge Public Library

This event will take place August 4 – 6 in Bloomington.

# Joe Filapek Meets with Downers Grove Group

RAILS Associate Executive Director Joe Filapek met with the Downers Grove Joint Ad Hoc Committee of the Village Council and Library Board of Trustees on Thursday, June 5. This joint committee is investigating alternative methods for the selection of library board members and has scheduled meetings with various speakers to explore this issue.

# **Recent CE Events**

- **"RAILS Learning Lab: Prompt like a Pro: Getting the Most Out of Al Tools**, online meeting, May 20 RAILS Learning Labs are an informal, online space for interactive, hands-on learning and collaboration. In this session, participants learned how to write effective Al prompts.
- "Identifying Resources", webinar, May 22
   This cataloging workshop explored characteristics of different types of formats including physical presentation, data presentation, and tips for determining treatment (is it a book? is it a serial?) when information may be conflicting.
- "Exploring Morale in Library Workplaces," webinar, May 27
  Kaetrena Davis Kendrick shared the causes, development, and outcomes of low-morale experiences in
  a variety of library workplaces as revealed in her published studies and clarified by her associated
  ongoing data collection projects. The 2019 ACRL Academic/Research Librarian of the Year, Kendrick
  also summarized selected countermeasures to low morale experiences.
- "Fat Liberation in Libraries," webinar, May 29
  Participants eplored the often-overlooked role of body size in EDIA work and discovered how fat
  liberation promotes inclusivity for all bodies. Based on research from the forthcoming Library Quarterly
  article, "One size fits none," this session examined the roots of anti-fatness in Anglo-American society,
  its connection to accessibility, and strategies for creating welcoming libraries.
- "RAILS Learning Lab: Canva for Libraries", online meeting, June 3
   RAILS Learning Labs are an informal, online space for interactive, hands-on learning and collaboration.
   In this session, participants learned the fundamentals of Canva.
- "Making DEI FAIR: Lily Zheng in Conversation with Monica Harris," webinar, June 5
  Lily Zheng, Fairness, Access, Inclusion, and Representation Strategist and bestselling author of *Reconstructing DEI* and *DEI Deconstructed*, discussed how to make diversity, equity, and inclusion
  resonate with skeptics, applying the FAIR Framework to defuse backlash, sustain impact, and build
  inclusive organizations.
- "Assessing Your Technology Without I.T. Staff," webinar, June 10
   Participants learned how to troubleshoot and improve their setup Using the Toward Gigabit Libraries
   Toolkit. Topics included testing internet speed, assessing Wi-Fi, and creating simple network diagrams.

# **Upcoming CE Events**

- "Trustee Training: Library Director and Board Evaluations", webinar, June 14
  Learn why and how to evaluate the Library Director and Board to foster accountability, align with
  strategic goals, and ensure continuous improvement. Public library consultant Jerry Nichols will cover
  practical steps, tools, key considerations, best practices, and the importance of observation and
  documentation.
- "Serials Cataloging", webinar, June 18
   Learn serials cataloging basics with expert Robin Fay. This workshop covers the nature of serials, interpreting authority records, and techniques for copy and original cataloging under RDA guidelines. You'll explore cataloging levels, terminology, examples, and receive post-workshop resources, including exercises and a self-scoring skills test.
- **"IMRF Member Benefits",** online meeting, July 9 Active IMRF members can attend to better understand their benefits, including retirement, disability benefits, death benefits, and the Voluntary Additional Contribution plan. This presentation will also explain how to qualify for a Tier 1 and Tier 2 pension, how the pension is calculated, and how enrollment is determined.

Leads alongside member libraries to develop and strengthen Illinois library community

Strengthen collaborative relationships with partner library organizations

# June Partnership Meeting

RAILS has monthly meetings with representatives from the Association of Illinois School Library Educators (AISLE), Chicago Public Schools (CPS), Illinois Heartland Library System (IHLS), Illinois Library Association (ILA), and the Illinois State Library (ISL) to discuss ways we can work collaboratively to support school libraries.

June meeting topics included:

- Next steps after HB2685: Licensed School Librarian Task Force did not advance
- Unite Against Books Bans in Illinois update
- Illinois and federal library legislative update

And much more! We will continue to keep the board updated on these meetings.

# **RAILS Staff & Service Center News**

# Jessica Silva Accepts ILA Conference Planning Co-Chair Role

In May, RAILS Member Engagement Specialist Jessica Silva accepted the position of 2026 Illinois Library Association (ILA) Conference Planning Committee co-chair. Jessica will help with the planning and implmentation of the 2026 ILA Annual Conference in Peoria, IL.

# Stacy Palmisano and Jessica Silva Present at Reaching Forward North Conference

RAILS Special Projects Librarian Stacy Palmisano and RAILS Member Engagement Specialist Jessica Silva participated in a panel presentation at the 2025 Reaching Forward North conference on Thursday, May 1. The presentation covered the importance of networking and how to set up a networking group. Other panelists included Colby Maddox, Todd Miller, Laura Bretthole and Jodi Gianakoupoulos. Over 50 people attended.

#### Anne Slaughter Completes Term as Technology Section Chair

RAILS Director of Technology Services Anne Slaughter wrapped up her term as the chair of the Core Technology Section. Core is a division of the American Library Association (ALA). Anne's final duties include making committee appointments and and addressing a variety of administrative matters within the section.

#### Wes Smith Attending Government IT Leadership Forum

RAILS IT Manager Wes Smith will be attending the 2025 Government IT Leadership Forum in Springfield, IL on June 10. The IT Leadership Forum is a premier event designed for current and emerging public sector IT leaders to explore technological advancements that drive government innovation.

#### **RAILS IT Update**

In May, RAILS IT posted an RFP for new servers. The team also purchase and rolled out replacement headsets for staff. RAILS IT is starting migration on all domain names and DNS to Cloudflare. This will save RAILS \$400 per year in charges from previous vendors. RAILS IT is also starging planning for a network migration off of ICN to AT&T.

# MAY 2025

**RAILS** DIGITAL MARKETING BOARD REPORT

FOLLOWERS

total subscribers

REACH accounts shown our content

VIEWS times our content was seen

ENGAGEMENT

reactions, comments, and shares

Facebook +21 **2,718** 

Facebook -16,652

11,166

Facebook -41,673

36,449

Instagram +28 **1,626**  LinkedIn +57

in

Instagram -3,574 **1,915**  LinkedIn +428

Instagram -5,519

7,300

LinkedIn +826

Facebook -2,287

1,276

Instagram -541

340

LinkedIn -59

TOP POST received the most engagement









**RAILS Minute Views:** 1,027

Can't Shelve This Listens: 1,230