

FDNW Facebook Report 2019/2020

The FDNW Facebook page has continued to be a place to be able to share interesting articles, news and images from the world of children's literature. I also started doing posts highlighting some of the books which are on display from the National Children's Collection in the General Reading Rooms "new book display". Every time there is a new display featuring children's books, we try and highlight it via the Facebook page.

Speaking with some people who have attended some of the FDNW events in the past year, some of them came along due to the reminders they received from Facebook. When someone says they are "interested" in attending our event, Facebook sends them a reminder at the beginning of the week that it is coming up, and then sends another reminder on the day.

The page is up to 91 followers now. Thanks to Jay Buzenburg at the National Library, some of our posts are now being regularly shared via the National Library Facebook page too. This provides us with more exposure, as this page has over 9,500 followers.

Our posts normally gather between 30 to 60 views. There were three posts in the past year which gained more views and interactions than this. These were:

- Post about RadioNZ revamping their children's pages. I provided a link to the page, where you can listen to a number of children's stories. This post was done in May 2019. It was viewed by 1,666 people. This high number was due to the number of pages which shared our post.
- After Corrina attended a Gecko Press event, she posted some photographs and a little blurb about it. This event was seeing the author/illustrator Clotilde Perrin, and hearing about her creating the book *Making a Villian*. This post reached 131 people.
- In September 2019, I shared a fascinating article looking at the merchandise which was released alongside the Peter Rabbit series. Beatrix Potter knew that merchandise was a good way to gain a larger income and used it to her advantage. This post reached 94 people.

As always, if anyone comes across anything that you think people in the children's literature world might be interested in, feel free to share it to the FDNW page, or email it through to us friendsdnw@gmail.com

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FDNW Facebook administrator