

March 2021 Media Report - Kristen Thornton-De Stafeno

- Worked with Zork on sharing Poem a Day videos.
- Created and published 2 April virtual calendar emails.
- Continued uploading YS content to YouTube.
- Worked with Austin D. on Battle of WP blog.
- Worked on Libby training blog.
- Worked with Nancy R. on James McBride blog.
- Worked on March LibraryReads blog.
- Worked on Poetry Month blog.
- Worked on Transgender Day of Visibility Blog.
- Worked with Ryan J. on Strategic Planning survey.
- Scheduled Tiny Tales videos for Facebook and IGTV.
- Applied Creative Commons license to 3 Trove fountain images.
- Worked with Erik C. on STEM Program Facilitators job posting.
- 18.0% average open rate on all newsletters sent out in March, showing a 0.6% decrease from February; 1.5% average click rate in March, showing a 0.3% increase. This Week on Martine March newsletters had a 19.9% average open rate showing a 1.7% decrease from February; YS March newsletter had an 17.5% open rate, showing a 1.3% decrease from the February newsletters. We gained 3273 subscribers in March.
- Facebook, Instagram, and Twitter followers have all increased. Our Facebook reach is down 16% from February, and our post engagement is down 56%. Our most popular Facebook post was on the Ancient Rome events (it reached 1.9K people). Our twitter impressions are down 10.1% from the previous month. Our most popular tweet was on the Strategic Plan survey. Our most popular Instagram post was on the Transgender Day of Visibility event. YouTube views are up 18% this month with 2.8K views. Our most viewed video was once again Austin O's AcornTV Smart TV.

Stats

	Mar-21	Adult	Juvenile			
Promotional Activities						
Fliers		0	0			
Newsletters		6	2			
Press Releases		1	1			
Social Media Post		48	71			
Digital Graphic/image		14	32			
Blog Post		13	27			
Print Graphic/Handout		0	0			
Outreach Activities	E-mail	Phone	Visits	FB/Insta/Twit Msg	Blog Comment	

Community Contacts	8	2	0	2	4
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Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	2216	1726	1311	175	13380

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Patch shared nearly all of our blog posts this month.

City shared Genealogy and LOFT event for Women’s History month in city’s March calendar newsletter.

Scarsalde10583 newsletter shared Mara Gay event.

Greater Boston PFLAG shared our event with the LOFT:

<https://twitter.com/GBPFLAG/status/1376595010892800006?s=20>

Tiny Owl Publishing shared our Nowruz event:

https://twitter.com/TinyOwl_Books/status/1372156329402466309?s=20

WLS shared our Women’s History Month post:

<https://twitter.com/WestLibSys/status/1366425665478811657?s=20>