

**October 2017 Media Report – Kristen Thornton-De Stafeno**

- Verified the library’s Facebook page.
- Launched the first issue of our new weekly newsletter.
- Edited and designed the latest issue of the Friends newsletter.
- Contacted WPHS photography teacher and professor from SUNY Purchase to share info on “Photo of the Week.”
- Began editing Foundation’s blog posts.
- 21.45% average open rate on all newsletters sent out this month, with increased overall engagement in terms of links clicked. We saw a 2% decrease in subscribers this month, but that is largely due to regularly purging the subscriber list of spambots.
- Facebook follows and likes have increased this month, as well as Twitter and Instagram followers. Our reach has gone up 66% on Facebook, with us reaching 15,021 people.

**Stats**

	Oct-17	Adult	Juvenile
Promotional Activities			
Fliers		4	2
Newsletters		6	5
Press Releases		1	1
Social Media Post		74	75
Social Media Graphic		19	3
Blog Post		4	2

Social Media	Facebook	Twitter	Instagram	Edge Instagram
Followers	1232	1154	170	184

**Mentions/Links**

*The Examiner News* wrote about the enhanced bikes lanes for Martine Ave.:

<http://www.theexaminernews.com/enhanced-bike-lanes-planned-for-martine-ave/>

ALA published a Press Release on the *Ready to Code* grant: <http://www.ala.org/news/press-releases/2017/10/ala-announces-500000-first-time-grants-develop-coding-programs-libraries-0>

WLS, City of WP, and Metro Library Council all tweeted the ALA’s *Ready to Code* press release, congratulating us.

Highlands Middle School tweeted congratulations to Team KnowLEDGE on participating at Battle of the Books: [https://twitter.com/HighlandsMS\\_WP/status/921817580318478336](https://twitter.com/HighlandsMS_WP/status/921817580318478336)

Assemblyman David Buchwald tweeted from the Fall Gala: <https://twitter.com/DavidBuchwald/status/921903308004052994>

Mayor Roach also tweeted from the Gala with a few pictures: <https://twitter.com/wpmayorroach/status/921941680202436609>