

December 2017 Media Report – Kristen Thornton-De Stafeno

- Created a Nonprofit Westchester account, where we can share library events.
- Contacted Mayor’s office for city events not listed in calendar.
- Shared info with Karen Costable on possible programming to share in city’s list of resolution-based content.
- 20.93% average open rate on all newsletters sent out this month, down slightly from last month. We’ve gained over 100 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter followers. Our reach has decreased 67% on Facebook, but our post engagement has increased 23%.
- After switching our Instagram account to a business profile last month, we now have access to stats on that profile: Our followers are 72% women and 28% men, we received 151 impressions this month (likes and comments), and our followers are most active Sundays-Thursdays between 9:00 a.m. – 9:00 p.m.

Stats

Dec-17	Adult	Juvenile		
Promotional Activities				
Fliers	8	8		
Newsletters	6	7		
Press Releases	1	1		
Social Media Post	59	60		
Social Media Graphic	8			
Blog Post	2	1		
Social Media	Facebook	Twitter	Instagram	Edge Instagram
Followers	1259	1204	217	180
Ad				

Mentions/Links

Route 119 Complete mentioned us in a Tweet regarding the public meetings being held in January:
<https://twitter.com/r119complete/status/943908694378663938>