

January 2018 Media Report – Kristen Thornton-De Stafeno

- Joined the WLS Marketing Group.
- Provided Karen Constable with programming info for the city’s Black History and President’s Day break newsletter.
- Recorded our first Facebook Live event.
- Shared Edge event flyers/info with HS guidance counselors and HS/MS PTAs
- Created Spring 2018 pages for Rec & Parks guide
- 25.58% average open rate on all newsletters sent out this month, nearly 5% increase from last month. We’ve gained 175 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter followers. Our reach has increased 39% on Facebook, and our post engagement has increased 34%.

Stats

Jan-18	Adult	Juvenile				
Promotional Activities						
Fliers	9	8				
Newsletters	5	4				
Press Releases						
Social Media Post	43	69				
Social Media Graphic	6	2				
Blog Post	5					
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers	
Followers	1281	1231	247	175	3287	
Ad						

Mentions/Links

5 Star review in Google

https://business.google.com/b/117527017964663683816/reviews/l/02000775513993715649/r/Ale9_BEV1VP1woYvuPRixSBHIWg48fdKWuul-XxSqyJ63GIX7WoDVDkXihcMz_Hc5S57wcXtEBhL7ngTiPpNybyrZV4XBO5qTvtnAAG-gCn1HM4mij28TjQ?utm_campaign=gmb_notifications&utm_medium=desktop.email&utm_source=local_review

Publisher’s Weekly Fire and Fury Article

<https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/75770-librarians-scrambling-to-meet-demand-for-fire-and-fury.html>

White Plains highlighted our Poetry slam on twitter

<https://twitter.com/WhitePlainsBID/status/948630406202576897>