

## February 2018 Media Report – Kristen Thornton-De Stafeno

- Ran three Facebook ads for Trove programming.
- Finalized April Poetry Slam flyer with the Galleria’s marketing staff.
- Finalized Spring 2018 pages for Rec & Parks guide and sent to Fran C.
- 18% average open rate on all newsletters sent out this month, showing a significant decrease from last month. I tested out MailChimp’s function for determining the best time of day to distribute the newsletter and stats show it’s flawed. We’ve gained 27 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter followers. Our reach has increased 167% on Facebook, and our post engagement has decreased 1%.

### Stats

Feb-18	Adult	Juvenile				
Promotional Activities						
Fliers	6	8				
Newsletters	8	11				
Press Releases						
Social Media Post	46	46				
Social Media Graphic	6	5				
Blog Post	2	2				
Brochures/other print	1	0				
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers	
Followers	1289	1255	286	176	3346	
Ad	3					

### Mentions/Links

News 12 (and other affiliates such as 4 in Dutchess County) featured segment on gun violence discussion: <http://westchester.news12.com/clip/14150817/rep-lowey-meets-with-students-law-enforcement-on-gun-violence>

News 12 anchor tweeted photo from gun violence discussion: <https://twitter.com/MichelleBNews12/status/967074933661724672>

Mentioned in NY Times article: <https://www.nytimes.com/2018/02/28/nyregion/librarians-opioid-heroin-overdoses.html>

League of Women Voters event mentioned in LoHud: <https://www.lohud.com/story/news/health/2018/02/26/catherine-wolf-ibm-als-medicare/373117002/>

5 and 4 star reviews on Google [https://business.google.com/reviews/l/02000775513993715649/r/Ale9\\_BFqh\\_zr355jzGaEpH7666zcsfluVUnLbenWmrlHKTEX2RcmF\\_uoij\\_rsxrmXRCXmppyGUMMfchY7\\_41RIKyqNeRWcArxMIMcViTiVryV6VQGphEnBw?utm\\_campaign=gmb\\_notifications&utm\\_medium=desktop.email&utm\\_source=local\\_review](https://business.google.com/reviews/l/02000775513993715649/r/Ale9_BFqh_zr355jzGaEpH7666zcsfluVUnLbenWmrlHKTEX2RcmF_uoij_rsxrmXRCXmppyGUMMfchY7_41RIKyqNeRWcArxMIMcViTiVryV6VQGphEnBw?utm_campaign=gmb_notifications&utm_medium=desktop.email&utm_source=local_review)

[https://business.google.com/reviews/l/02000775513993715649/r/Ale9\\_BGhYIk2KhOdF8fekWDvq8JU2r9JtLE6c536edMd3tLi4a23JHIE63MVNdvtwAsmUw0zziW8RcrCFxQF755UjW\\_aun7qjDbm4Y6Ug5nEKcuOhobR3A?utm\\_campaign=gmb\\_notifications&utm\\_medium=desktop.email&utm\\_source=local\\_review](https://business.google.com/reviews/l/02000775513993715649/r/Ale9_BGhYIk2KhOdF8fekWDvq8JU2r9JtLE6c536edMd3tLi4a23JHIE63MVNdvtwAsmUw0zziW8RcrCFxQF755UjW_aun7qjDbm4Y6Ug5nEKcuOhobR3A?utm_campaign=gmb_notifications&utm_medium=desktop.email&utm_source=local_review)

Included in City's February 1<sup>st</sup> newsletter featuring President's Day week events.