

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

- Began sending Adult and Trove calendars out to Alloy for monthly printing.
- Finalized design of Museum Passes brochure and sent out to Alloy for printing.
- Distributed Press Release for Orin Grossman 3/28 program.
- Distributed Teen Tech programming, teen Mindfulness, and Parenting flyers to school and press contacts.
- Ran Women in Science Facebook Ad.
- Designed + sent Reading Buddies bookmarks to Alloy for printing.
- Finalized Murals poster design and began designing handout version.
- Finalized Trove Time graphic and sent it out to Alloy for printing.
- 18% average open rate on all newsletters sent out this month, showing no change from February. We've gained 210 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter and Instagram followers. Our reach has decreased 9% on Facebook, and our post engagement has increased 125%.

### Stats

Mar-18	Adult	Juvenile				
Promotional Activities						
Fliers	11	8				
Newsletters	6	6				
Press Releases	2					
Social Media Post	34	43				
Social Media Graphic	2	5				
Blog Post	6	4				
Brochures/other print	3	3				
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers	
Followers	1313	1273	323	174	3556	
Ad	1					

### Mentions/Links

AARP Tax-Aide shared in City's newsletter

5 star review on Google

<https://business.google.com/reviews/l/02000775513993715649>

City Newsflash on when we opened early on March 4th

<http://cityofwhiteplains.com/CivicAlerts.aspx?AID=598>

ArtsWestchester mentioned us in a tweet on the Paraguayan Festival

<https://twitter.com/ArtsWestchester/status/976127956316803077>

Westchester Magazine featured our Piano as Musical Partner Event on March 24<sup>th</sup>.