

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

- Had Historical Murals posters and handouts printed by Alloy.
- Finalized Paraguay graphic promos and had them approved by ArtsW.
- Created condensed version of press calendar for Bayan Baker (per request.)
- Designed keycard versions of Trove and Edge library cards.
- Finalized Spring Friends newsletter.
- Finalized graphics for Trove Time Bag-a-Tales luggage tags, book stickers, and binders.
- Designed graphic for Trove Time pins.
- Designed and mailed Café grand opening invite. 56.8% open rate.
- Designed and mailed Haitian Art Exhibit invite. 18.6% open rate.
- Designed Haitian Art Exhibit program and sent out to Alloy for printing.
- Drafted deadlines for eVanced entries and flyer requests for July 2018-June 2019.
- Reviewed Library app for errors and updates.
- 16% average open rate on all newsletters sent out this month, showing 2% decrease from March. We've gained 184 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter and Instagram followers. Our reach has decreased 52% on Facebook, and our post engagement has decreased 70%.

### Stats

Apr-18	Adult	Juvenile				
Promotional Activities						
Fliers	6	4				
Newsletters	8	6				
Press Releases	1	1				
Social Media Post	55	45				
Social Media Graphic	7	3				
Blog Post	5	1				
Brochures/other print	4	46				
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers	
Followers	1326	1283	338	174	3740	

Ad

### Mentions/Links

Mayor tweeted about the café: <https://twitter.com/wpmayorroach/status/981619513404903424>

WJCS tweeted about a storytime: <https://twitter.com/WJCSWestchester/status/986797811260887040>

Mayor tweeted about Edge panel: <https://twitter.com/wpmayorroach/status/989469833891852288>

Westchester Family mentioned old Building with K'NEX program in article:

<https://www.westchesterfamily.com/stories/2018/5/wf-feature-stembridge-2018-5.html>

Patron left Google review with comment on noise issues:

[https://business.google.com/reviews/l/02000775513993715649/r/Ale9\\_BGhYIk2KhOdF8fekWDvq8JU0-wqtjfgLxG5wNJQUixPy1-](https://business.google.com/reviews/l/02000775513993715649/r/Ale9_BGhYIk2KhOdF8fekWDvq8JU0-wqtjfgLxG5wNJQUixPy1-)

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b\\_notifications&utm\\_medium=desktop.email&utm\\_source=local\\_review](https://www.foxnews.com/story/2018/04/13/fox-news-12-calls-fox-13-ask-about-movies-edge)

News12 called April 13 to ask about movies in the Edge.