

July 2018 Media Report – Kristen Thornton-De Stafeno

- Ran Facebook ad for the Summer Reading Program.
- Finalized Wellness Wednesday brochure and sent to Alloy for printing.
- Submitted Fall/Winter Rec & Parks pages.
- Sent out Press Release on Eastview visits.
- Began designing Common Ground brochure.
- 25.5% average open rate on all newsletters sent out this month, showing an almost 6% increase from June. We've gained 3295 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter and Instagram followers. Our reach has increased 75% on Facebook, and our post engagement has increased 53%.

Stats

	Jul-18	Adult	Juvenile			
Promotional Activities						
Fliers		7	1			
Newsletters		6	8			
Press Releases			1			
Social Media Post		60	94			
Digital Graphic/image		6	8			
Blog Post		5	6			
Print Graphic/Handout		5	1			
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers	
Followers	1423	1327	458	178	8657	
Ad		1				

Mentions/Links

NYMetro shared Sunday Cinema: <https://www.nymetroparents.com/article/Today-s-Family-Kids-Activities-in-Westchester-Jul-1-20180701>

Daily Voice on Unclaimed Funds: <https://whiteplains.dailyvoice.com/news/are-you-owed-money-300m-in-unclaimed-funds-available-to-westchester-residents/739986/>

LoHud on Unclaimed Funds: <https://www.lohud.com/videos/news/local/2018/07/19/video-state-comptroller-encourages-residents-claim-lost-funds/802683002/>

Superintendent Ricca shared info on Backpack program: <https://twitter.com/DrJosephRicca/status/1017797592233795585>

Sen. Mayer quote tweeted us: <https://twitter.com/ShelleyBMayer/status/1019266380494000128>

Westchester Tourism shared info on Int'l Film Fest: <https://twitter.com/WestchesterTour/status/1019295809798574081>