

October 2018 Media Report – Kristen Thornton-De Stafeno

- Began adding select events and all Board meetings to new City calendar.
- Updated Borrowing Guidelines.
- Updated envelopes with logos.
- Finalized new logo updates.
- Worked with Tata C. to translate mobile printing flyer into Spanish.
- Sent out Government & Politics Career Panel Press Release.
- Began Standards Guide outline.
- Finalized Friends’ Fall News Notes.
- Edited Free Space flyer for Edge staff.
- Began tracking click rate on links in *This Week on Martine*.
- 20.7% average open rate on all newsletters sent out this month, showing a 2% decrease from September; 2.3% average click rate on links in newsletter this month. We lost 2 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter and Instagram followers. Our reach has decreased 71% on Facebook, and our post engagement has decreased 44%.

Stats

Oct-18	Adult	Juvenile			
Promotional Activities					
Fliers	5	8			
Newsletters	7	6			
Press Releases		1			
Social Media Post	33	56			
Digital Graphic/image	9	5			
Blog Post	6	4			
Print Graphic/Handout	4				
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1478	1370	605	171	9692

Ad

Mentions/Links

City highlighted Fall Gala and October Common Ground meeting in their October eNewsletter

Latino U tagged us in photos from their FAFSA program in the Edge on Facebook

[https://www.facebook.com/LatinoUCollege/posts/1981743615234811?_xts__\[id\]=68.ARASAAIKJAPgft2oJIHxscHra64IYwSHW_taV32eAig6QCKwVVBqmg3NbDBoD_kAbuzW6cQoHtk-bM0nYNCgPztAnvSpJV8o7a40nsTvoK0K7nxCMIUGKy2Om1neHLLI0JtHHhbfrpE2dtd3MVyXO3KklLeRO_1lWPVLe5ZDVmF1NJyd6m0-r1BysNYIH33sBKldow&_tn__\[id\]=-UC-R](https://www.facebook.com/LatinoUCollege/posts/1981743615234811?_xts__[id]=68.ARASAAIKJAPgft2oJIHxscHra64IYwSHW_taV32eAig6QCKwVVBqmg3NbDBoD_kAbuzW6cQoHtk-bM0nYNCgPztAnvSpJV8o7a40nsTvoK0K7nxCMIUGKy2Om1neHLLI0JtHHhbfrpE2dtd3MVyXO3KklLeRO_1lWPVLe5ZDVmF1NJyd6m0-r1BysNYIH33sBKldow&_tn__[id]=-UC-R)

Lee’s Funeral Home shared a post on Coffee with a Cop at the Library:

[https://www.facebook.com/LeesFuneralHome/?_tn__\[id\]=kC-](https://www.facebook.com/LeesFuneralHome/?_tn__[id]=kC-)

[R&eid=ARCEqMIUsdT2YxS4B_f6aoFMcj73QRipHKV7FPzU7_AQkHLU2RgVXG5RGfv-62Xu1PvWDkcMMMkn5iFq&hc_ref=ARR2IfG6ESZSicQXmQ-Qwe5ZDNq2c-ZeDC4XqDhB2QQ-k8n1RNCFL7JY1z2bEBoLoRM&xts %5B0%5D=68.ARDMKHRfMDN5UtYNnEf5NIBg5b404uDqHhj6qcJ6hn-sA8-xVNtM4pmzfpTUtgelb0mn8_y0yDlpaU_9Oqstkz9q1I7Z6v_fk3ANCyOSaO5n_P6oYuE4NKL6QfXS8o57uVo_a6HJ8BSjCvMoYYBb_F1dzDmaN4sMa6skUxta0UaOJ0CtuaN8dvcy9geJcUAGFnGYgkg](https://www.facebook.com/ARCEqMIUsdT2YxS4B_f6aoFMcj73QRipHKV7FPzU7_AQkHLU2RgVXG5RGfv-62Xu1PvWDkcMMMkn5iFq&hc_ref=ARR2IfG6ESZSicQXmQ-Qwe5ZDNq2c-ZeDC4XqDhB2QQ-k8n1RNCFL7JY1z2bEBoLoRM&xts%5B0%5D=68.ARDMKHRfMDN5UtYNnEf5NIBg5b404uDqHhj6qcJ6hn-sA8-xVNtM4pmzfpTUtgelb0mn8_y0yDlpaU_9Oqstkz9q1I7Z6v_fk3ANCyOSaO5n_P6oYuE4NKL6QfXS8o57uVo_a6HJ8BSjCvMoYYBb_F1dzDmaN4sMa6skUxta0UaOJ0CtuaN8dvcy9geJcUAGFnGYgkg)

Cayne Letizia shared photos from the Fall Gala on Twitter:

<https://twitter.com/drletizia/status/1053814515966640129>

Eleanor Cotter from My Sister's Place shared our November Common Ground blog post:

<https://twitter.com/EleanorCotter/status/1056909179250720770>