

December 2018 Media Report – Kristen Thornton-De Stafeno

- Created Policy template.
- Continued editing and adding content to Standards Guide.
- Finalized flyer template.
- Finalized job listing template.
- Worked on Foundation’s digital annual appeal for eNewsletter.
- Redesigned Edge print calendar.
- Began creating 2019 marketing calendar.
- Designed logo for Spanish version of our website.
- 20.7% average open rate on all newsletters sent out this month, showing a .3% decrease from November; 3.4% average click rate on links in newsletter this month, showing a .2% increase from November. We gained 586 subscribers over the last month.
- Facebook follows and likes have increased this month, as well as Twitter and Instagram followers. Our reach has increased 43% on Facebook, and our post engagement has increased 371%. Our most popular post by far was the “R-EDGE-rospective” blog.

Stats

Dec-18	Adult	Juvenile			
Promotional Activities					
Fliers	6	8			
Newsletters	8	8			
Press Releases	1	1			
Social Media Post	45	70			
Digital Graphic/image	5	4			
Blog Post	9	5			
Print Graphic/Handout	2				
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1518	1376	708	168	10978

Ad

Mentions/Links

City shared Wellness Wednesday blog and Citizenship Classes in the December eNewsletter