

January 2019 Media Report – Kristen Thornton-De Stafeno

- Edge staff began regularly posting to the Edge Instagram account.
- Finalized Standards Guide.
- Edited and distributed Foundation’s press release on new Allstate Foundation grant.
- Created and Finalized Spring/Summer 2019 pages for Rec & Parks Guide.
- Added Library Board meetings through June to City calendar.
- Added Library events through March to City calendar.
- Designed new vertical logos for Foundation & Friends.
- Updated Perkins bookplate design.
- 19.9% average open rate on all newsletters sent out this month, showing a .8% decrease from December; 2.9% average click rate on links in newsletter this month, showing a .5% decrease from December. We gained 319 subscribers over the last month, pushing us over 11,000.
- Facebook follows and likes have increased this month, as well as Twitter and Instagram followers. Our reach has decreased 53% on Facebook, and our post engagement has decreased 30%. Our most popular post was a photo of Ibi with promoting our new “green” totes.

Stats

Jan-19	Adult	Juvenile			
Promotional Activities					
Fliers	7	4			
Newsletters	5	6			
Press Releases	1	2			
Social Media Post	51	62			
Digital Graphic/image	13				
Blog Post	4	3			
Print Graphic/Handout	1				
Social Media	Facebook	Twitter	Instagram	Edge Instagram	Newsletter Subscribers
Followers	1533	1391	767	167	11297

Ad

Mentions/Links

Lee’s Funeral Home shared our Back to Bach event on FB.

City featured Future is Female book group and AARP Tax Aide in their February events eNewsletter

Nonprofit Westchester shared *Frida* film screening on their website: <https://npwestchester.org/event-3192035?CalendarViewType=1&SelectedDate=1/4/2019>